

Launch Night 11.15.11

Online CUNVC.org
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Schedule of Events

5:30-6:00 Registration, Networking & Refreshments

6:00-8:00 Pitch Night! Wittemyer Courtroom

6:00-6:15 Opening Remarks by Jacqui Dietrich, Deming Center for Entrepreneurship

6:10-7:00 **Presentation – Intro to business planning**

Frank Moyes, Entrepreneurship Scholar in Residence
Director, CU Cross Campus Entrepreneurship Education Initiative
Deming Center for Entrepreneurship, Leeds School of Business
Frank.Moyes@Colorado.edu

7:00-7:30 Q&A - Frank Moyes, Dave & Jacqui, track teams

7:30-8:00 Networking + Q&A with Track Teams

Upcoming NVC Events

Jan 18 Entrepreneur Bootcamp with Frank Moyes & NVC Advisors, Faculty & Mentors, 3-7pm ATLAS

Mar 8 Time's Up! Submit your business plan (details will be at cunvc.org)

Mid-Mar Track Rounds: Select teams compete for track prizes and chance to present at NVC Finals

Apr 5 NVC Finals: Top 5 teams, one from each track, present for live judges

Apr 5 CU NVC Finals & Awards Extravaganza – Top 10 teams pitch! 6pm, Stadium Club

Contacts

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Produced by
Silicon Flatirons Center
Deming Center for Entrepreneurship
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Center for Education on Social Responsibility

With support from across campus
eSpace ATLAS
Interdisciplinary Telecomm Program
eShip & Engineering

B-Plan Resources from The Deming Center for Entrepreneurship

Frank Moyes:

<http://leeds-faculty.colorado.edu/moyes/html/resources.htm>

Business Planning

<http://cunvc.org/resources>

<http://www.businessplans.org/>

<http://www.sba.gov/category/navigation-structure/starting-managing-business/starting-business>

<http://www.mootcorp.org/utopia-mootcorp/utopia-moot/index.html>

Tools

<http://co.startupamericapartnership.org/>

<http://www.google.com/patents>

<http://www.score.org/resources/business-plans-financial-statements-template-gallery>

Reading: Blogs, Mailing Lists, Magazines

<http://www.entrepreneur.com/startingabusiness/index.html>

<http://www.entrepreneurship.org/en/Resource-Center.aspx>

<http://www.fastcompany.com/tag/entrepreneur>

(tech) <http://startupdigest.com/>

(social impact) <http://www.redf.org/learn-from-redf/publications/119>

(creative professionals) <http://the99percent.com/>

Books

Business Model Generation, <http://www.businessmodelgeneration.com/book>

The New Business Road Test or Getting to Plan B. Mullins, J.

The Lean Startup. Ries, E.

Making Ideas Happen, Belsky, S.

Networking

<http://boulder.me> for events calendar

How to Create a Captivating Presentation (by Mark McGuinness, the99percent.com)

Here are some tips to help you get started - and to illustrate why your creative talents are the perfect ingredients for a killer presentation.

1. Tap your enthusiasm. Everyone I've ever coached on presentation skills has told me they want to be more confident - but I tell them to [forget about confidence and focus on enthusiasm](#). Confidence can be impressive, but it can still leave an audience cold. Enthusiasm, on the other hand, is infectious - it will be hard for audiences to resist your passion.

2. Get to the core of your message. If you're an information architect, you'll know how important it is to present the most important points clearly and simply, only introducing details when people have grasped the big picture and are ready for more. If organizing information is new to you, then here's the quick version: **Boil your presentation down to three key points your audience must understand.** This forces you to hone your message to its essence, and helps you remember the structure of your presentation (even if the worst happens and the projector fails). It will also make the message more memorable for your audience. For more detailed advice on structuring presentations, read [Cliff Atkinson's](#) book [Beyond Bullet Points](#).

