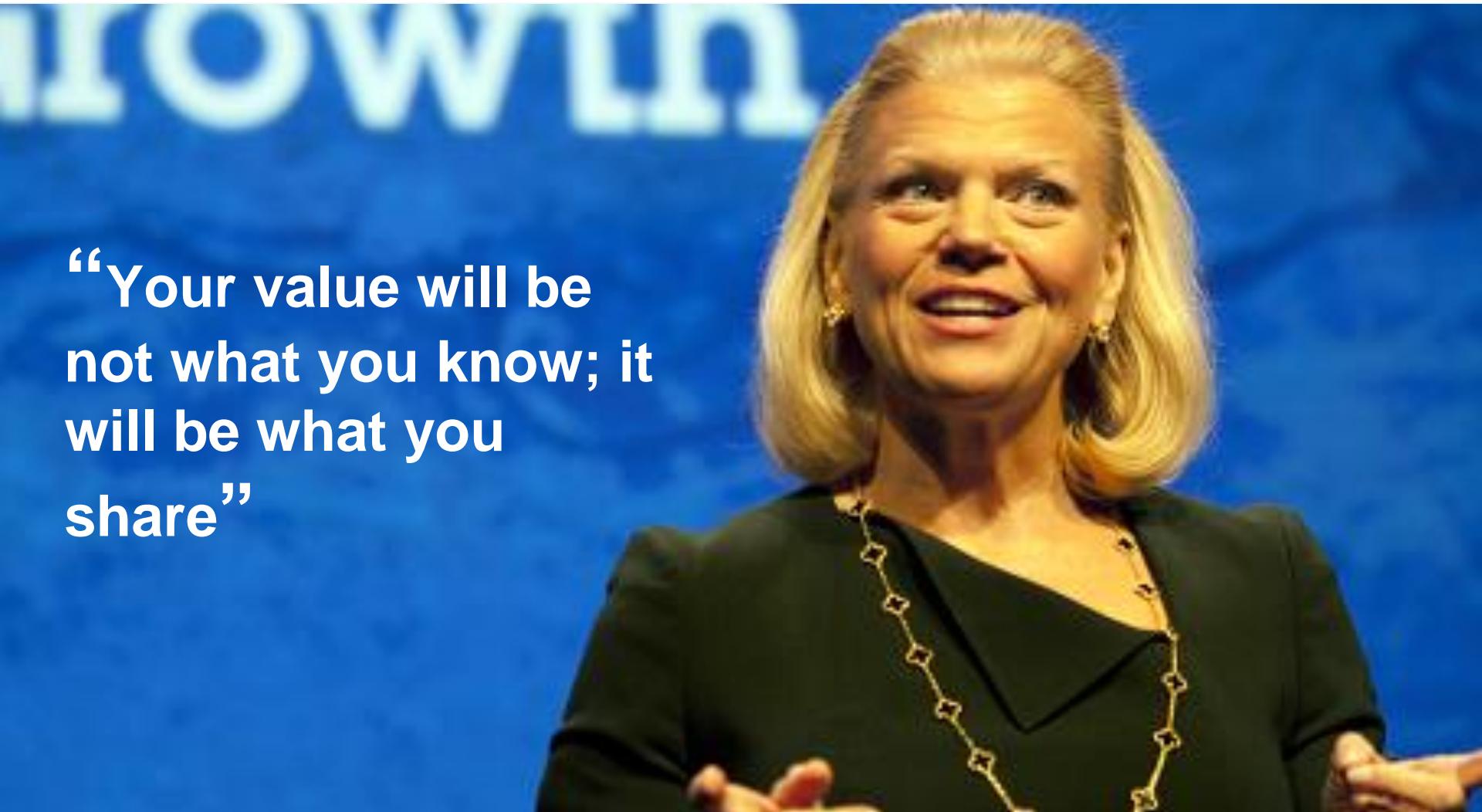




Demo Video & Business Plan
Unit 9

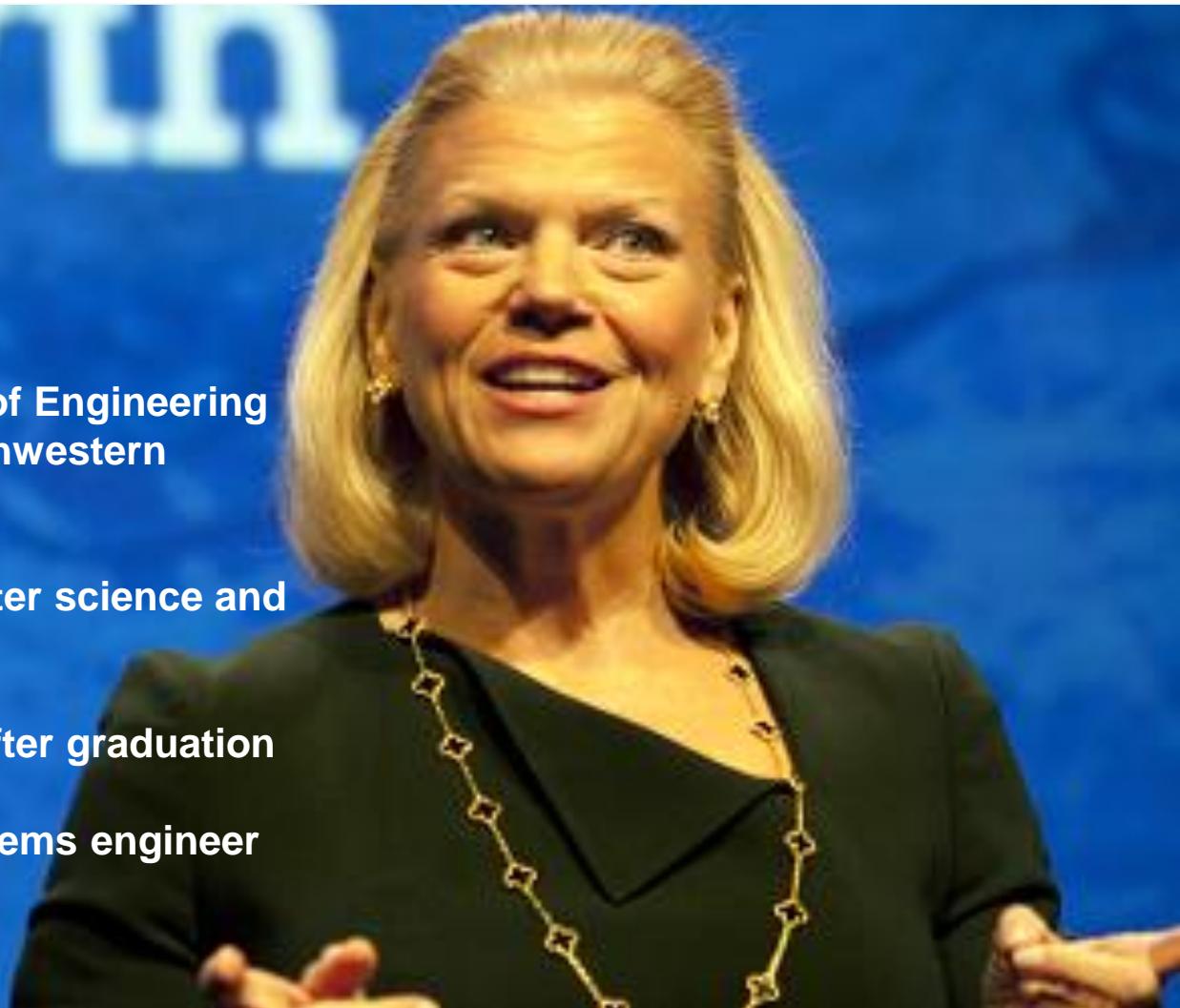
CEO Profile: Ginni Rometty



**“Your value will be
not what you know; it
will be what you
share”**

CEO Profile: Ginni Rometty

- Current CEO of IBM
- IBM's first woman CEO
- Graduated from the School of Engineering and Applied Science at Northwestern University
- Bachelor's degree in computer science and electrical engineering
- Worked at General Motors after graduation
- Joined IBM in 1981 as a systems engineer



Agenda

- Demo Video Guidelines
- What is entrepreneurship?
- Elements of a business plan
