

Starting a Business

What is a good idea?



FOUNDATION

Preparing young people with
the skills and mind-set that
companies of tomorrow
require is what we are doing
today



FAST PACED

FUN

VALUABLE

CHALLENGING



YOU

**YOUR
IDEA**

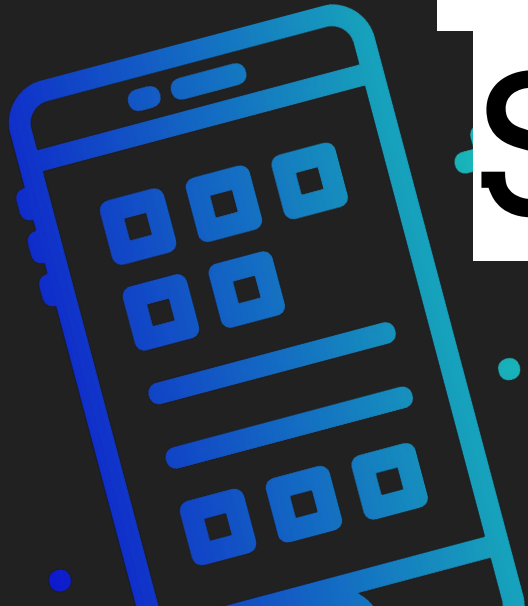
A large, abstract pink shape resembling a stylized 'X' or a flower, positioned behind the main text.A small yellow triangle pointing downwards, located at the top right of the image.

PROBLEM SOLVING

A blue gear icon located in the bottom left corner of the image.

SALES

PROBLEM SOLVING



You have an online company
selling jeans to 18-25 year olds.
You dont have an actual shop.
You are struggling to get people
to get on your website

What are you going to do about it?



SALES



**SALES
IS
TRUST**







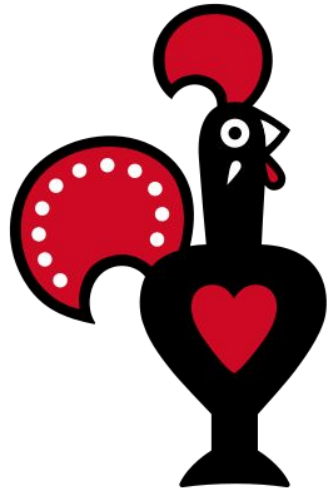
ONE MINUTE



SALES

CHALLENGE





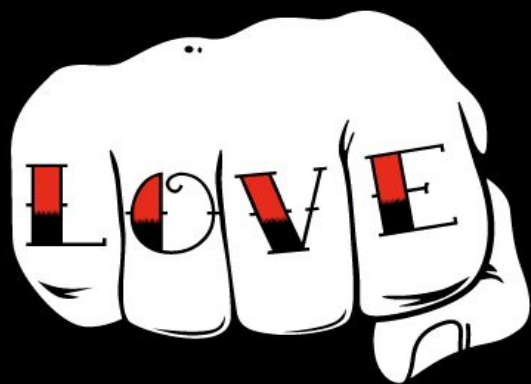
Nando's

Your School or College



YOU

**YOUR
IDEA**



What do you Love?

What do you Hate?

