

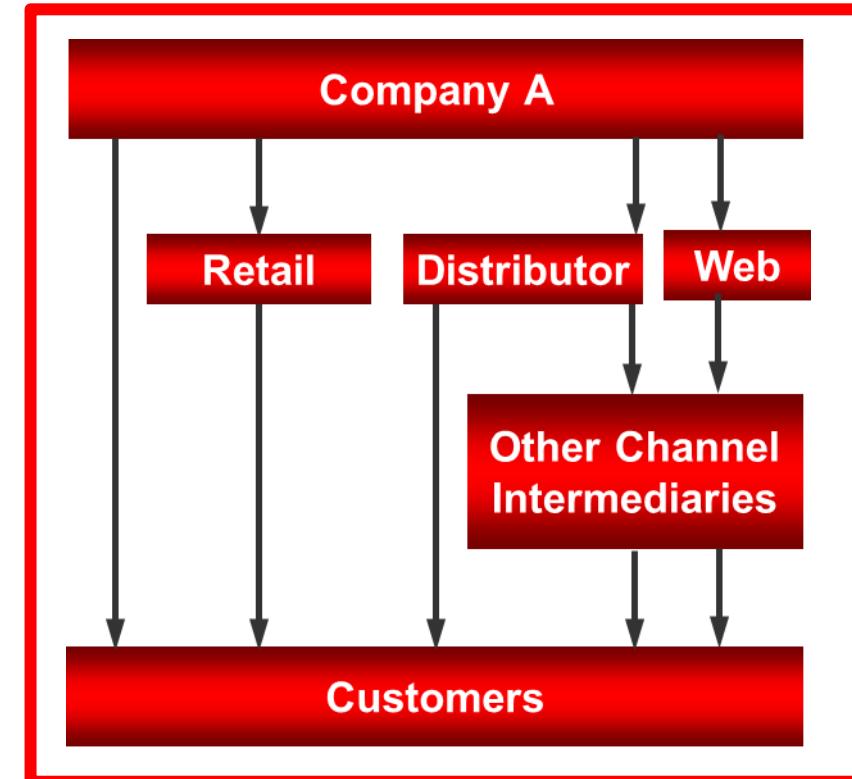
- Intro: What do you do ? + your "WHY"*
- Investment Needs Summary*
- Scene Set, Context, Statistics, Facts*
- The Problem*
- The Solution*
- Value Proposition for your Targeted Customer/Client*
- Competition and their Gaps*
- Strategic Competitive Advantage*
- Your Business Model Assumptions (from discovery)*
- 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*

## **□ Your Path (Channels) to your target Customer/Client**

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- what are your channels to the targeted markets / customers
- are there intermediaries
- why is your path a good fit
- are you aligned with your partner companies / with the end client
- does your path help you grow / achieve scale
- what is the revenue sharing model through the channel(s)

- B:B ?
- B:C ?
- B:G ?



# Key Notes & Assumptions:

## Baseline Revenue Model

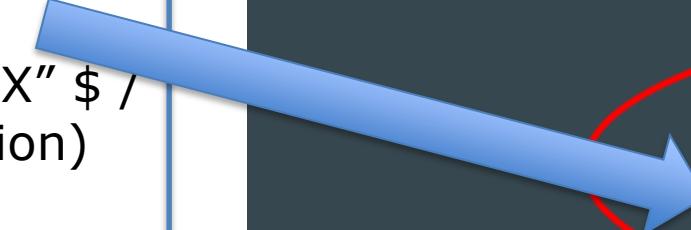
| Category, AVERAGES    | Coffee Shop | Beer & Wine | Roasted Coffee | Totals    |
|-----------------------|-------------|-------------|----------------|-----------|
| Transactions per Hour | 16          | 8           | --             |           |
| Customers per Day     | 200         | 32          | 18             |           |
| Food Conversion       | 25%         | 25%         | --             |           |
| Daily Revenue         | \$849       | \$514       | \$250          | \$1,613   |
| Monthly Revenue       | \$25,465    | \$15,422    | \$7,507        | \$48,394  |
| Yearly Revenue        | \$305,579   | \$185,064   | \$90,082       | \$580,725 |