- Building a business model
- Wrap up



Demo Video Guidelines

Your demo video should:

- Be under 2 minutes long
- Clearly demonstrate the functionality of your app
- Highlight the unique features of your app
- Focus on the user interface

Tools You Could Use: Camera



Most Expensive

Least Expensive

Tools You Could Use: Tripod



Most Expensive

Least Expensive

Tools You Could Use: Lighting



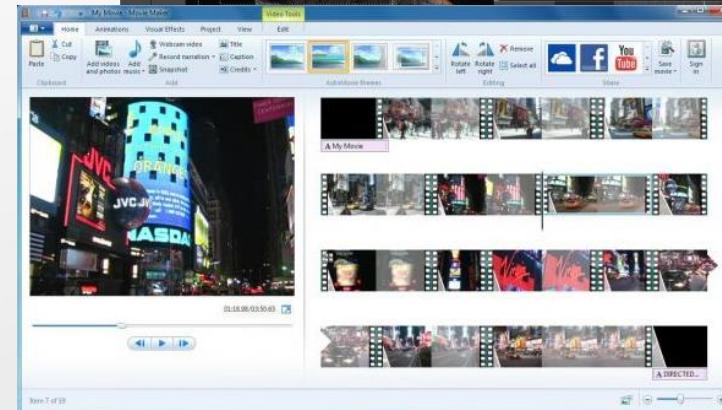
Most Expensive

Least Expensive

Tools You Could Use: Software



3D Studio Max
Adobe Creative Suite
Sony Vegas Pro
Apple Final Cut Pro
Avid Media Composer