IDEA

VALUE

SOLUTION



One Idea



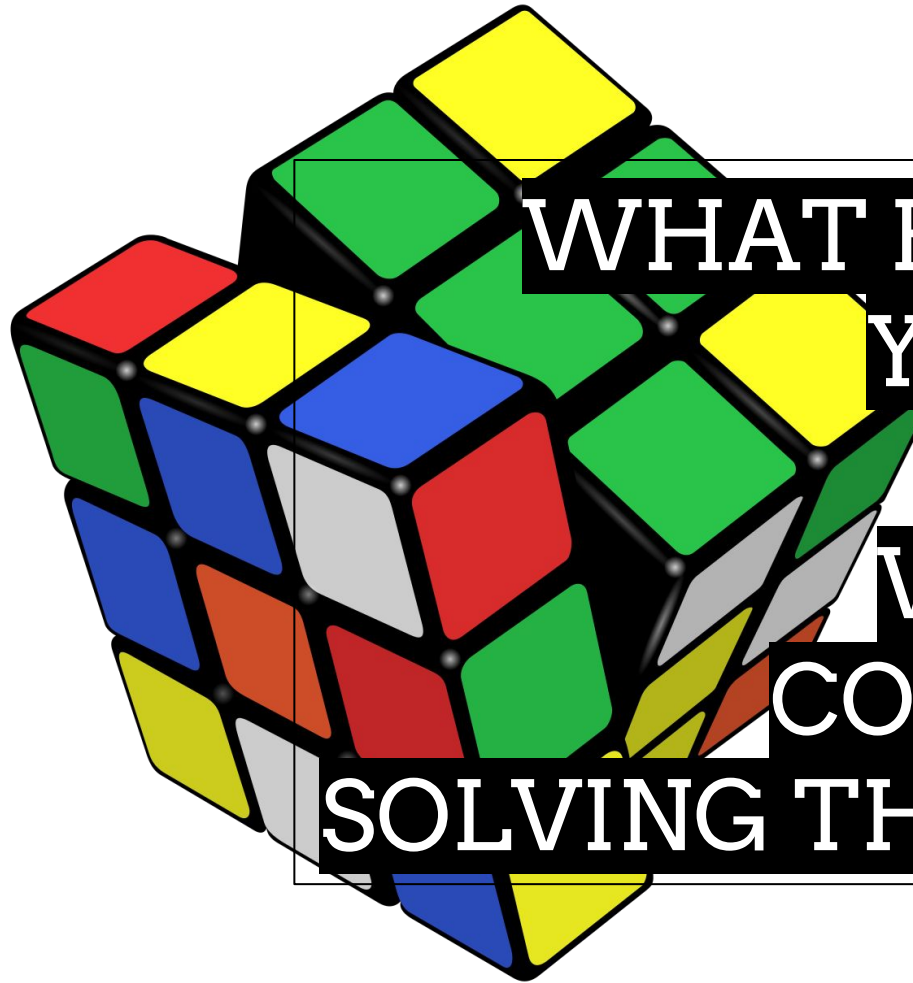
Why this Idea?



GUT FEELING

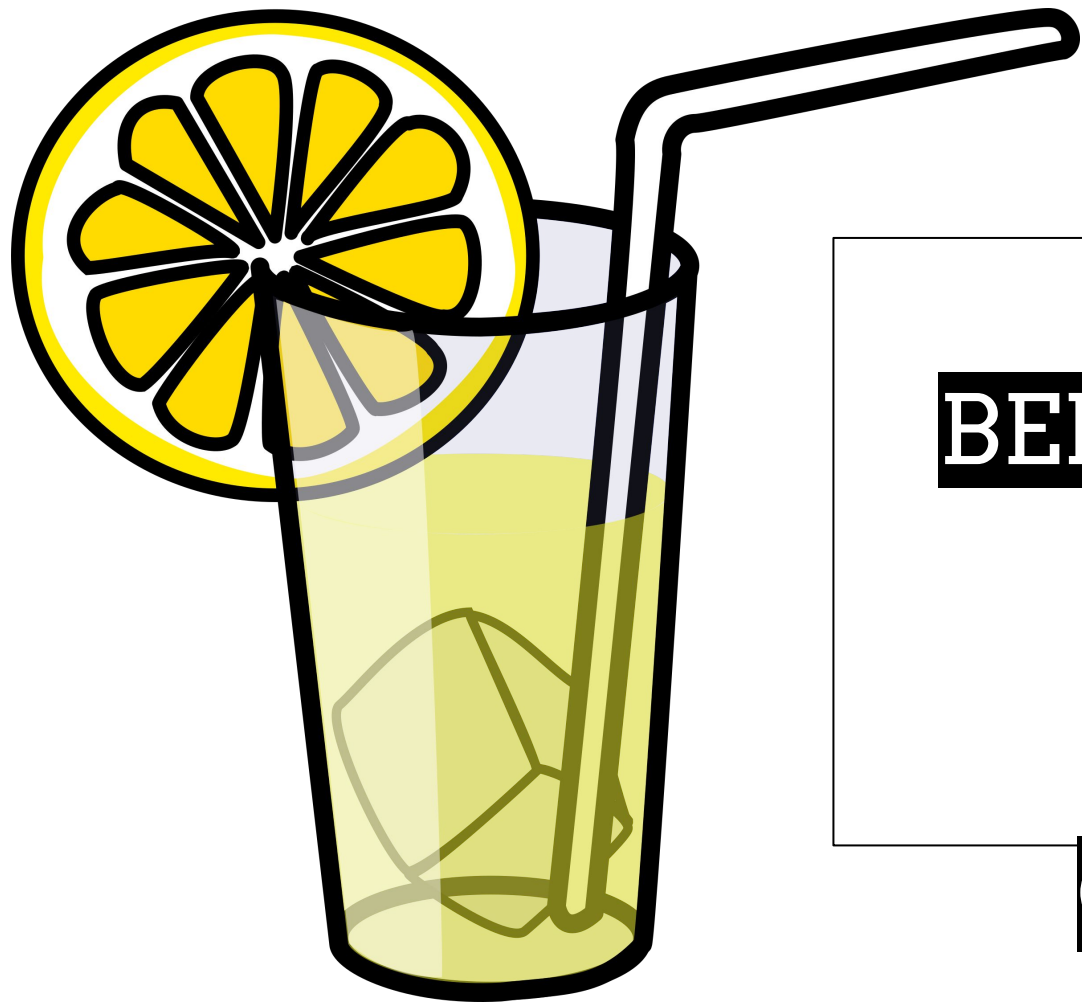
IS THIS FOR YOU?

