

# Putting the Pieces Together

Session 8 | August 10, 2022



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# Student Updates

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In 60 seconds, tell us:

- How many people you talked to since last class?
- Have you changed your Business Model Canvas?



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**Questions?**



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# Putting the Pieces Together: A Review of the Business Model Canvas









# The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 
	Key Resources 		Channels 	
Cost Structure 		Revenue Streams 		



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# Business Model Canvas Review

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- Value Proposition
- Customer Segments
- Customer Channels
- Customer Relationships
- Revenue Streams and Cost Structure
- Key Activities, Partners, and Resources

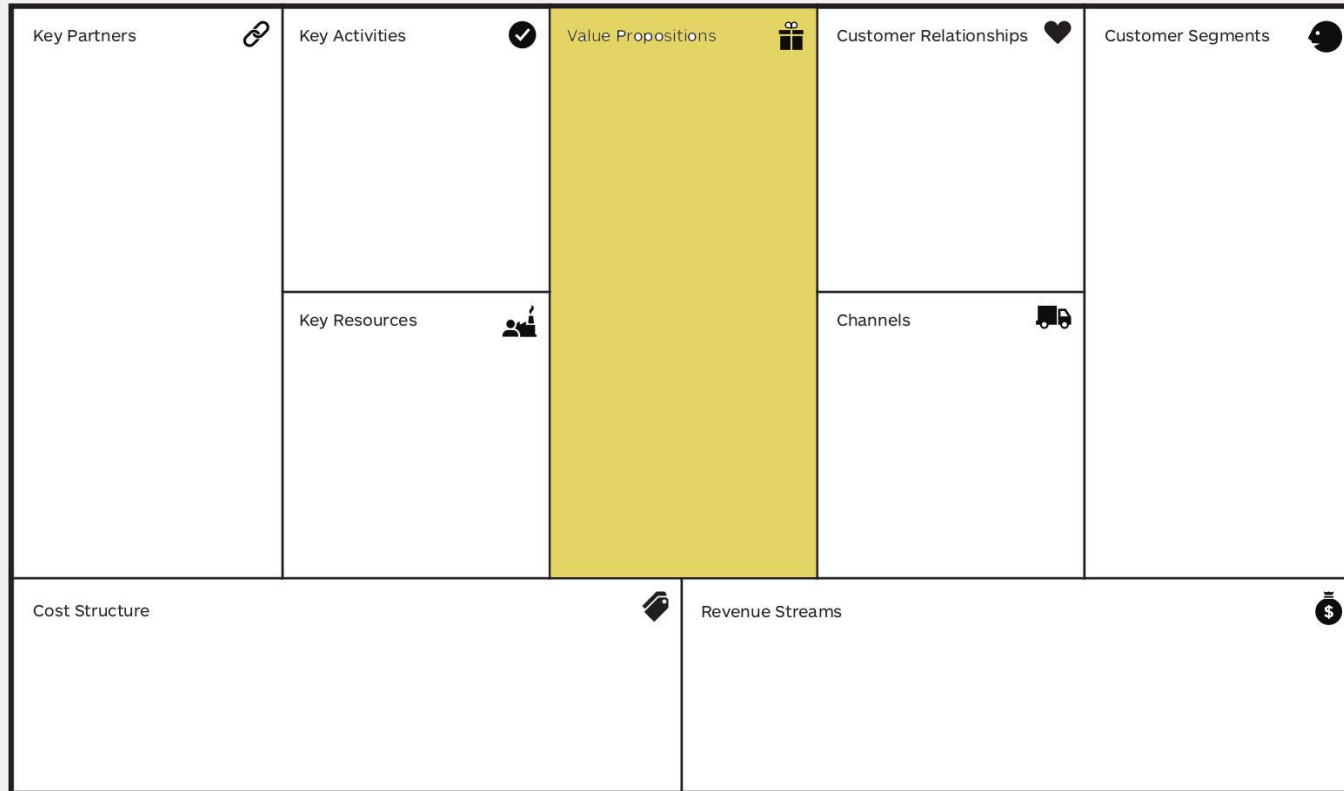
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# Value Proposition

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- What **pains does your solution eliminate** for the customer?
- What **gains does your solution create** for the customer?
- How do you differ from your competition?










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# Customer Segments

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- Who is a customer?
  - Buyer, user, reseller, distributor, etc.
- What is a customer segment?
  - A specific portion of the total market to which you primarily sell your product
- **TAM** = total available market (everyone)
- **SAM** = serviceable available market
- **TM** = target market  
(or **SOM** = serviceable obtainable market)










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# Customer Channels

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- How does your product reach your customers?
- **Physical** versus **virtual** products
- **Direct, indirect,** and **hybrid** channel types
- **Direct sales** versus **distributor sales**