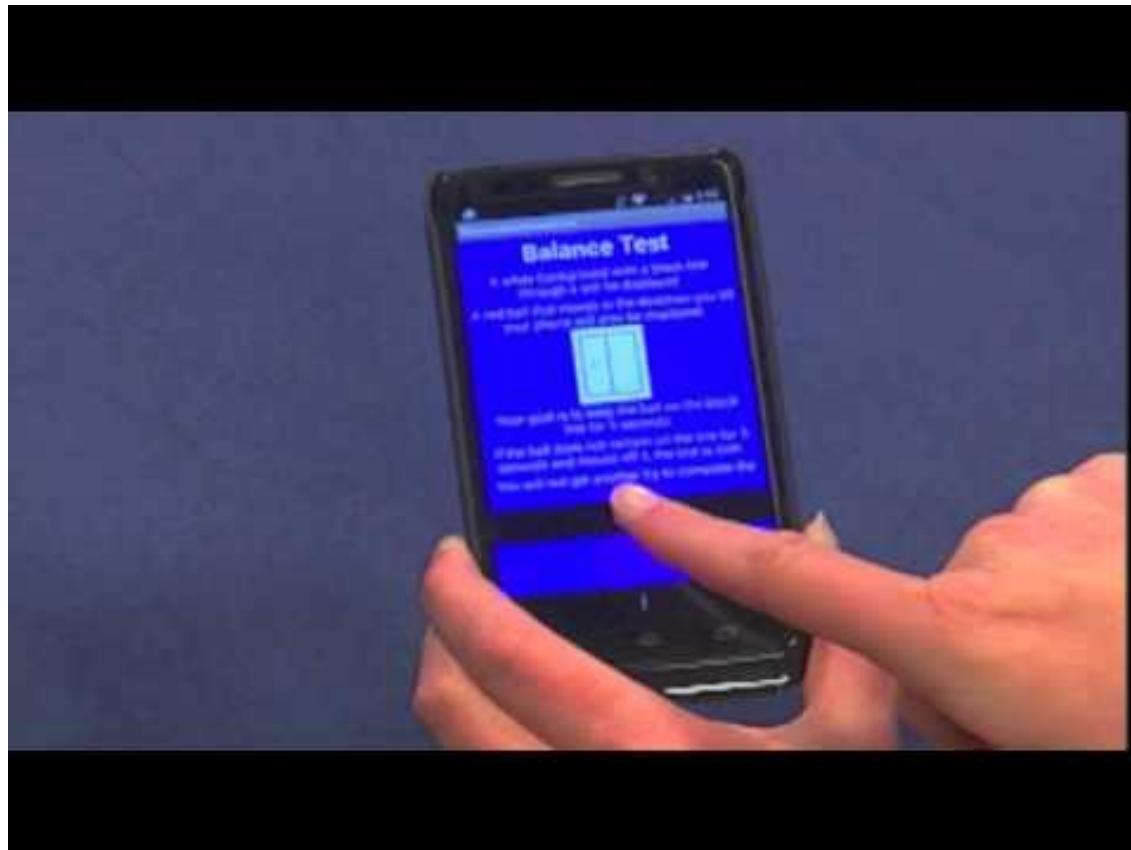
Windows Movie Maker
VSDC Free Video Editor
iMovie
Blender