**NAME TWO OF
YOUR CUSTOMERS**



WHAT PROBLEM ARE
YOU SOLVING?

WHAT OTHER
COMPANIES ARE
SOLVING THIS PROBLEM?

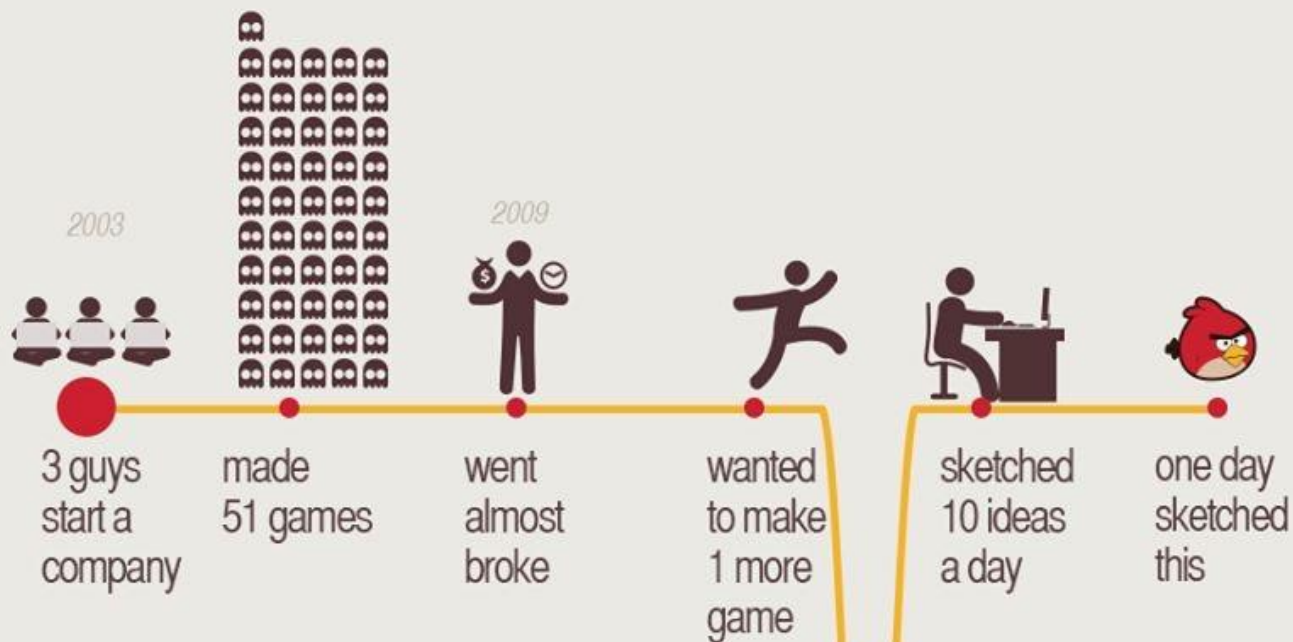


**HOW MANY
BENEFITS DOES
YOUR IDEA
HAVE
FOR YOUR
CUSTOMER?**

HOW ANGRY BIRDS STARTED

by Anna Vital

or How Many Tries Are Behind the 2-Billion Download Game



THERE IS NO FAILURE EXCEPT IN NO LONGER TRYING.

Elbert Hubbard

BY ANNA VITAL

(Joe)

(Brian)

2007

(Nathan)

2009

2008

one week later

2010-2011

2014

\$10 BILLION VALUATION

two guys in San Francisco can't pay rent

they think to rent out 3 air mattresses on floor to people and serve breakfast

they make a simple website (a blog with maps) airbedandbreakfast.com

2 men, 1 woman showed up, paying \$80 each

after guests left they thought this could be a big idea

they invited former roommate as a co-founder to build the site

launched at SXSW - got two bookings

Brian, I hope it's not the only idea you are working on

went door-to-door in NYC and took photos of listed houses

realized photos of places were not pretty

were making \$200 a week for months, not growing

got \$20,000 in first funding from Paul Graham's Y Combinator

sold "Obama O's" cereal before the election, for \$40 each making first money \$30,000

made \$400 a week started to grow

were rejected by a famous VC in New York (Fred Wilson)

