How To Tell People About your Business

Elevator Pitch
Executive Summary
Business Plan / Presentation

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We are going to create a company together
Who wants to be an entrepreneur?

Why be an entrepreneur?

1. Good way to build wealth
2. Be your own boss
3. Great way to change the world
4. Create and build something
5. Do something you love
Successful entrepreneurs are ....

1. Lucky
2. Hard working
3. Good sales people
4. Persistent
5. Risk tolerant
6. Quick learners that embrace failure
The entrepreneurial process is iterative

- Team
- Brainstorm
- Research
  - Customer
  - Market
  - Competition
- Make/do
- Test
- Learn
- Iterate

Cost and speed of each iteration are key determinants of success
Communicating your business plan

I. Elevator pitches to get introductions
II. Executive summaries to get meetings
III. Pitch decks (slide presentations) to get champions

Key Questions

• Who are you?
• What is it and why does your audience care?
  o Who are you selling to?
  o What need does it solve?
• How big can it be?
• How will you sell it?
• How is it different?
• How can you protect it?
• How will you make money?

Team
Value Proposition
Target Customer
Market Need
Market size
Distribution Channels
Differentiation
Competitive Barrier
Revenue Streams & Cost Structure
Let’s try one together…

Ubersit is Uber for babysitters, it enables busy parents to:
- Meet new sitters and add them to an approved pool
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- Team
- Value Proposition
  - Target Customer
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- Market size
- Distribution Channels
- Differentiation
- Competitive Barrier
- Revenue Streams & Cost Structure
Team tells people why you are the right team to pull this off.

**Team:**

- Who are you and what is your role with the company?
- What is your background and experiences that uniquely prepare you to do this?
- What other experience do you need to recruit as additional team members and advisors?
Value proposition tells people what you do and for whom

**Value Proposition:**

For **target customer** who **statement of the need or opportunity**,
**(product/service name) is product category** that **statement of benefit**.
Market size tells people how big this could get if you’re successful.

**Market size:**

- If all of your target customers bought the product at your proposed pricing how much money would you make each year?
  - Target customers have the need
  - Target customers are willing and able to pay
  - Target customers are those for whom your product is by far the best solution to their need
Distribution channels tell people how you will market and sell.

**Distribution Channels:**

- **Place**: how/where will customers buy your product?
- **Promotion**: how will customers become aware of your product and learn why they should want it?
Differentiation tell people how customers will make the purchase decisions and how you are different.

### Differentiation:

<table>
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<tr>
<th>Customer decision metric 1</th>
<th>Your Company</th>
<th>Competitor 1</th>
<th>Competitor 2</th>
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<td>Customer decision metric 2</td>
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Competitive Barrier tells people how you will stop or slow competition.

**Competitive Barriers:**

- Patents
- First-mover
- Tipping effects
- Brand
- Unique relationships
- Cost advantages…
Distribution channels tell people how you will market and sell.

**Profit = Price – cost structure:**

- How & how much will you charge?
- What are your costs per unit?
- What are your general costs?
Summary Thoughts

I. DO:
- Try
- Have Fun
- Talk to customers early and often
- Iterate: Fail Fast & Learn
- Surround yourself with great people

I. DON’T
- Not try

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