Most Expensive

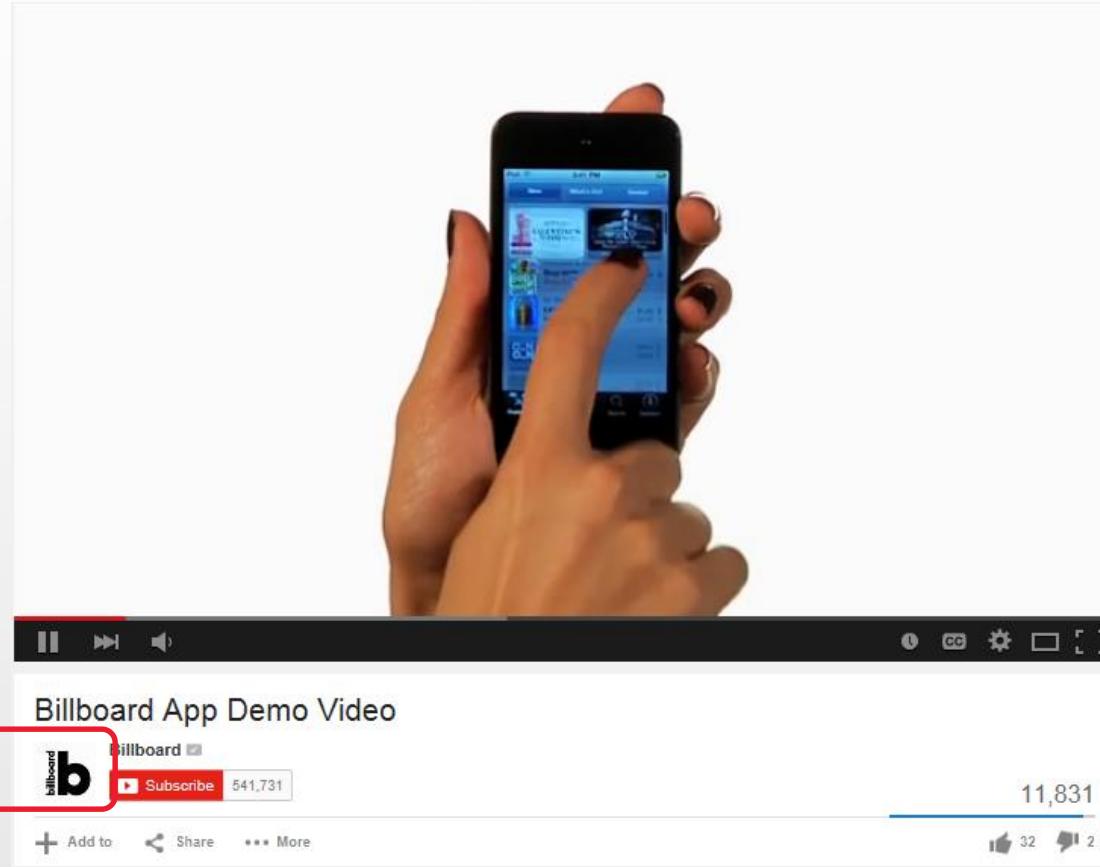
Least Expensive

Activity

Watch this demo video example from a 2015 Technovation team. What stands out to you in this video? What does the team do well? What kind of features does the app have and how are they shown?