- Increase our Farmers Market presence
- Year 1 will start at 50% capacity; operating in the red for 5 months
- 48% growth overall in YR2
- 24% growth overall in YR3

- Develop Revenue estimates at the “grassroots” level;
  - How many ?
  - At an average price of “X” \$ / unit/ (~\$4.20/transaction)
- Data Assumptions validated and “ground-truthed” via discovery
- Projections also “vetted” against industry standards and/or “common sense”
- Assumptions underpin annual summary estimates / projections
- If we can believe the basic assumptions, the rest is just math !

**Key Notes & Assumptions:**

**Baseline Revenue Model**

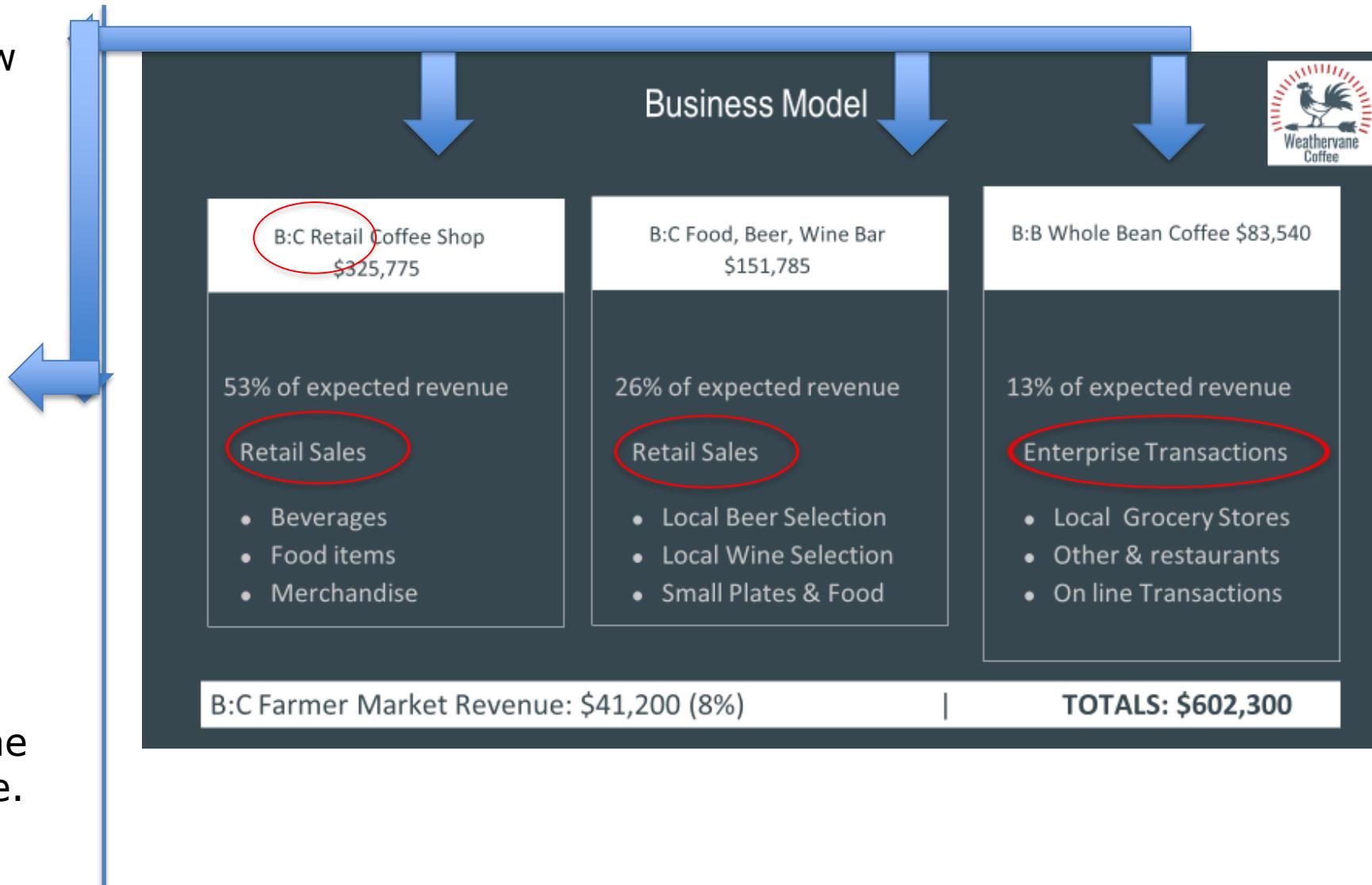


A red oval highlights the 'Totals' column of the table.

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- Business Model refers to how you will make money
- Think of your “sources” of incoming revenue like small “streams” feeding a bigger river
  - clearly identify each “stream”
- Label and summarize the streams
  - offer a bit of detail for each
- Be sure to describe “how” the customer will be charged, i.e. retail sale, subscription, etc.





# Business Model

B:C Retail Coffee Shop  
\$325,775

53% of expected revenue

Retail Sales

- Beverages
- Food items
- Merchandise

B:C Food, Beer, Wine Bar  
\$151,785

26% of expected revenue

Retail Sales

- Local Beer Selection
- Local Wine Selection
- Small Plates & Food

B:B Whole Bean Coffee \$83,540

