

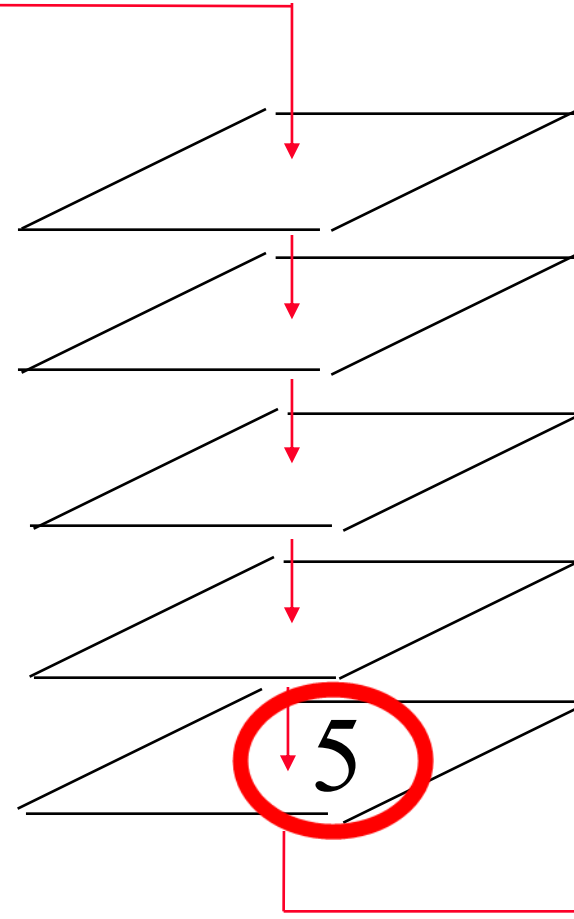
**A company can outperform rivals only if it can establish a difference that it can preserve.**

Michael E. Porter

Source: [Harvard Business Review: What Is Strategy? \(hbr.org\)](https://hbr.org/2001/01/what-is-strategy)

# Lean Startup Principles - Filters Prior to Developing the Business Briefing

We have done market validation *that our products and services, our business model and price points, create and communicates value* to our specific target customer segments and our business is sustainable and scalable



We have talked to 30 people in the Proposed “eco system”





# Do You Really KNOW YOUR

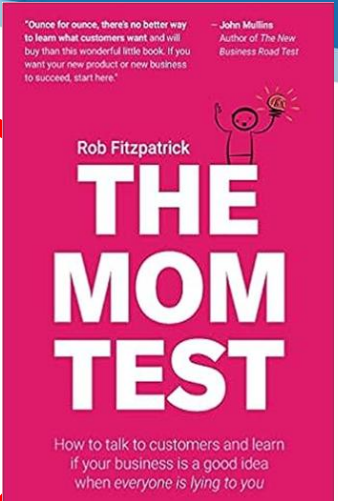
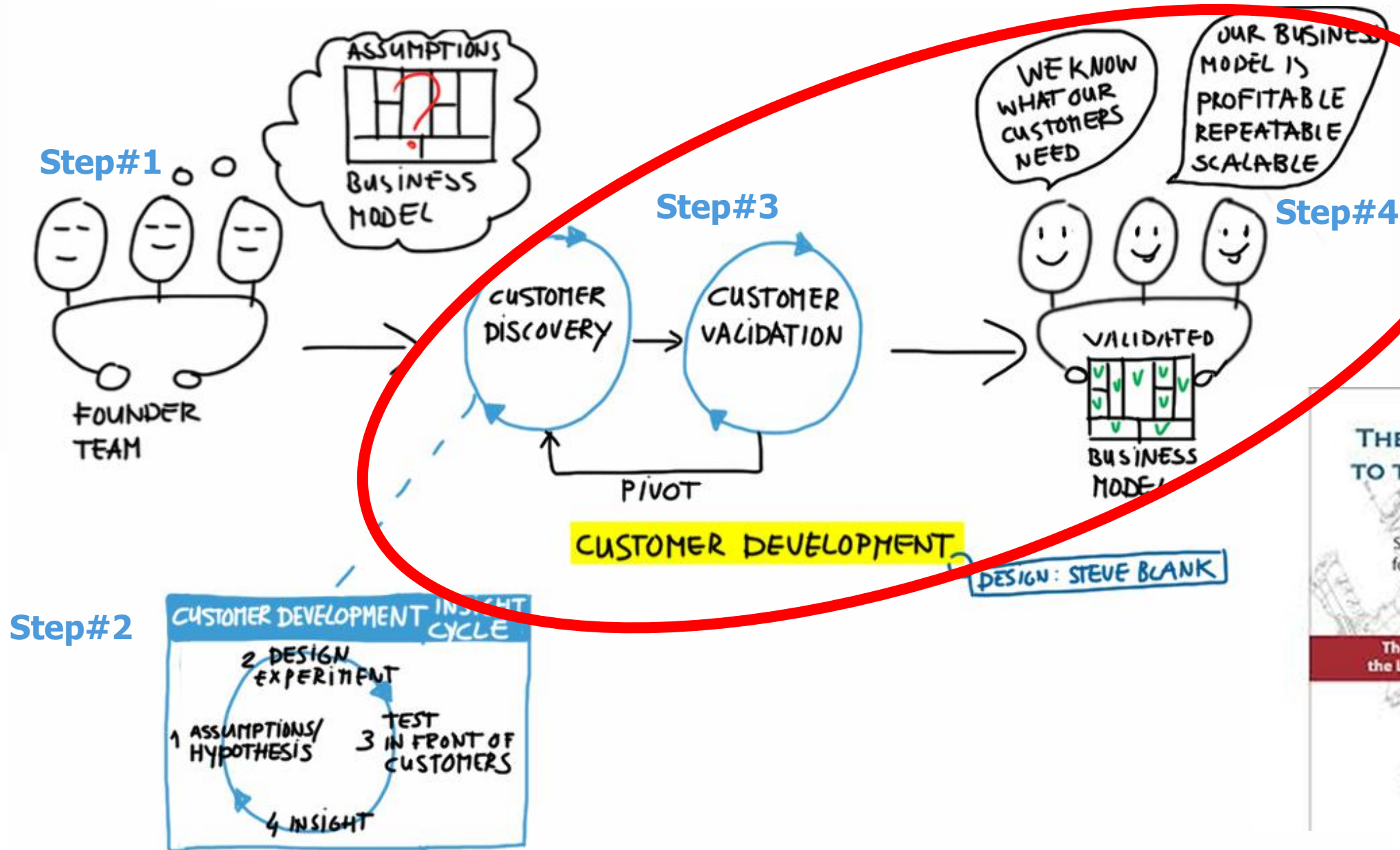
Market or Targeted  
Customer Feedback?  
Market Discovery?



?



# VPD Development, Search for a Validated BMC and Customer Discovery Process Iteration



## Good Questions

- ✓ **What** did your customers do?
- ✓ **When** did they do it for the last time?
- ✓ **Why** did they do it?  
What problems were/are to solve?
- ✓ **What** else did they try?
- ✓ **Why** didn't they try potential other options?
- ✓ What **frustrations** do they feel possibly?