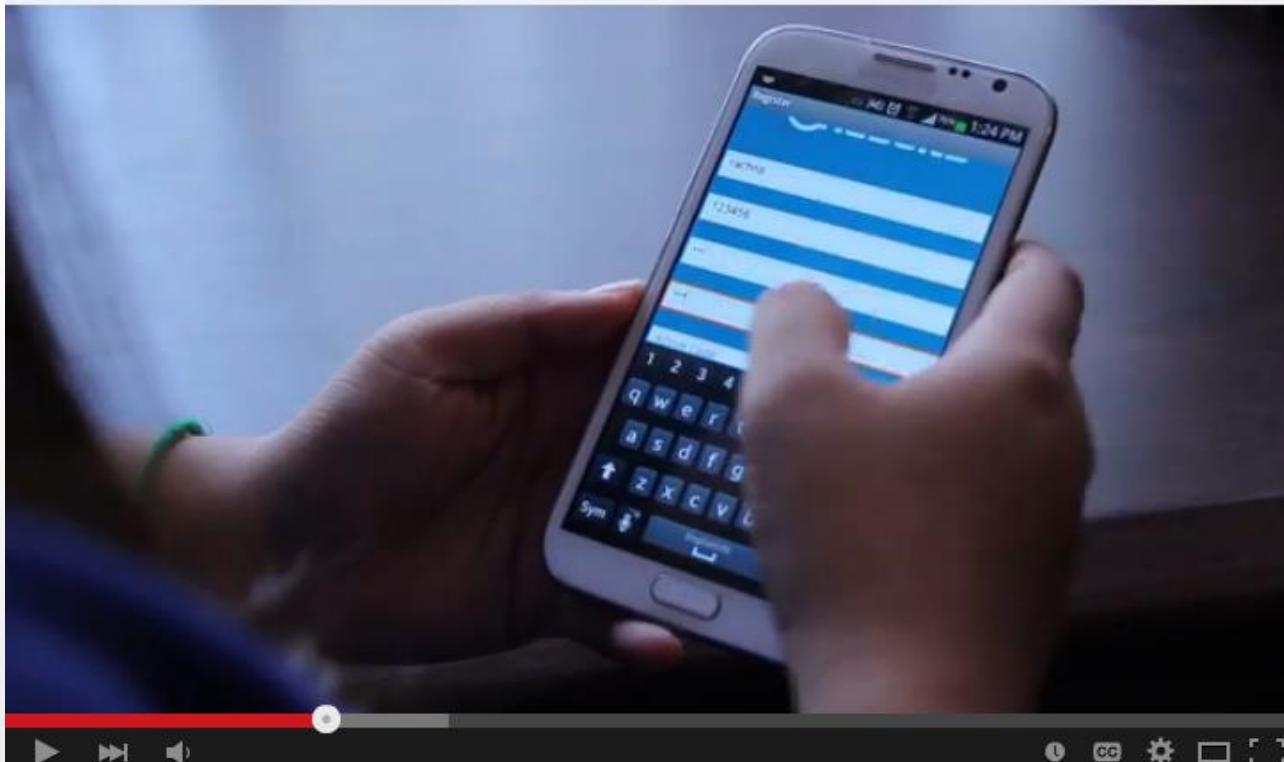


9.3 App Video Demo: Billboard



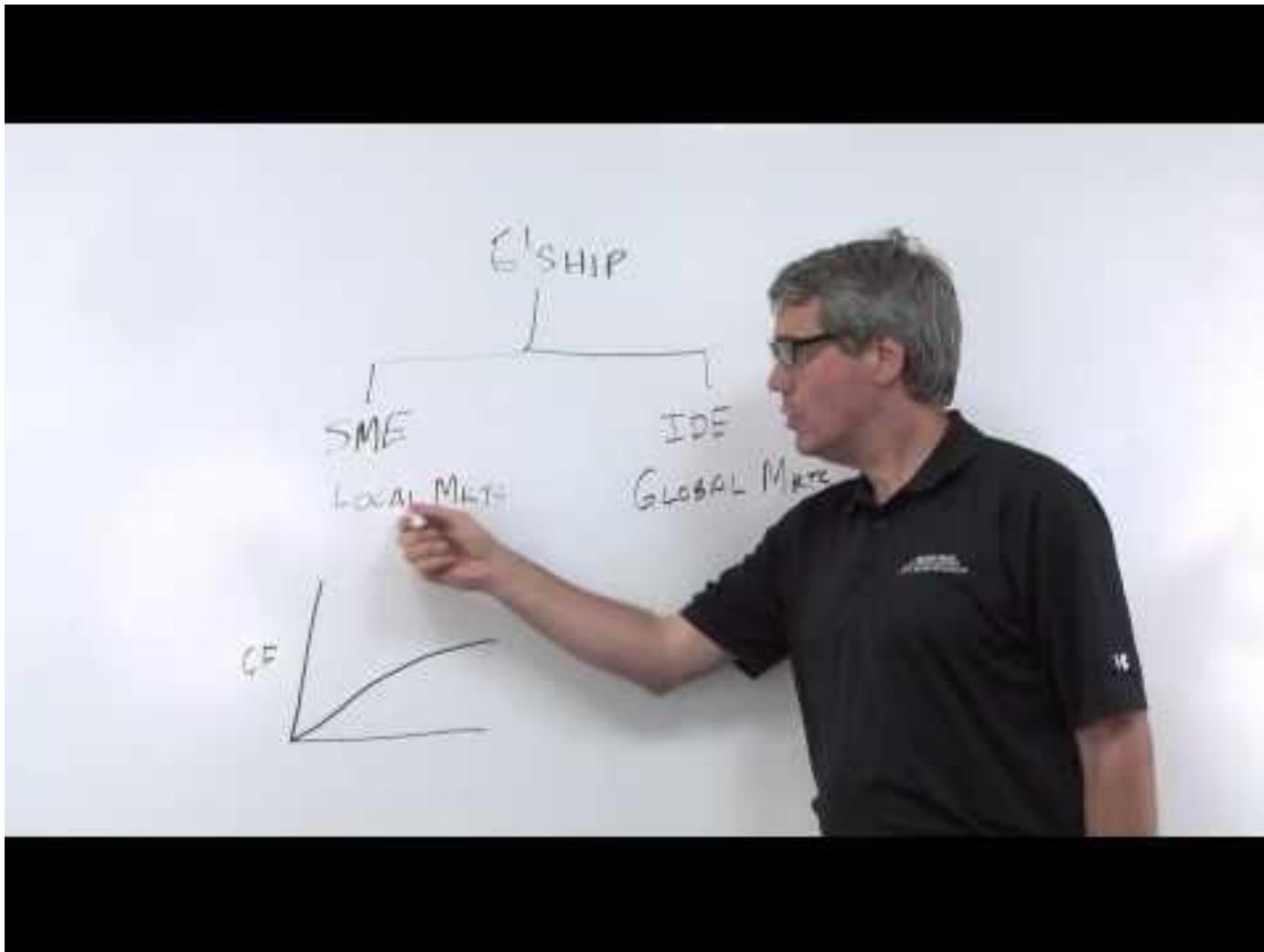
<https://www.youtube.com/watch?v=VWtGsxGli-Y>