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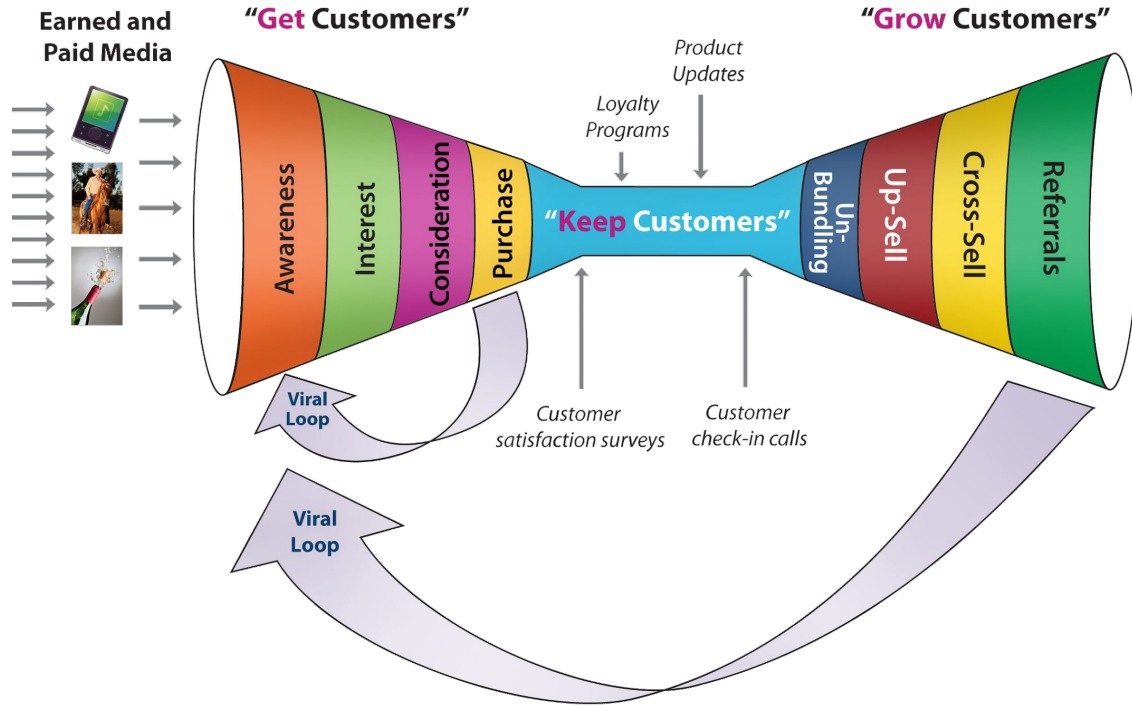


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# Customer Relationships











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# Revenue Streams and Cost Structure

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- **Revenue** = money coming in
- **Costs** = money going out
  
- **CAC** = customer acquisition cost
- **LTV** = lifetime value (of a customer)
- **Churn** = the rate at which you lose customers










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# Key Activities, Partners, and Resources

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- **Key Activities** = the most important **tasks a company must do** in order for the business model to work
- **Key Partners** = the **network of suppliers and partnerships** that a company must have in order for the business model to work
- **Key Resources** = the most important **things a company must have** in order for the business model to work










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## **Demo Day: A Primer**

# The slides you need:

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1. Company name
2. Problem
3. Value Proposition
4. Solution
5. Market Opportunity
6. Channels
7. Customer Relationships
8. Revenue Streams and Cost Structure
9. Competitive Analysis
10. Your Timeline
11. Your Ask
12. The Team
13. Closing Slide with Contact Information

# Company Name

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- Something to identify you and your company at the beginning of the presentation.
- Don't include contact information until the end of the presentation.

# The Problem

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- Tell us a story!
- Describe the pain(s) that you are eliminating or the gain(s) you are providing from your Value Proposition Canvas.
- This is where you catch the attention of the audience.



# Value Proposition

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- This is where you give us your Value Proposition statement from the ad-lib worksheet.
- Explain how you are removing pain or increasing gain.
- Don't talk about your competition just yet.

# Solution

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- Describe your business in less than a minute.
- Less text, more pictures, the better.
- If you have a tech product, you can show mockups here or (if you're really brave) try a live demo.
- If you have a physical product, show it to the audience!

# Market Opportunity

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- This is where you talk about TAM, SAM, and TM.
- Best displayed as a graph or image.
  - TAM is the entire market worldwide, has the largest circle.
  - SAM is market within your reach, smaller circle inside TAM.
  - TM is percentage of market you strive to take, smallest circle.

# Channels

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- How are you going to reach your customers?
- Tell us about the process:
  - Direct versus indirect versus hybrid channels
  - Physical versus virtual product
  - Direct versus distributor sales

# Customer Relationships

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- GET – KEEP – GROW
- Make sure you discuss CAC, LTV, and customer churn – standalone numbers and percentages look great here
- You can also discuss how you plan to get customers into the funnel in your business

# Revenue Streams and Cost Structure

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- This is where you brag about how much money this business is making and will make over the next 3 years.
- Graphics work the best here – usually two lines.
  - One for money in, near the top
  - One for money out, near the bottom
  - Arrow between the two showing profit/margins
- Remember, financial projects are merely educated guesses based on your research and current sales.

# Competitive Analysis

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- This is where you discuss the superiority of your business over the competition
- Two good ways to display this:
  - Two-by-two box with two metrics as which you excel.
  - Chart with three or four features you have all of, and your competition may only have one or two.

# Your Timeline

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- What have you done so far?
- What is your plan for the next year or two? Growth? Expansion? Hiring?
- A graphical line with 3-5 checkpoints works the best.



# Your Ask

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- What would you like your audience to do?
  - Go to your Web site?
  - Subscribe to your mailing list?
  - Follow you on Facebook?
  - Buy something?
- QR codes and short Web addresses are key if you have a digital product as part of the ask.

# Your Team

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- Picture of you (and the rest of your team, if applicable)
- Your qualifications (title, years of experience, education) and the qualifications of any other team members or advisors

# Closing Slide

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- This is where you have your contact information, so people can follow up with you later.
- Include your logo and company name on this slide – copy and paste this from the first slide.

# The slides you need:

---

1. Company name
2. Problem
3. Value Proposition
4. Solution
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# Breakdown of Demo Day

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- 5-7 minutes per presentation
- Presentations will be filmed, and the presentations will be put together in a demo day video for an American/international audience
- Presentations will also be separated into their own video packages along with session lectures
- Links to all videos will be available in late September or early October



# Homework

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- Continue customer discovery interviews
- Build that slide deck!
- If you would like to practice your presentation, office hours are available tomorrow.