## Wrong Questions

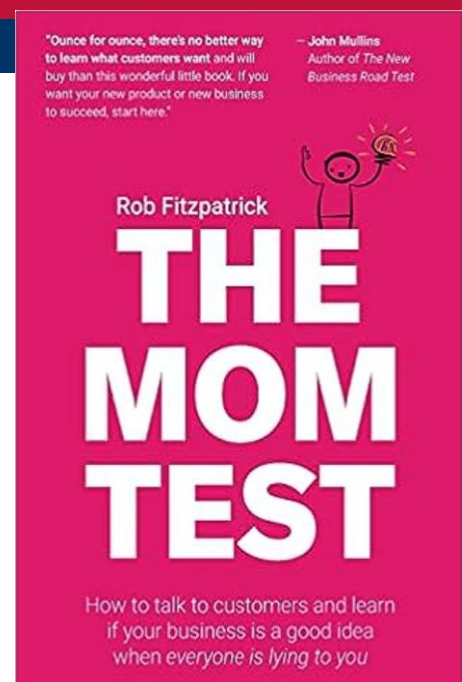
- ✗ **Do you think this idea is good?** – That's the worst question you can ask. The reason for this can be found in the main problem discussed at the beginning.
- ✗ **How much would you pay for XY?** – The known problem applies to this question too. If you want to find out whether your customer would buy your product, you can offer them Early Access with a discount or some other incentive, if they pay a little amount of the price in advance. The goal of this "experiment" isn't selling but getting the customer into a buying mindset that feels as real as possible to them.

### Possible questions:

- Explain your workflow to me.
- Did you have problems with XY in the last time?
- Did you try to approach those problems?
- If yes: What solutions did you try?
  - Did they work? What did you like about them?
  - If they didn't work out: Why not?
  - If no: Why haven't you looked any further for solutions?

### Mistakes to avoid

- **Empty compliments** – Those are a warning signal during the conversation. Direct the conversation away from you and back to the customer.
- **Pitches or hints on your product** – Those must be avoided, because the conversation isn't about you or your product.



Consider the book on Amazon or Kindle called [The Mom Test: How to talk to customers & learn if your business is a good idea when everyone is lying to you](https://www.amazon.co.uk/dp/B078149218): Amazon.co.uk: Fitzpatrick, Rob: 9781492180746: Books



## EXAMPLE Process related questions to ask during discovery?

- ❑ Tell me about your journey from first thought to the adoption of your current solution?
- ❑ Please speak to the forces of progress” or the specific issues / challenges, risks that drove you towards your current solution?
- ❑ Where do you go to learn about \_\_\_\_\_?
- ❑ What were your expectations related to your current supplier or solution provider when they pitched their solution to you?
- ❑ What were some of constraints that may have limited you to make all the progress you wanted to make?
- ❑ What has been your experience with your current solution provider? \$ROI? CX Satisfaction?
- ❑ If you had a magic wand, what 2 things would you change about your current solution or provider?



***Talk to 30 people  
in the proposed  
“EcoSystem” !***

You can ask:

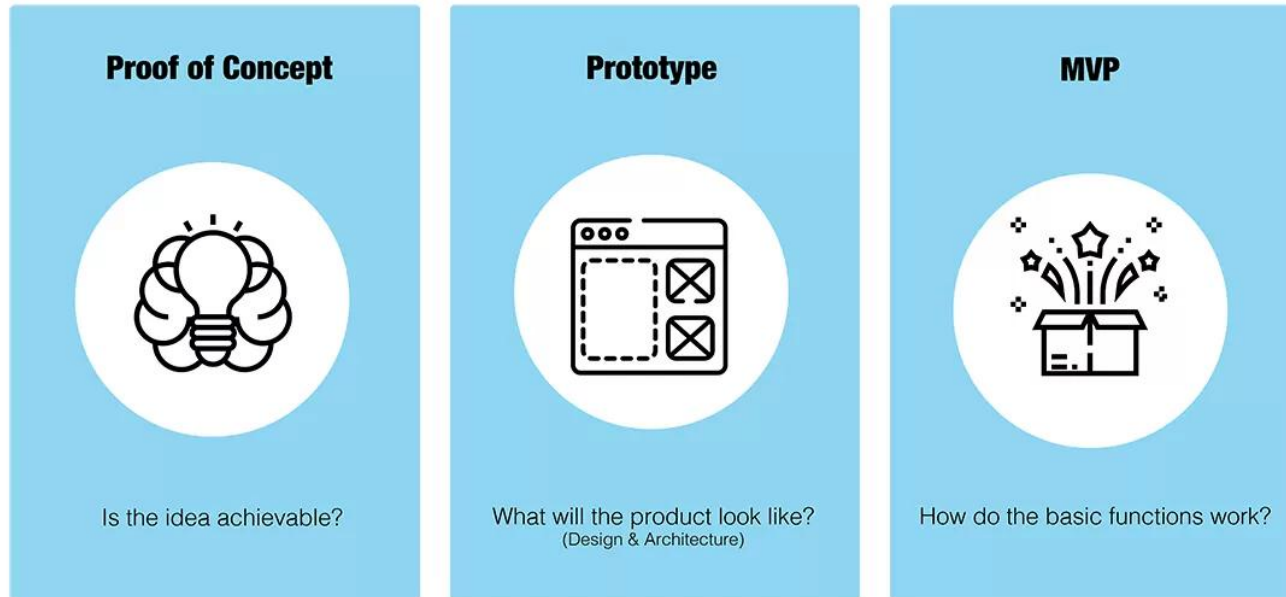
***"If you had a **magic wand** and could change, fix or improve one thing about your current product, service, process, service provider or anything related to your business, what would that one thing be?"***



The worksheet features a decorative border with a scalloped pattern. At the top left, there is a large starburst graphic with a wand pointing towards it. Below the starburst, the text reads: "If I could wave my magic wand, I WOULD CHANGE...". Underneath this text are several horizontal lines for writing.

© Caren Shedden 2017

# ***Lean Startup Principles asks you for customer and market place feedback:***



<https://www.bing.com/images/search?view=detailV2&ccid=GMp3UWlh&id=BA05A42A34259947DDB2FFCF76322688C04884B8&thid=OIP.GM p3UWlhtbzkRUXzO5gDAHaEK&mediaurl=https%3A%2F%2Fprogram-ace.com%2Fwp-content%2Fuploads%2FPoC-prototype-MVP-3.jpg&cdnurl=https%3A%2F%2Fth.bing.com%2Fth%2Fid%2FR.18ca77516961b5bce9911531ccee600c%3Frik%3DuIRIwlgmMnbP%252fw%26pid %3DImgRaw%26r%3D0&exph=675&expw=1200&q=ICONS+OF+MVP+PROTOTYPES&simid=608029858072567606&FORM=IRPRST&ck=F97E3EB 06F221E85A85884F5A7D0A112&selectedIndex=8&itb=0&cw=779&ch=444&ajaxhist=0&ajaxserp=0>

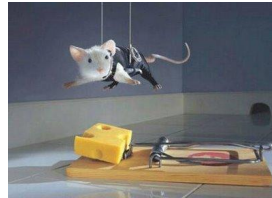
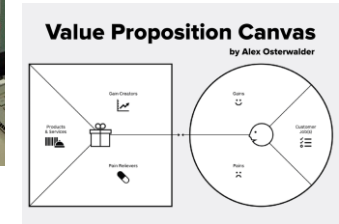
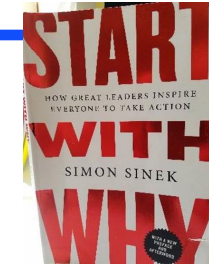
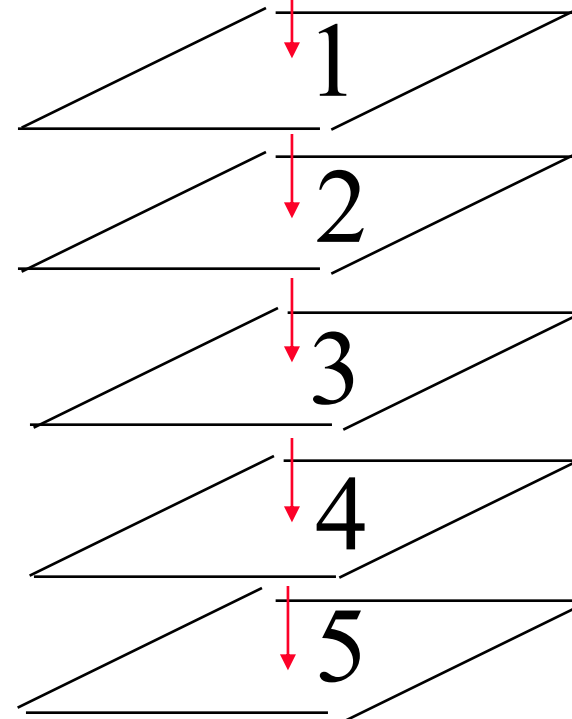
*Talk to customers in your ecosystem. Ask about:*