9.3 App Video Demo: E-Result



<https://www.youtube.com/watch?v=iK825upG4AU>

Types of entrepreneurship



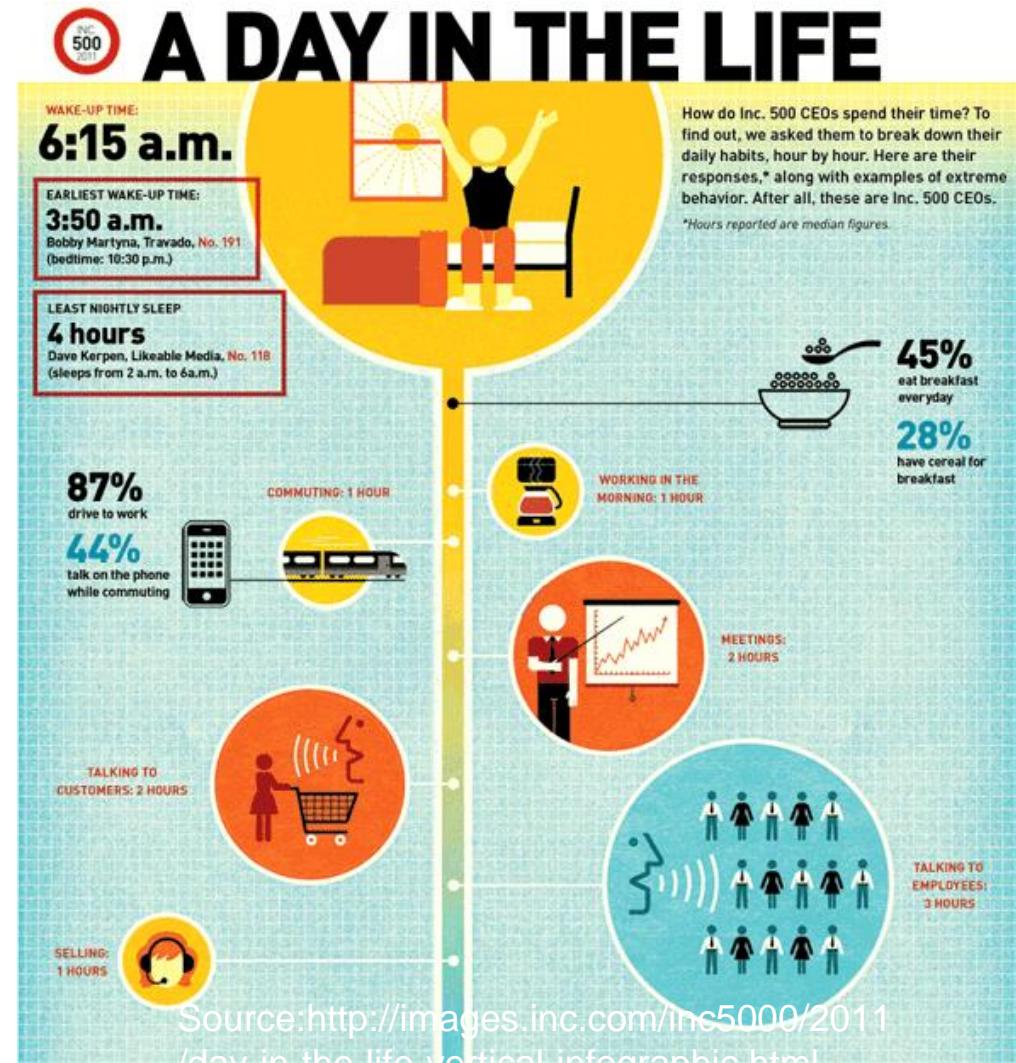
Instructor: Bill Aulet - MIT

Types of entrepreneurship



Do you want to become an entrepreneur?

- What is an entrepreneur?
- What do you think the personal characteristics of an entrepreneur are?
- What do you think it would take for you to become an entrepreneur?



INC
500
2011

A DAY IN THE LIFE

WAKE-UP TIME:

6:15 a.m.

EARLIEST WAKE-UP TIME:

3:50 a.m.

Bobby Martyna, Travado, No. 191
(bedtime: 10:30 p.m.)

LEAST NIGHTLY SLEEP

4 hours

Dave Kerpen, Likeable Media, No. 118
(sleeps from 2 a.m. to 6 a.m.)

87%

drive to work

44%

talk on the phone
while commuting

COMMUTING: 1 HOUR



TALKING TO
CUSTOMERS: 2 HOURS

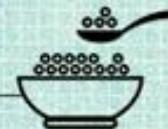


SELLING:
1 HOURS



How do Inc. 500 CEOs spend their time? To find out, we asked them to break down their daily habits, hour by hour. Here are their responses,* along with examples of extreme behavior. After all, these are Inc. 500 CEOs.

*Hours reported are median figures.



45%
eat breakfast
everyday

28%
have cereal for
breakfast

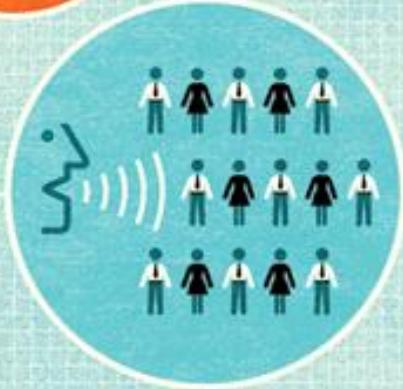
WORKING IN THE
MORNING: 1 HOUR



MEETINGS:
2 HOURS



TALKING TO
EMPLOYEES:
3 HOURS



What is a Business Plan?

- A **business plan** is a tool used by entrepreneurs to organize and communicate business ideas to external parties.
- A business plan is usually written in a **narrative** form and contains a series of sections outlining your idea and future plans. An entrepreneur may also develop a **presentation** with visual imagery for use in pitches.
- The contents of a business plan are often kept **confidential**; that is, not posted publicly and only shared with select parties, since many entrepreneurs want to prevent other companies from using their ideas.
- The Technovation Challenge business plan includes 5 sections. You have already begun working on it in previous units :
 - Product Description
 - Potential Market Size
 - Competitive Analysis
 - Potential Revenue
 - Branding and Promotion

Activity

Look at this example of a [Business Plan from a 2015 Technovation Team](#) and evaluate it?

- What are some of the main features?
- What did they do very well?
- Would you do anything differently?

Who will read your Business Plan?

