Delivering
A Winning Marketing & Sales Story
Sharks & Angels
WORKSHOP GOALS

FIRST-PLACE CASH PRIZE OF $10,000

#FAIL
#WIN

SUNRISE EMERALD ISLE, NC
MARCH 17, 2015
FIRST-PLACE CASH PRIZE OF $10,000
WHAT HAS BEEN SEEN
CANNOT BE UNSEEN
"BUSINESS PEOPLE SPEAK LIKE IDIOTS.

SHARKS & ANGELS
DECIDE IF YOU ARE ONE."

SARAH
IF YOU LOOK AT WHAT GETS FUNDED  KEVIN O’LEARY

THE ENTREPRENEUR WAS ABLE TO

ARTICULATE THE OPPORTUNITY IN 90 SECONDS OR LESS.

SECONDLY, THEY WERE ABLE TO CONVINCE THE SHARKS THAT THEY CAN EXECUTE.

AND THIRD, THEY KNEW THEIR NUMBERS.

IN EVERY CASE

FIRST-PLACE CASH PRIZE OF $10,000
IF YOU LOOK AT WHAT GETS FUNDED

KEVIN O'LEARY

3 ATTRIBUTES THAT ARE ALWAYS PRESENT

THE ENTREPRENEUR WAS ABLE TO

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FIRST-PLACE CASH PRIZE OF $10,000
THE PITCH

ARTICULATE THE OPPORTUNITY IN 90 SECONDS OR LESS.

"THERE IS NO COMPETITION"

CONFUSE, CONFOUND, EVADE

UNREALISTIC PROJECTIONS, VALUATION, ASSUMPTIONS

RELY ON SLIDES

NO CLICHES'

FIRST-PLACE CASH PRIZE OF $10,000
"GOOGLE WILL BUY US"
"WE CAN GUARANTEE RETURNS WITH LIMITED CAPITAL INVESTMENT"
"ALL WE NEED IS 1% OF THE MARKET"
"WE DON'T NEED SALESPeople"
"THIS PRODUCT WILL MARKET ITSELF"
THE PITCH
ARTICULATE THE OPPORTUNITY IN 90 SECONDS OR LESS.

#Win

WHAT CUSTOMER PROBLEM DO YOU SOLVE?

"PREPARE YOUR FACE OFF"

WHO ARE YOU TALKING TO?

"CULTIVATE IRRATIONAL OPTIMISM"

FIRST-PLACE CASH PRIZE OF $10,000
EXECUTE
SECONDLY, THEY WERE
ABLE TO CONVINCE
THEY CAN EXECUTE

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DO NOT
DEMONSTRATE A
PATH TO
PROFITABILITY

#Fail

FAIL TO SHOW
TEAM
STRENGTHS

TEAM STANDS UP,
ONLY ONE SPEAKS

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FIRST-PLACE CASH PRIZE OF $10,000
SECONDLY, THEY WERE ABLE TO CONVINCE THEY CAN EXECUTE

#Win

PRESENT A COST EFFECTIVE GO-TO-MARKET STRATEGY

FIRST-PLACE CASH PRIZE OF $10,000
NUMBERS

AND THIRD, THEY KNEW THEIR NUMBERS

#Fail

USE OF PROCEEDS

MARKETING IS A MISS

MBA ANALYSIS PARALYSIS

PRICING

FIRST-PLACE CASH PRIZE OF $10,000
NUMBERS

AND THIRD, THEY KNEW THEIR NUMBERS

BUILD A COHERENT MARKETING STRATEGY

CUSTOMER ACQUISITION COSTS

WOW 'EM WITH RISK ANALYSIS

STEVE BLANK DOT COM

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#Win
Tech Risk

WOW 'EM WITH RISK ANALYSIS

IS IT POSSIBLE?
ON BUDGET AND ON TIME?

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Operational Risk

WHAT CAN GO WRONG WITH DAY-TO-DAY OPERATIONS? ARE THERE MANUFACTURING VULNERABILITIES?

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Market Risk

WILL PEOPLE ACTUALLY BUY WHAT YOU HAVE TO SELL? WILL YOU NEED TO CREATE A MAJOR CHANGE IN CONSUMER BEHAVIOR?

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Legal Risk

HOW DO YOU LIMIT LIABILITY IF YOU FAIL?
IS IP PROTECTED?
ARE YOU INFRINGING ON SOMEONE ELSE'S IP?

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People Risk

IS YOUR CEO A WINNER? WILL THEY STEP ASIDE IF NECESSARY? CAN YOU BRING IN THE RIGHT TALENT?

FIRST-PLACE CASH PRIZE OF $10,000
One Question: What was on every slide?