*...how (specifically and measurably) might my Minimal Viable Product (MVP1) or Service offering, our working prototype, solve a problem, add value and delivers tangible benefits.*



# Lean Startup Principles - Filters Prior to Developing the Business Briefing

- ✓ We can describe in clear and compelling language our core *values* and “*why*” our company exists
- ✓ We have a validated Value Proposition Design (VPD):
  - ✓ *we know our targeted customer segments; we have a*
  - ✓ *unique, differentiated solution to a market problem*
- ✓ We are *subject matter experts* in the issues and statistics of our industry and can *place our offering in perspective and in context of the bigger industry ecosystem?*
- ✓ We can *describe the problem we are solving*, and *how our unique and novel solution works to create benefits* for a *specific* group of *clients and customers*
- ✓ We have *validated that our products and services, our business model and price points, create and communicates value* to our specific target customer segments and our business is sustainable and scalable



✓ **OK. We can now answer these critical questions!**

**Participant  
Engagement!**

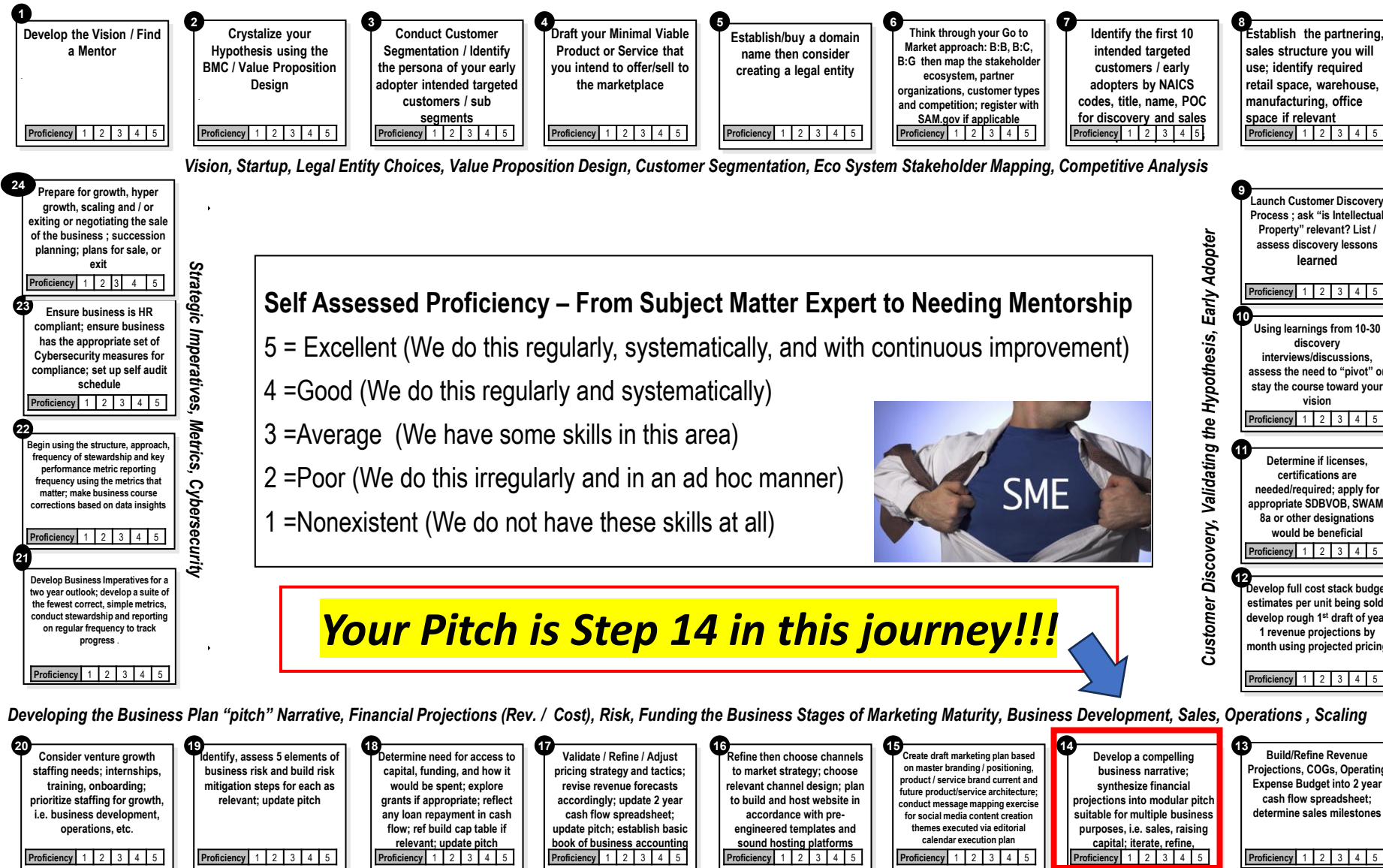
**Pause: Questions thus far ?**







# This “Typical” Entrepreneurial Journey Map Features:



**“Typical” Roadmap**

**4 Broad “themes”**

**24 Work Blocks or “Action” Elements**

**Self - Assessment “Proficiency Rating”**





*Lets Build  
Our Business Brief  
v1.0 !!!*



From my Technology and Mainstreet USA Client portfolio(s) ...and...  
from my Engineer Entrepreneurs

What perspectives  
can we share in  
hindsight from  
listening to > 200  
investor pitches,  
that might help your  
business briefing  
development ?



<https://www.liveplan.com/blog/how-to-deliver-a-powerful-10-minute-investor-pitch/>

# Helpful “Pitch” Perspectives

- **Strong Value Proposition, validated through “Discovery Phase”, is vital**
  - **Bedrock of Lean Startup Principles – “Problem-Solution-Market Fit”**
- Business Briefings will vary – many variables:
  - audience, domain space, circumstance, etc.
- Iterative process
  - can take 3-6 iterations / sessions to get a working draft; financials are key
- Resources / Advisors / Mentors can offer perspectives
  - business owner / CEO must “own” the final product and “tell the story”
- One-on-One sessions, small group “timed” rehearsals optimal
  - can require discussion, re-alignment, further refinement
- Need to be an “S.M.E.” in the domain
  - subject matter expertise lend credibility

NOTE: Today’s webinar is one way to “jumpstart” the process !

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- Iterative process
  - can take between 3-6 iterations / sessions to get a solid working draft
- Resources / Advisors / Mentors can offer diverse, “cold eyes, and “dispassionate” viewpoints
  - business owner / CEO must “own” the final product and “tell their own story”
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# That's great "Coach" ...but what does an actual, finished Business "Pitch" look like ?...



Q: So what does a finished  
Business “Pitch” look like ?...