You will submit your business plans to a panel of judges for review.

- The judges will provide feedback based on the [evaluation rubric](#) used to assess each team's performance.
- Judges are technology and business professionals who volunteer their time with the Technovation Challenge.



Evaluation Rubric

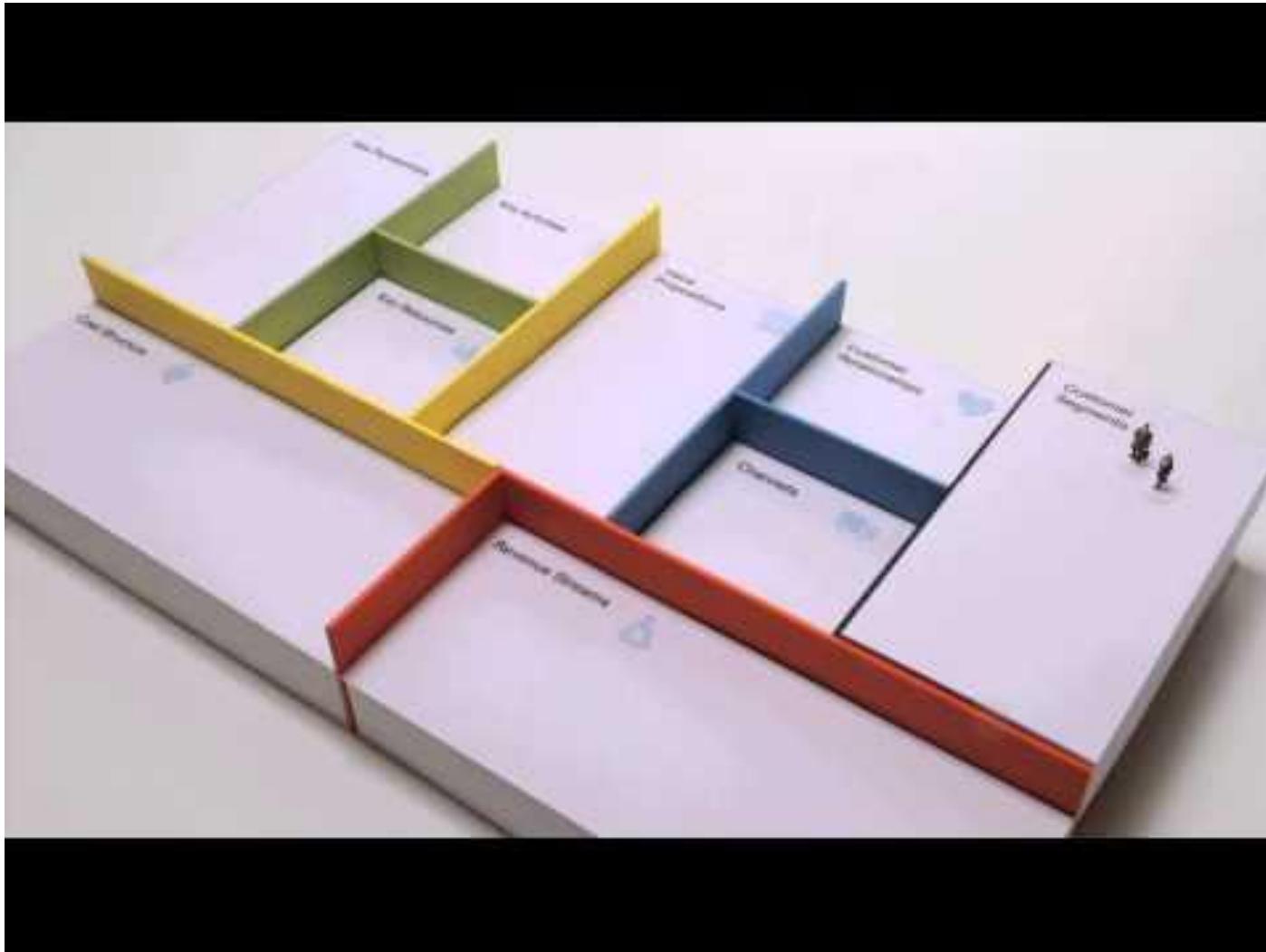
Entrepreneurial score	0	1	2	3
Product Description	None	A short and vague description.	Describes the app, but no sense of overall value of the app.	Describes app and value added.
Potential Market Size	None	Groups of people mentioned, but no estimates done.	Estimates done and some groups defined. Could have been more thorough.	Estimates done and groups defined. Estimates clearly explained.
Competitive Analysis	None	Competitors are named, but explanations are sparse or nonexistent.	Competitors are named, and explanations are provided. Could have been more thorough.	Analysis is exhaustive.
Potential Revenue	None	Calculations are suspect, and explanations are unclear.	Calculations exist, but basis of the calculations could use more explanation.	Calculations and explanations are thorough and believable.
Branding and Promotion	None	A logo or promotional sources are included, but explanations are sparse or nonexistent.	Logo and limited promotional sources are included. Explanations for promotional plan could be more thorough.	Logo and promotional plans are included, well explained and exhaustive.