Barry Manilow's (a famous singer) drummer rents an entire house

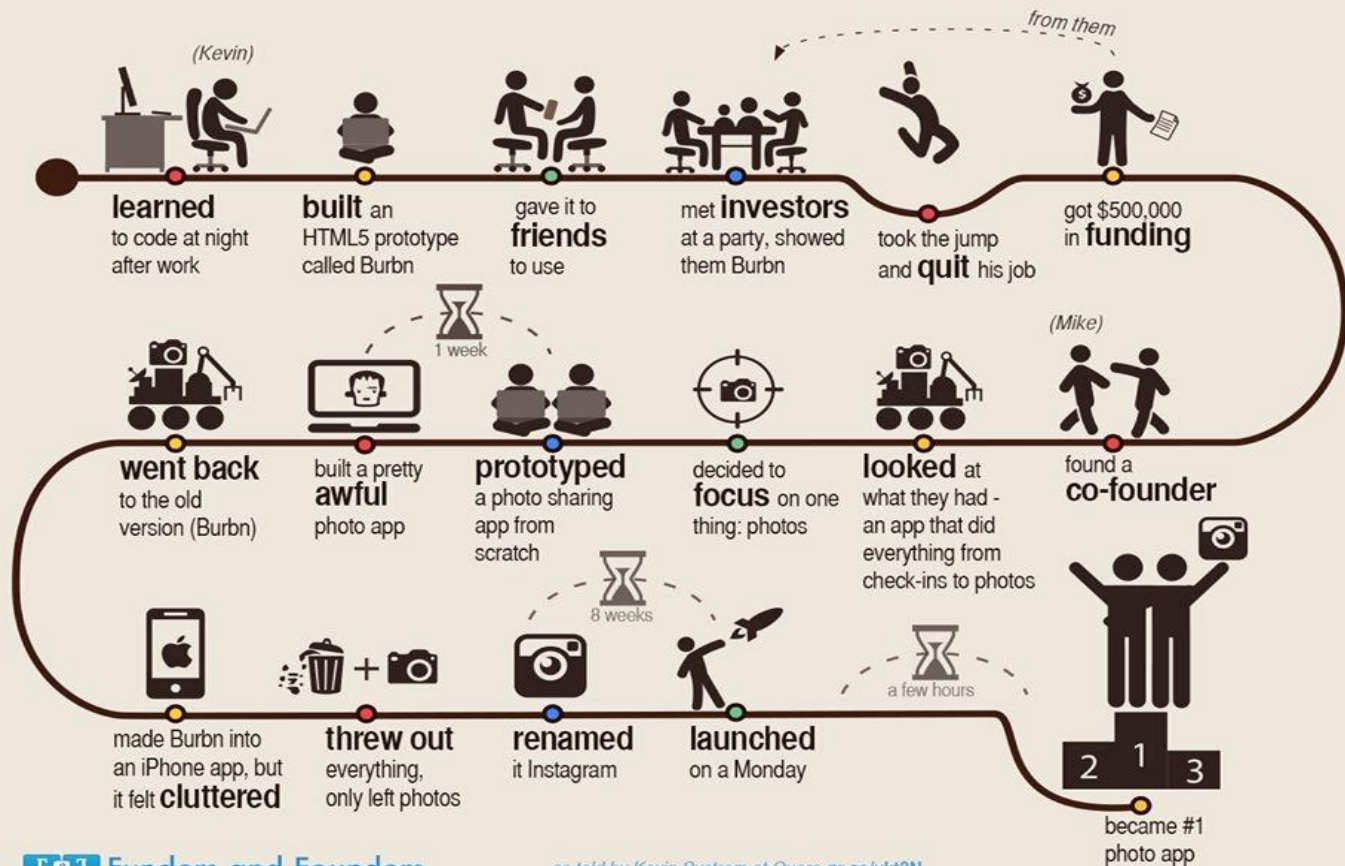
raised \$600,000 seed round from Sequoia

raised \$7.2 million, then \$112 million from many investors and Ashton Kutcher

HOW INSTAGRAM STARTED

by Anna Vital

Or How Two Guys Made an App in 8 Weeks



“Everybody has a plan until they get punched in the face”.



Building
your
Business
Plan

One Page Business Plan

PILOT PLANS

KEY PARTNERS

UBER PITCH/STORY

USP

CUSTOMER
PROFILE

KEY SUCCESS
METRICS

CHANNELS

KEY COSTS

REVENUE STREAMS



Uber

My Uber has been ordered

It arrives in one minute

Tell me about your
business idea