**A: Each of you have: :**

- **suggested outline**
- **entire “pitch”**
  - **w/speaker notes !**
- **and**
- **back-up pages !**



# About Our “Example Pitch”

- **Not often we get permission to publicly share a “Pitch Deck”\***
- Forget that this “feels like” B:C *(in reality it is both B:C and B:B)*
- Everywhere you see “Weathervane Coffee” think “My Industry” / “My Business”
- Using a “coffee example” allow us to be customer centric – not “tech centric
- Suggested framework outline and “flow” is relevant for any business
- Remember this is modular – built to be relevant for your target audience:
  - Customer / Client
  - Investor
  - Employees (On-Boarding)
  - Interested Parties / Informational



**NOTE:**

SBDC has written Permission from a recent SBDC client to share his business briefing \*



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**...now can we break it down and take a closer look ...**

**...at the anatomy of a Best Practice Business briefing or “pitch” ?**



**Let take that deep dive...**



**Lets use that outline as a roadmap...**

**Let go page by page !**

**NOTE:**

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# Suggested DRAFT Storyboard Outline Flow for your “Pitch”

- ***useful starting point*** PowerPoint template to create a compelling “story” that can be made relevant for a variety of targeted audiences (i.e. Investor, Bank, Customer, Client, etc.)
- It describes how your story will unfold and proceed
  - ***modify pages*** depending on presentation objectives and ***type of audience***
  - ***create a draft*** for review, iteration and edit
    - ***make each bolded “theme” its own page title***
    - ***build 3 bulleted phrases per Power Point page to reflect key points to emphasize***

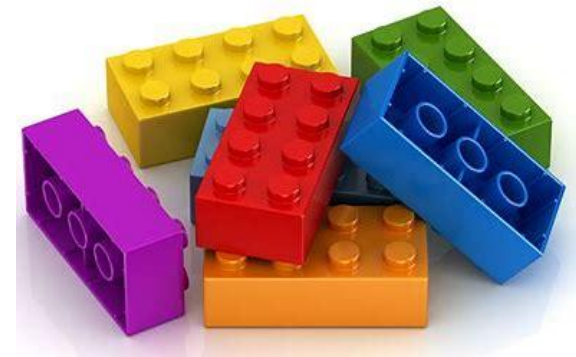


“There’s a godawful number of pitch deck templates out there, and there’s one thing that most of them get wrong:

***They forget to mention that the template is (meant to be) flexible!***



In this webinar training module we continuously emphasize the need for your pitch deck flow to be flexible and modular...



...and get some help and guidance too!

# Suggested DRAFT Storyboard Outline Flow for your Investor Pitch Deck



- useful *starting point* PowerPoint template to create a compelling “story” that can be made relevant for a variety of targeted audiences (i.e. Investor, Bank, Customer, Client, etc.)
  - modify pages depending on presentation objectives and type of audience
  - create a draft for review, iteration and edit
    - *create the template by making each bolded element its own page title*
    - *build 3 bulleted phrases per PowerPoint page to reflect key points to emphasize*

- 
- |  |  |
|--|--|
| <input type="checkbox"/> <b><i>Intro: What do you do ? + your “WHY”</i></b>  | <input type="checkbox"/> <b><i>Route / Path to Market</i></b>  |
| <input type="checkbox"/> <b><i>Investment Need Summary</i></b>               | <input type="checkbox"/> <b><i>Financials: Startup &amp; Operating Cost/Budget Estimates; Revenue Projection Summary</i></b> |
| <input type="checkbox"/> <b><i>Scene Set, Context, Statistics, Facts</i></b> | <input type="checkbox"/> <b><i>Traction/Early Adopter Sales/Proof of Concept</i></b>   |
| <input type="checkbox"/> <b><i>The Problem</i></b>                           | <input type="checkbox"/> <b><i>Major Milestone Timeline / Phases</i></b>   |
| <input type="checkbox"/> <b><i>The Solution and Value Proposition</i></b>    | <input type="checkbox"/> <b><i>Strategic Marketing Plan Elements</i></b>   |
| <input type="checkbox"/> <b><i>Competition</i></b>                           | <input type="checkbox"/> <b><i>Investment Request; Detailed Use of Funds</i></b>   |
| <input type="checkbox"/> <b><i>Strategic Competitive Advantage</i></b>       | <input type="checkbox"/> <b><i>Risk Mitigation</i></b>   |
| <input type="checkbox"/> <b><i>The Team</i></b>                              | <input type="checkbox"/> <b><i>Call to action / Points of Contact</i></b>  |
| <input type="checkbox"/> <b><i>Your Business model</i></b>                   |  |

☐ ***Intro: What do you do ? + your "WHY"***

☐ ***Investment Needs Summary***

☐ ***Scene Set, Context, Statistics, Facts***

☐ ***The Problem***

☐ ***The Solution***

☐ ***Value Proposition for your Targeted Customer/Client***

☐ ***Competition and their Gaps***

☐ ***Strategic Competitive Advantage***

☐ ***Your Business Model Assumptions (from discovery)***

☐ ***Your Business Model – How do you Monetize***

☐ ***Route / Channel(s) / Path to Market***

☐ ***Financials:***

☐ ***Startup & Operating Cost/Budget Estimates***

☐ ***Revenue Projection Summary***

☐ ***Traction: BETA / DEMOS / Early Adopter Sales/Proof of Concept***

☐ ***Major Project Milestone Timeline / Phases***

☐ ***Strategic Marketing Plan Elements***

☐ ***Investment Request; Detailed Use of Funds***

☐ ***The Team***

☐ ***Risk Mitigation***

☐ ***Call to Action / Points of Contact***

Suggested Storyboard Outline



**Participant  
Engagement!**

**Pause: Questions thus far ?**



☐ ***Intro: What do you do ? + your "WHY"***

☐ *Investment Needs Summary*

☐ *Scene Set, Context, Statistics, Facts*

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☐ *Risk Mitigation*

☐ *Call to Action / Points of Contact*



**Weathervane  
Coffee**

**Coffee with Soul**

# □ ***Intro: What do you do ?***

**Your Introductory Cover Page -  
Best practice says it would  
contains 4 “Branding” Elements:**

- 1. Logo**
- 2. Tagline or Positioning  
Statement**
- 3. Color Palette**
- 4. Font Selection**



# □ ***Intro: What do you do ?***

Your Introductory Cover Page - Usually contains  
4 “Branding” Elements:

1. Logo
2. Tagline or Positioning Statement
3. Color Palette
4. Font Selection



***“You have 90sec to make an impact in your pitch. Show expertise and confidence.”***

***Source: Robert Hjerjavec  
Shark Tank***



# □ ***Intro: What do you do ? + your "WHY".***

Your Introductory Cover Page - Usually contains 4 "Branding" Elements:

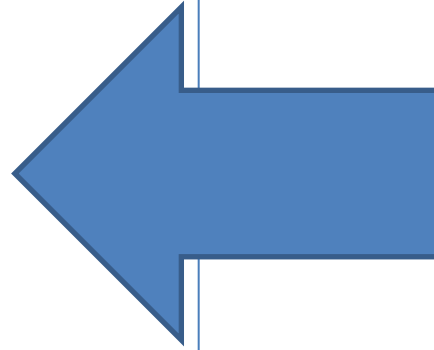
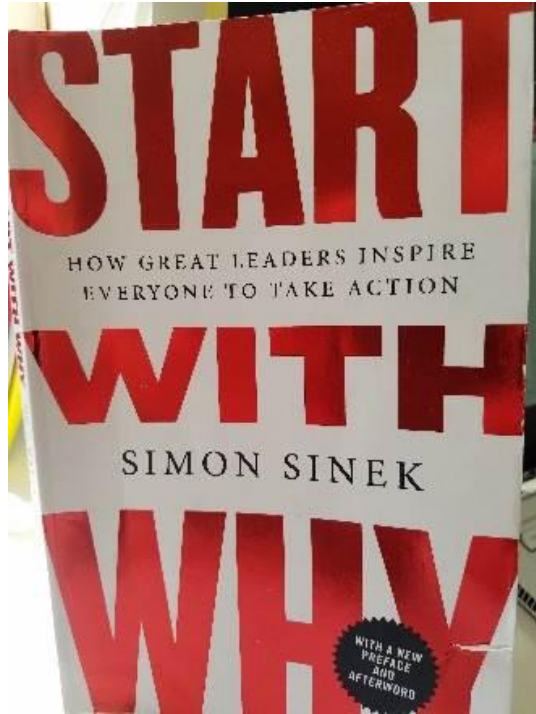
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- "elevator pitch" or Value Proposition Statement as part of the introduction of your Company
- quick story about "*Why You*" "*why Now*" (this is your "Start with a quick "Why" / emotional moment) ; this is your humanizing and emotional "hook"
- People don't buy what you do, they buy why you do it ! - Simon Sinek

**...in < 90 seconds!!!!!!**







***What purpose, cause or belief underpins your Business ?***

***Why did you start this ?***

***Why do you do what you do ?***

***What is your company's Core Values which you will never stray from ?***



Very few can clearly articulate WHY they do WHAT they do

Some companies know HOW they do WHAT they do

Every company on the planet knows WHAT they do.