Who will invest in your startup?

There are many types of investors who may be interested in supporting your venture, including:

- **Venture capitalists**, ("VCs") lend money in exchange for taking stock in a company to share in potential future profits. VCs typically invest in early stage ventures, involving high risk but potentially high returns from their share of future earnings.
- **Banks** make loans to be repaid in the future with interest on a defined schedule. Banks typically lend to companies with established revenues and existing assets (e.g., land, machines, inventory) to be used as collateral.
- **Foundations, nonprofits, and government agencies** may provide grants or low-cost loans for certain activities which align with their organizational mission.
- **Crowdfunding** is a newer source of start up funding, involving websites with platforms where many people can contribute small amounts of funding to a project or idea posted by an entrepreneur.
 - Examples: [Kickstarter](#) and [Indiegogo](#)

Business Model Canvas



KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITIONS	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
Who are our key partners? Who are our key suppliers? Which key resources are we acquiring from our partners? Which key activities do partners perform?	What key activities do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?	What value do we deliver to the customer? Which one of our customers' problems are we helping to solve? What bundles of products and services are we offering to each segment? Which customer needs are we satisfying? What is the minimum viable product?	How do we get, keep, and grow customers? Which customer relationships have we established? How are they integrated with the rest of our business model? How costly are they?	For whom are we creating value? Who are our most important customers? What are the customer archetypes?
KEY RESOURCES			CHANNELS	
What key resources do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?			Through which channels do our customer segments want to be reached? How do other companies reach them now? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?	
COST STRUCTURE		REVENUE STREAMS		
What are the most important costs inherent to our business model? Which key resources are most expensive? Which key activities are most expensive?		For what value are our customers really willing to pay? For what do they currently pay? What is the revenue model? What are the pricing tactics?		

BUSINESS MODEL GUIDE & QUESTIONS

What problem in the community is your app solving?

How are you defining your community? (This can be similar to your market)

Describe your app in 3 sentences max.

Value Propositions: What value does your app idea add to a customer? Why is your app idea something that people will want to use? What stands out about your app idea from others? What is special about your app idea?

Market Size: Who are you trying to sell your app to? How many people do you plan to sell your app to? There needs to be enough people who will buy your app to make money.

Revenue Streams: What are the different ways that you will make money? Will you charge people to use your app? If so, how much and how often (monthly subscription, yearly, or daily)?

Cost Structure: What are the expenses for your team? Where would you work out of if you started your own business and how much would it cost? Do you have employees? Who will you need to hire, if anyone?

Distribution Channels: How are you getting your app to customers? How are you increasing your market size? Will you use social media, sell to people in person, sell your app to schools or other business? Where will you advertise?

Is there anything that your team will have to find out (or needs more information on) in order to build your app? What would you ask investors for to take your app to market?

Building a profitable business

You should be able to answer or identify the following for your business:

Value Proposition: What value do you deliver to the customer? Low Price? Convenience? [Revisit Unit 6](#), consult these additional [tips on developing one](#)

Market Size: Who are all the people and organizations for which you are creating value? There must be enough people who would buy your product/service to make a profit. [Revisit Unit 3 for more details](#)

Revenue Streams: To be a business, you have to make money...from whom and how? Paid apps? Advertising? In-game purchases? [Revisit Unit 7 for Revenue Models and Pricing](#).

Cost structure: What are your important costs? [Revisit Unit 7](#).

Distribution Channels: How are you reaching your customers? Which method works best? Which are the most cost-efficient? [Revisit Unit 7](#)

Additional [video resource](#) for developing a business model

“Car for hire” Business model canvas Case Uber

Strategy Case Study

Task List

- Complete the business model for your app. You'll need it to finalize your business plan.

The Technovation Challenge business plan includes 5 sections:

- Product Description
- Potential Market Size
- Competitive Analysis
- Potential Revenue
- Branding and Promotion
- Continue to refine your prototype
- Continue to work on other deliverables as needed

Additional Resources

[Sample Business Plan](#) by Gobi (Provided by Accenture)

Bonus: Role Playing Activity (provided by Accenture)

Scenario: Each team member will play the role of a person interested in learning more about a new business idea.

Materials: Paper and pencil for each team member, clock or stopwatch

Roles:

- A venture capital investor who created a successful app and wants to invest in the next generation popular of apps.
- A manager of a foundation interested in supporting youth Science, Technology, and Math (STEM) education.
- A new employee hired to be your Chief Operating Officer (COO) and manage all aspects of your company's daily business.
- An executive a technology company which has offered to give your company free server space for its first year.

Your task:

- Assign one role to each team member, then read the executive summary of the sample business plan provided.
- Each team member will work individually for 3-4 minutes to brainstorm 8-10 questions about the business idea, imagining that he or she has the assigned role.
- Once complete, each team member will share his or her questions with the group.

Wrap-Up & Share

- Share photos on [Facebook](#) and [twitter](#)
- Post any questions or difficulties you may be encountering on the Technovation [Facebook](#) page, and we'll help!