3. Tell a captivating story. Next time you hear a presenter say "I'll begin by telling you a story..." watch the audience - you'll see them relax into their chairs. They are re-entering the pleasant "storytime trance" they knew and loved as kids. Their critical guard is down, and the speaker has a golden opportunity to engage them emotionally, by telling a powerful story that is relevant to her theme. You have the same opportunity. Consider the message you are trying to get across. What problem does it solve? What's the human dimension? Who does it remind you of? Once you have the seeds of a story, practice telling and retelling it until you it makes you laugh, cringe, groan, flinch or grin as you speak. When it affects you like this, it will move your audience too. [Nancy Duarte's](#) new book, [Resonate](#), will show you how to entrance audiences with storytelling.

4. Wow them with words. You should never try to get your presentation word perfect, by memorizing every single word - that will only make for stilted delivery. But it does pay to sprinkle it with a few choice phrases and add the odd rhetorical flourish. It's true that "statistics can be misleading," but saying it like that won't get people to sit up straight. Try injecting a little more originality.

5. Create stunning slides. Slides are optional, but if you're going to use them, make them great. Even if you're not a graphic designer, it's relatively easy to stand out from the crowd of bullet points and PowerPoint templates, by licensing high-quality images from stock sites like [istockphoto](#) and [Veer](#), or searching for Creative Commons-licensed photos from Flickr using [Compfight](#) (just make sure you read the licensing terms carefully, especially for commercial use!).

6. Keep it simple. Simplicity - focusing on core themes and eliminating fluff - is the key to a lot of great design, great writing, great music, great dance, and great art of many kinds. It's also one of the things that makes presentations powerful and memorable.

This is all you need for a truly great presentation: One big idea, Three key points, One compelling story, One idea per slide (and [no more than six words](#)), One clear call to action

The Business Model Canvas (www.businessmodelgeneration.com)

Download at: cunvc.org/resources (look under "Tools")

Key Partners

Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

motivations for partnerships

Optimization and economy
Reduction of risk and uncertainty
Acquisition of particular resources and activities

Key Resources

What Key Resources do our Value Propositions require?
Our Distribution Channels? Customer Relationships?
Revenue Streams?

Value Proposition

What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

characteristics

Newness
Performance
Customization
"Getting the Job Done"
Design
Brand/Status

Key Activities

What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue streams?

categories

Production
Problem Solving
Platform/Network

types of resources

Physical
Intellectual (brand patents, copyrights, data)
Human
Financial

Price
Cost Reduction
Risk Reduction
Accessibility
Convenience/Usability

Customer Relationships

What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

examples

Personal assistance
Dedicated Personal Assistance
Self-Service
Automated Services
Communities
Co-creation

Channels

Through which Channels do our Customer Segments want to be reached?

How are we reaching them now?

How are our Channels integrated?

Which ones work best?

Which ones are most cost-efficient?

How are we integrating them with customer routines?

channel phases:

1. Awareness - How do we raise awareness about our company's products and services?

2. Evaluation - How do we help customers evaluate our organization's Value Proposition?

3. Purchase - How do we allow customers to purchase specific products and services?

4. Delivery - How do we deliver a Value Proposition to customers?

5. After sales - How do we provide post-purchase customer support?

Customer Segments

For whom are we creating value?

Mass Market

Who are our most important customers?

Niche Market

Segmented

Diversified

Multi-sided Platform

Cost Structure

What are the most important costs inherent in our business model?

Which Key Resources are most expensive?

Which Key Activities are most expensive?

is your business more: *Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing) or Value Driven (focused on value creation, premium value proposition)*

sample characteristics:

Fixed Costs (salaries, rents, utilities)

Economies of scale

Variable costs

Economies of scope

Revenue Streams

For what value are our customers really willing to pay?

For what do they currently pay?

How are they currently paying?

How would they prefer to pay?

How much does each Revenue Stream contribute to overall revenues?

types:

Asset sale

Usage fee

Subscription Fees

Lending/Renting/Leasing

Licensing

Brokerage fees

Advertising

fixed pricing

List Price

Product feature dependent

Customer segment

dependent

Volume dependent

dynamic pricing

Negotiation (bargaining)

Yield Management

Real-time-Market