Simon Sinek

**WHY**  
motivation

**HOW**  
process

**WHAT**  
product



# Example value proposition statements – What Do You Do ?

---

***“Apeel Sciences” exists to reduce food waste and feed the future.”***

A AgriBio Company

We work with nature to create longer, lasting fruits and vegetables that builds resiliency in our global food system

“We are materials scientists and innovators who figured out how to extend the shelf life of produce in a way that works with nature (not against it). Better for the planet.

More profitable for farmers and retailers.  
Fresher for you.”



---

***“Democratizing sprint coaching via a digital platform transformation, taking it into the 21<sup>st</sup> century” .***

“SPRINT LLC” provides High School, NCAA College and Professional Track and Field Sprint Coaches an integrated **digital SaaS platform that will disrupt current sprint training methodology.** “

“ Sprint LLC” is a Software as a Service (SaaS)  
Platform that disrupts conventional sprint coaching techniques via data analytics.”

Hardware and Software  
as a Service Company



**OK....back to the  
anatomy of a  
successful  
business briefing  
or “pitch”**



# who we are-

We are a specialty coffee roaster

# what we are doing-

Currently operating at the Brambleton Farmers Market and online webstore

# what's next-

Establishing a retail location in Ashburn, VA; Goose Creek Village



---

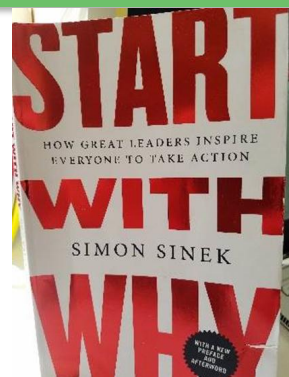
Coffee with Soul



# Brambleton Farmers Market

- Located a few miles south of the planned location
- Strong revenue growth as compared to last season
- Experiencing a strong demand





...Started  
with his  
“WHY” in his  
“who are we”  
section...

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Farmers Market and online webstore

Starts with his “WHY”

## what's next-

Establishing a retail location in Ashburn, VA; Goose  
Creek Village



— Coffee with Soul

...visually  
shares what  
he does....

...and speaks  
with passion  
about why he  
does it.

...continues with his passion

## Brambleton Farmers Market



- Located a few miles south of the planned location
- Strong revenue growth as compared to last season
- Experiencing a strong demand





...continues with his “WHY”

# Passion & Hard Work, Meet Opportunity



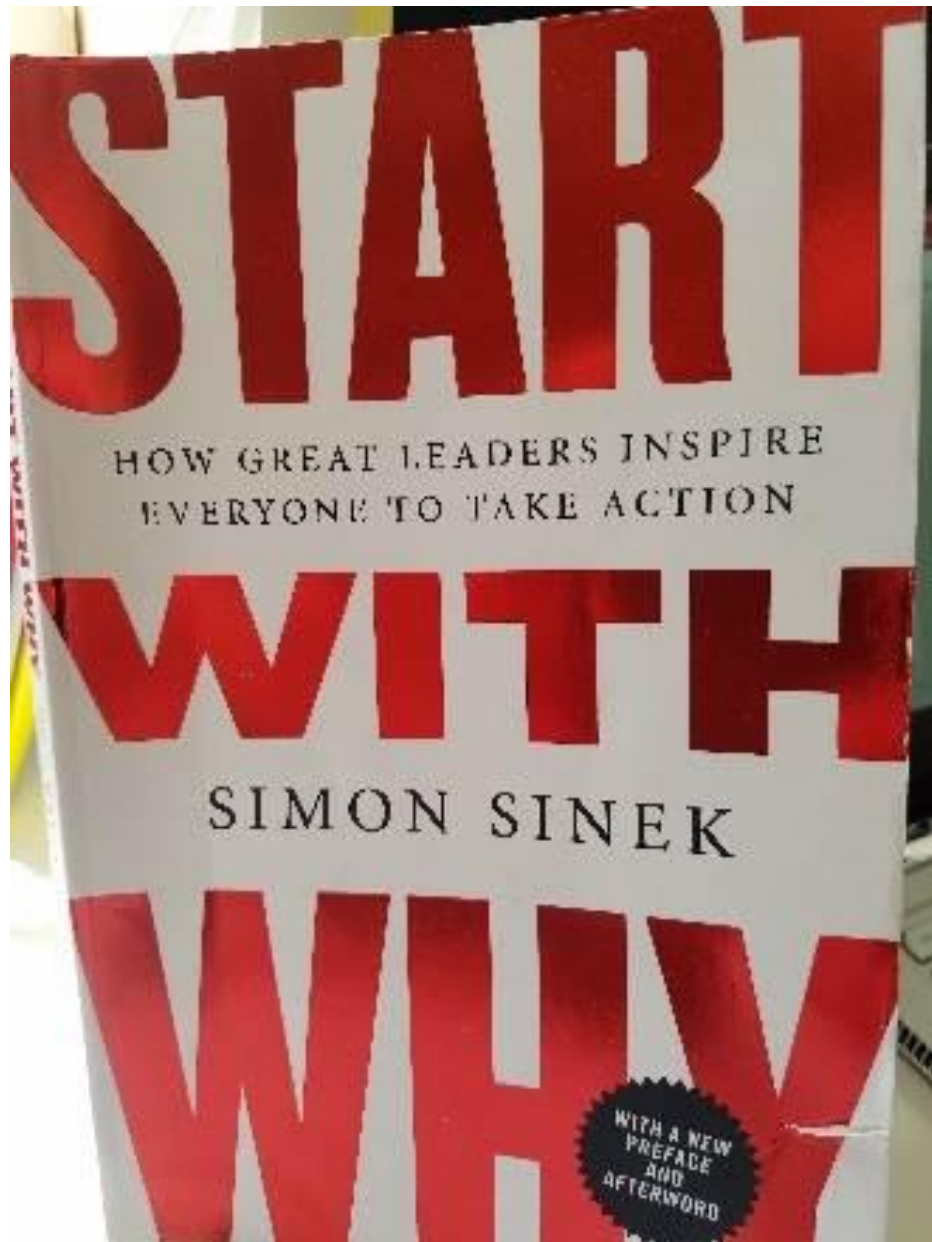
...expresses his “WHY” as he explains his desire to share his love for specialty coffee in a bigger way, with others who share his passion as well.

## Passion & Hard Work, Meet Opportunity

...continues with his “WHY”







Who on the  
call wants to  
share their  
“WHY” ?

**OK....back to our  
outline ...and the  
anatomy of a  
successful  
business briefing  
or “pitch”**



☐ *Intro: What do you do ? + your "WHY"*

☐ ***Investment Needs Summary***

☐ *Scene Set, Context, Statistics, Facts*

☐ *The Problem*

☐ *The Solution*

☐ *Value Proposition for your Targeted Customer/Client*

☐ *Competition and their Gaps*

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☐ *The Team*

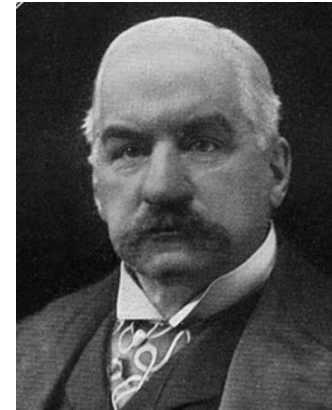
☐ *Risk Mitigation*

☐ *Call to Action / Points of Contact*



***NOTE: Investment Need Summary is Highly Dependent on the Audience***

***If your audience is a Banker....  
(ha ha J.P. Morgan).....***



***...and not a (VC or Angel) Investor...  
(...we can only wish its Warren Buffet)...***



***...it is not necessarily to place this page upfront. (note: sometimes investors are impatient)***

***..if it comes up...in your voiceover you say later in the brief you will speak to "HOW" you will spend those investment dollars***

# ***Back to our business briefing outline***



☐ *Intro: What do you do ? + your "WHY"*

☐ *Investment Needs Summary*

☒ ***Scene Set, Context, Statistics, Facts***

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☐ *Call to Action / Points of Contact*

## ❑ ***Setup & Context.***

---

- ❑ Context / Background / Provide a topside and large context
- ❑ – a “setup” - for your problem using credible research ;
- ❑ in what domain do you operate ?
- ❑ What are the statistics, trends and dynamics of this industry space or domain ?
- ❑ In what portion of that market do you play in; is it growing ? By how much year on year;
- ❑ Who comprises the “ecosystem”....supply chain, customers, distributors, etc ?



[How To Use Industry Research to Craft Compelling Pitches](#)





# Specialty Coffee in the US

- Specialty coffee house sector generated \$26.3B (2018);
  - expected to grow to \$85B (2025); 18% YoY growth rate
- Strong growth rate & profitability:
  - Drive towards higher quality good
  - Drive to individualize and curated shopping experience
  - Drive to more community based businesses
- For context, a typical medium volume Starbucks:
  - 75-150 transactions per hour
  - \$3,000-\$5,000 in daily deposits

## Sources:

- Statista
- Alegra World Coffee Portal
- Daily Coffee News
- Marketing Week
- Specialty Coffee Association
- Personal conversations with employees & managers



# Societal Trends Towards Specialty Coffee

## Away from commodity coffee and towards specialty coffee

- Drive to higher quality
- Drive to individualized preferences and personalized shopping
- Specialty coffee accounts for the majority of the industry growth

## Away from chains and towards community based businesses

- 43% surveyed state that they tend to go the closest coffee shop
- 32% state that they would prefer to not go to a chain coffee shop

### Sources:

- Marketing Week
- Specialty Coffee Association

- Harvard Business Review
- McKinsey & Co



Statistics, Background tell the Audience ....

The “Market” is big in \$s  
Market is growing yr-on-yr  
References “known” Citations

Be a “SME”, a Subject Matter Experts in  
the Domain Space he plays in - - coffee !



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Continuing to  
make the case to  
believe that  
specialty coffee is  
a trend that is  
here to stay



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-Marketing Week  
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-Harvard Business Review  
-McKinsey & Co

**We have set the scene, now let us take flow logically to the next “theme” in our outline**



# Pause for Questions



**Participant  
Engagement!**

☐ *Intro: What do you do ? + your "WHY"*

☐ *Investment Needs Summary*

☐ *Scene Set, Context, Statistics, Facts*

☐ ***The Problem...The Gap...***

☐ *The Solution*

☐ *Value Proposition for your Targeted Customer/Client*

☐ *Competition and their Gaps*

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# Location, Location, Location

- ***Coffee Dessert***
  - 1 mi radius: ZERO coffee shops
  - 3 mi radius: Five coffee shops (3 Starbucks\*)
- **High Demand**
  - 1 mi radius: 13K residents, Avg. Income \$190K
  - 3 mi radius: 81K residents, Avg. Income \$176K
- **High Growth**
  - Immediate Neighborhood development
  - Extensive new residential & business construction



- 1 mi radius: ZERO coffee shops
- 3 mi radius: Five coffee shops (3 Starbucks\*)

●

- 1 mi radius: 13K residents, Avg. Income \$190K
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●

- Immediate Neighborhood development
- Extensive new residential & business construction







## Demographics

- Fact based
- Grounded in reality
- Supports the problem-solution-fit

- 80+ tenants at the Ashburn Collective Co-Working
- 230 Luxury apartment Units
- 650 Luxury townhouses
- Multiple businesses & offices in the immediate area (80)
- Greater Region (5 mi radius)

DEMOGRAPHICS	1 MILE	3 MILES	5 MILES
Total Population	9,686	72,158	170,457
2010 Population	7,582	58,955	124,808
2024 Population	10,972	81,385	194,341
Employees	2,340	13,958	49,755
Total Businesses	292	1,421	4,602
Average Household Income	\$189,016	\$176,128	\$165,316
Median Household Income	\$166,300	\$150,265	\$139,923
Total Consumer Spending	\$129.72M	\$969.4M	\$2.2B
Median Age	35.3	35.4	36
Households	2,921	23,520	57,370
Percent College Degree or Above	34%	35%	34%
Average Housing Unit Value	\$601,751	\$591,692	\$580,635

COLLECTION STREET	CROSS STREET	TRAFFIC VOL	YEAR
Belmont Ridge Rd	Ashburn Farm Pkwy, NE	18,245	2018
Ashburn Farm Pkwy	Sycolin Rd, NW	8,778	2018
Ashburn Farm Pkwy	Farmingdale Dr, SE	8,300	2016
Ashburn Farm Pkwy	Gardengate Cir, SE	11,154	2018

# Relevant Statistics Support Gaps

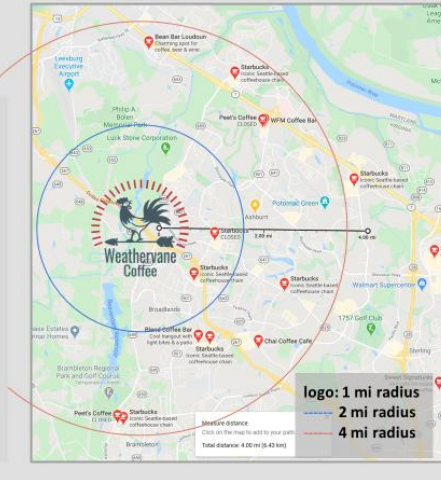
## Fact Based “Reason to Believe you

- ❑ put the issues, industry dynamics, etc. into (a relevant) context
- ❑ understand the potential “stakeholders” in the ecosystem
- ❑ prepare to position your company and its “Problem-Solution Fit”
- ❑ make it visually compelling
- ❑ say where this is all going (future state)

- Fact based
- Visually compelling
- Supports the problem-solution-fit

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- Fact based
- Grounded in reality
- Supports the problem-solution-fit

To do this work, you need a discovery phase to have “harvested insights”.



You would have become an “SME” - a Subject Matter Expert in your Domain Space !



### Targeted Customer / Market Discovery

Key Hypothetical “Themes” to “harvest” deep marketplace insights

#### Major hypothesis Theme #1:

- Q: What is the Strength of our businesses’ Value Proposition ?

#### Major hypothesis theme #2:

- Q: What do you think about my initial proposed range of product(s) and Services ?

#### Major hypothesis theme #3:

- Q: My points of differentiation vs competition are “X”, “Y” and “Z” (be specific here). Reactions ?

#### Major hypothesis theme #4:

- Q: My proposed / best path to market is: Direct to Consumer? or Business to Business? How Specifically ?

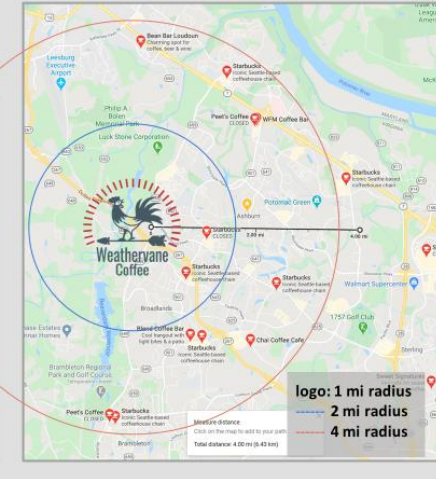
#### Major hypothesis theme #5:

- Q: Is my Business Model (my price points and how I charge customers) a good approach?

- Fact based
- Visually compelling
- Supports the problem-solution-fit

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**Participant  
Engagement!**

**Pause: Questions thus far ?**



We have laid out  
the context...you  
found an unsolved  
problem...lets see  
what flows next.





☐ *Intro: What do you do ? + your "WHY"*

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Being able to clearly outline the problem is a crucial first step toward explaining why people might want a solution.

Explaining **succinctly and clearly** what the problem is can be surprisingly hard for some companies, while others have a much easier path toward a problem statement.

- “Internet connectivity is poor in many parts of the world” so our solution? The [Iridium’s satellite hotspot](#) “

- “Satellites, once launched into space, are either stuck in their predefined orbits or need to bring complex propulsion systems and fuel with them. That is why we started [Atomos space tug boats](#).”

- “Dry cleaning is inconvenient and slow so we have a solution, our [Presso’s at-home dry-cleaning robot](#).”

# Need meets Opportunity:

- Co-Locate in the Ashburn Collective coworking space
  - Captive market with exclusive supply contract
  - Full service coffee shop
  - Beer, wine, & small plates
  - Extended hours to serve customer base
- Strong Community Support & Customer Base
  - Located on the ground floor of a luxury apartment building
  - Community space with outdoor seating
  - Adjacent to a dense townhouse community, office space, and retail space



Coffee with Soul

# Weathervane Coffee & Co-Working space

- 24 Seats inside
- 32 Seats outside

Outdoor Space  
included in ABC license





- ❑ Lean Principles of Discovery will give you insights required to determine how well your idea fits the reality of the customer's situation
- ❑ your “problem-solution fit” must be customer, not tech focused
- ❑ align your solution with your client/customer's jobs to be done/pain
- ❑ you validated your “pain relievers” and “Gain Creators” during Discovery Phase



## The Opportunity:

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# Back to our anatomy of a successful business briefing or “pitch”



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# Value Proposition

WeatherVane coffee is a *specialty coffee roaster for coffee lovers.*

We offer *customers who care about their coffee* an inviting, convenient location, that sources, roast, and brews specialty coffee in a way which brings the soul back into coffee.

Specifically, we use only premium coffees that have been *carefully curated at the source*, and then *artisanally roasted*, quality controlled, and ultimately brewed by us to perfection.

The coffee is *fresh, exquisite, incredibly enjoyable, subtly complex*--a uniquely memorable experience.



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- Value “Prop” can be here or earlier up front (style issue)
- Statement should “*speak*” to your targeted client / customer
- ...emphasizes importance of clearly understanding who your “targeted” customer / client is
- aligns with your core value, your “why”, your reason for doing
- has a rationale & emotional benefit components

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# Pause for Questions

**Participant  
Engagement!**



**Our journey  
through our  
business briefing  
or “pitch” outline  
continues.**



☐ *Intro: What do you do ? + your "WHY"*

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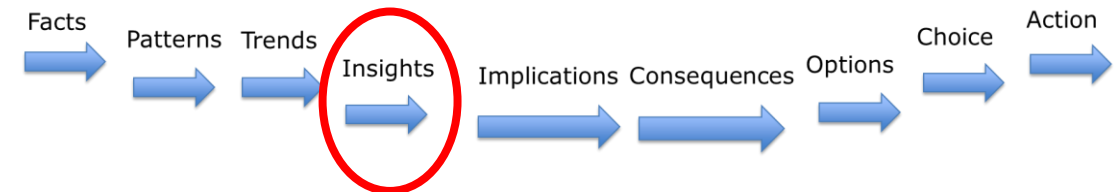
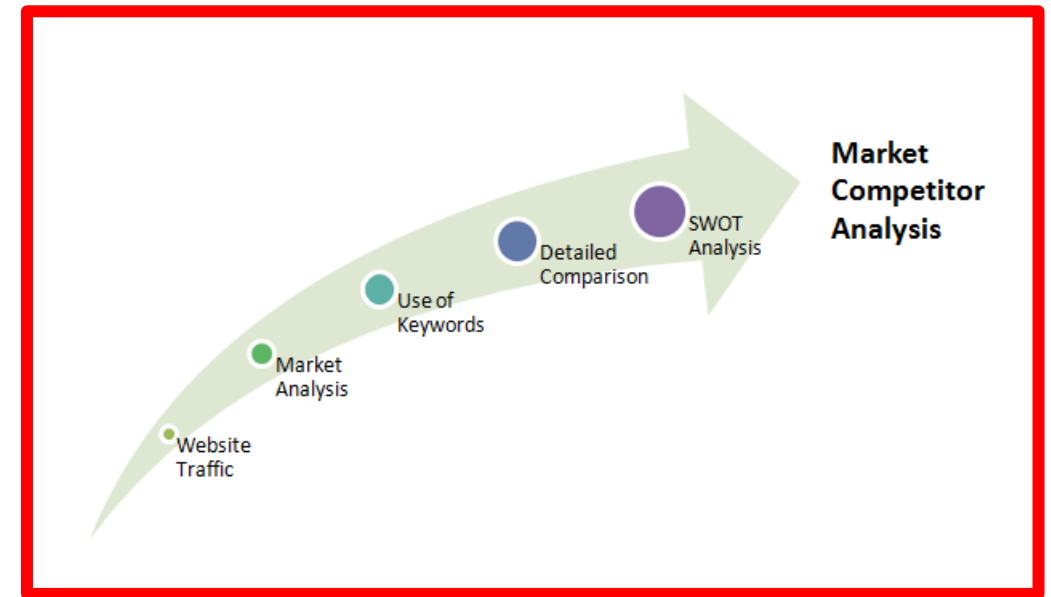
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# ❑ *The Competition*

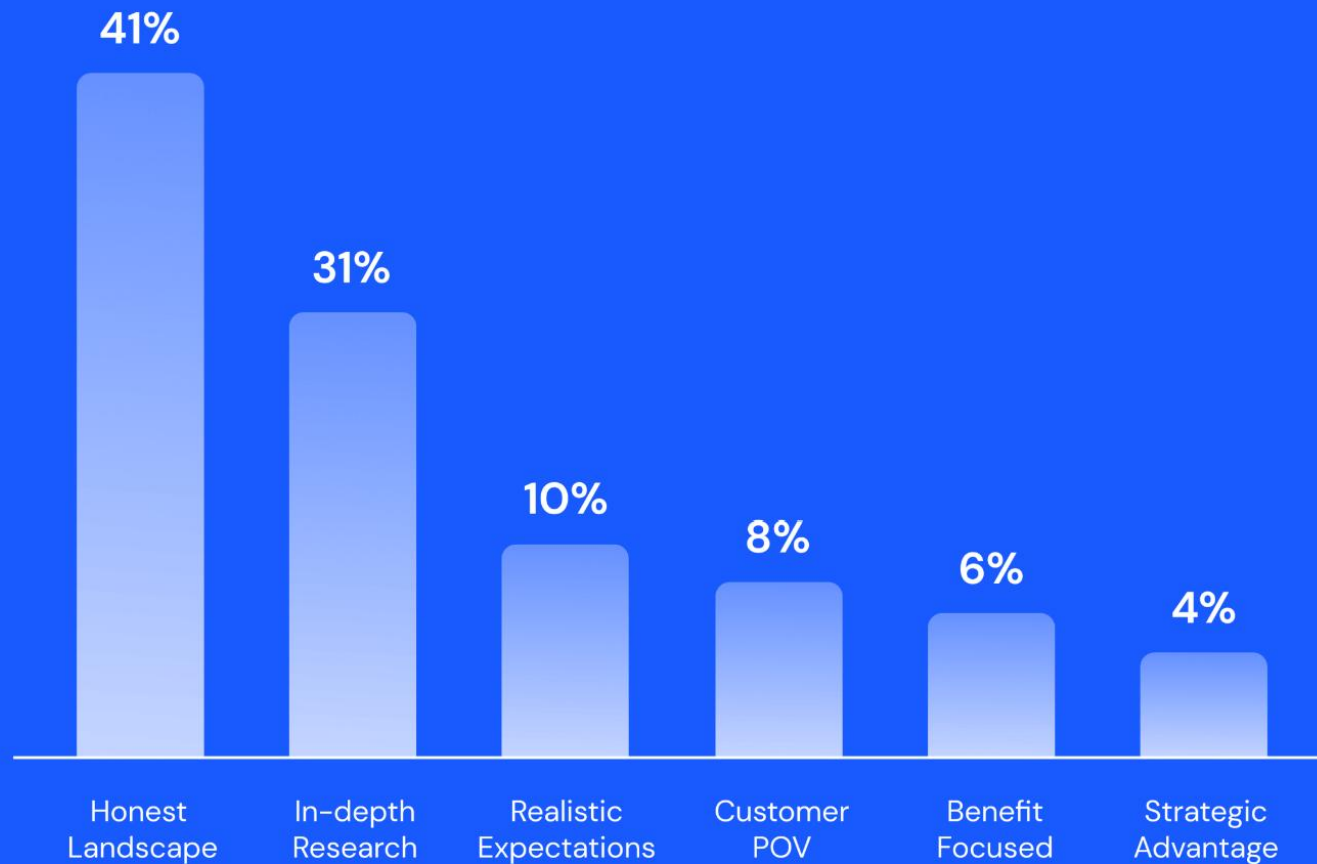
- ❑ who is your direct competition
- ❑ are there other competitors in adjacent industries
- ❑ fair and balanced compare and contrast
- ❑ if there are credible competitors, what “gap” do you fill that they missed
- ❑ what capability do you have they do not have
- ❑ what are their business models
- ❑ what is their unique selling proposition



**What insights did you identify during Discovery Phase of Lean Startup ?**

# What Investors want to see in Your Competitive Page

[7 Types of Competitor Analysis Frameworks | Similarweb](#)



# Competition

## Direct:

- [Weird Bros. Coffee; Herndon, VA \(12 mi\)](#)
- [Caffe Amouri, Vienna; VA \(20 mi\)](#)

## Indirect:

- [Starbucks \(x2\); Ashburn, VA \(1.5 mi\)\\*](#)
  - [Brew LoCo; Ashburn, VA \(3.7 mi\)](#)
  - [Blend Coffee Bar; Ashburn, VA \(4 mi\)](#)
  - [Chai Coffee & Cafe, Ashburn, VA \(4.3 mi\)](#)
-

- Balanced and Factual comparisons
- No “bashing”
- Strengths and Weaknesses summarized
- ***Relevant Gaps Identified***
  - ***Starbucks wanted to build a café in this location !***

## Competition

### Direct:

- Weird Bros. Coffee; Herndon, VA (12 mi)
- Caffe Amouri, Vienna; VA (20 mi)

### Indirect:

- Starbucks (x2); Ashburn, VA (1.5 mi)\*
- Brew LoCo; Ashburn, VA (3.7 mi)
- Blend Coffee Bar; Ashburn, VA (4 mi)
- Chai Coffee & Cafe, Ashburn, VA (4.3 mi)

**Participant  
Engagement!**

**Pause: Questions thus far ?**





**There are times in your business briefing or “pitch” you will need to give your target customers rationale “reasons to believe”...and transact with you.**



**Let us go to our outline.**

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# ☐ **Strategic Competitive Advantage.**

## **Your Underlying "Magic" / Secret Sauce**

- ☐ why (specifically) would customers spend \$ purchasing your solution/ product/services
- ☐ why (specifically) would they buy from you
- ☐ how is your solution:
  - ☐ superior
  - ☐ differentiated
  - ☐ unique
  - ☐ faster
  - ☐ cheaper

- ☐ **TEST:** *Ask yourself: how (SPECIFICALLY) am I better than the next best existing competitive alternative or substitute ?*





### **Captive & built in market base**

- Co-Located in the coworking space
- Attached to The Heights luxury apartments
- Already have a strong local following

### **More than just coffee:**

- Food: breakfast, lunch, small plates
- Beer and wine
- Outdoor seating

### **In-House coffee roasting:**

- Lower COGS
- Curated, diverse, & seasonal coffee line-up
- Unique customer experience

### **Wholesale coffee markets**

- Coffee supplier for other shops
- Local grocery stores

# Strategic Competitive Advantage

---

- Identify the top 2-4 reasons you are better than the next best alternative
- List “Points of Differentiation” ...not “Points of Parity”
  - e.g. do not list “*we are experienced*”
- Your advantage(s) should be tangible benefits and your approach should not be easily duplicated
- CAUTION: Low price is usually not a point of differentiation

#### Captive & built in market base

- Co-Located in the coworking space
- Attached to The Heights luxury apartments
- Already have a strong local following

#### More than just coffee:

- Food: breakfast, lunch, small plates
- Beer and wine
- Outdoor seating

#### In-House coffee roasting:

- Lower COGS
- Curated, diverse, & seasonal coffee line-up
- Unique customer experience

#### Wholesale coffee markets

- Coffee supplier for other shops
- Local grocery stores



## Strategic Competitive Advantage



## Participant Engagement!

Lets Take  
a Quick Break  
and  
any  
Questions  
when we  
return



**Lets pick up our deep  
dive where we left  
off....**

**...and take a close  
look at the second  
half of the business  
briefing, again, page  
by page**



# Financial Cost and Revenue Projection Summary:



☐ *Intro: What do you do ? + your "WHY"*

☐ *Investment Needs Summary*

☐ *Scene Set, Context, Statistics, Facts*

☐ *The Problem*

☐ *The Solution*

☐ *Value Proposition for your Targeted Customer/Client*

☐ *Competition and their Gaps*

☐ *Strategic Competitive Advantage*

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☐ ***Your Business Model – How do you Monetize***

☐ ***Your Business Model Assumptions (from discovery)***

☐ ***Route / Channel(s) / Path to Market***

☐ ***Financials:***

☐ ***Startup & Operating Cost/Budget Estimates***

☐ ***Revenue Projection Summary***

☐ ***Summary Profit and Loss (plus backup pages)***

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☐ *Traction: BETA / DEMOS / Early Adopter Sales/Proof of Concept*

☐ *Major Project Milestone Timeline / Phases*

☐ *Strategic Marketing Plan Elements*

☐ *Investment Request; Detailed Use of Funds*

☐ *The Team*

☐ *Risk Mitigation*

☐ *Call to Action / Points of Contact*



**NOTE:**

**Depending on your audience you may want to “*skip*” over the Financial Revenue and Cost/Operating Budget Projection Summary Section...**





# ❑ ***Your Business Model***

- ❑ how does your product and services create customer value
- ❑ what is your revenue model ; how do you make money
- ❑ who do you sell to;
- ❑ are there channel partners who sell to end use consumers / customers
- ❑ are you selling direct or sharing margin through the value chain
- ❑ how would you scale your product / service offering



Remember this from Lean Principles ?

## Business Model Defined

At the most fundamental level,  
a startup must understand that a  
*business model* is composed of  
elements that

1)create, 2)deliver, and 3)capture value.

Customer Value  
Proposition  
What we offer to  
stakeholders

Company Delivery Model  
How we deliver value

Profit Formula  
How we profit

Source:  INNOSIGHT