13% of expected revenue

Enterprise Transactions

- Local Grocery Stores
- Other & restaurants
- On line Transactions

B:C Farmer Market Revenue: \$41,200 (8%)

**TOTALS: \$602,300**

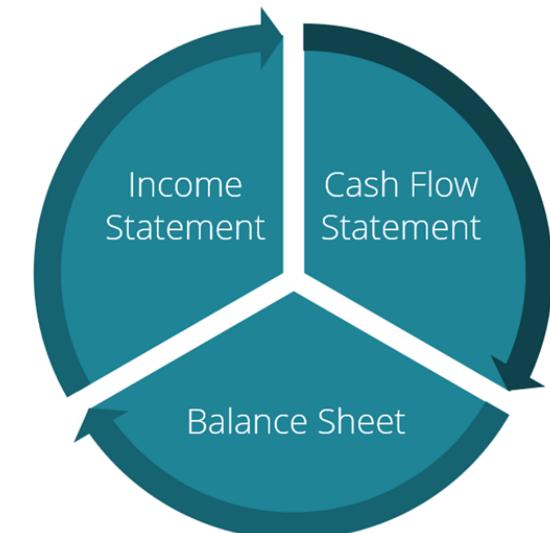
**A successful business briefing or “pitch” to an investor / banker will speak to “*the numbers*”, the next element in our outline.**



- Intro: What do you do ? + your "WHY"*
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- Your Business Model – How do you Monetize*
- Route / Channel(s) / Path to Market*
- Financial Summaries :***
  - Startup & Operating Cost/Budget Estimates***
  - Revenue Projection Summary***
  - Summary Profit and Loss (plus backup pages)***
- Traction: BETA / DEMOS / Early Adopter Sales/Proof of Concept*
- Major Project Milestone Timeline / Phases*
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## ❑ **Financial Projections Summary**

- ❑ what are your major ***underlying cost*** and ***revenue assumptions*** ?
  - ❑ what is the annualize growth assumptions
  - ❑ what are the inflection points / forces that drive growth
- ❑ are your assumptions too aggressive ? Too conservative ? unrealistic ?
- ❑ have you developed your ***"Cost Stack"*** – all your projected costs for the contract period
- ❑ what are your revenue assumptions; developed bottom up or top down ; margin assumptions
- ❑ what is your “burn” rate ; when do you become profitable



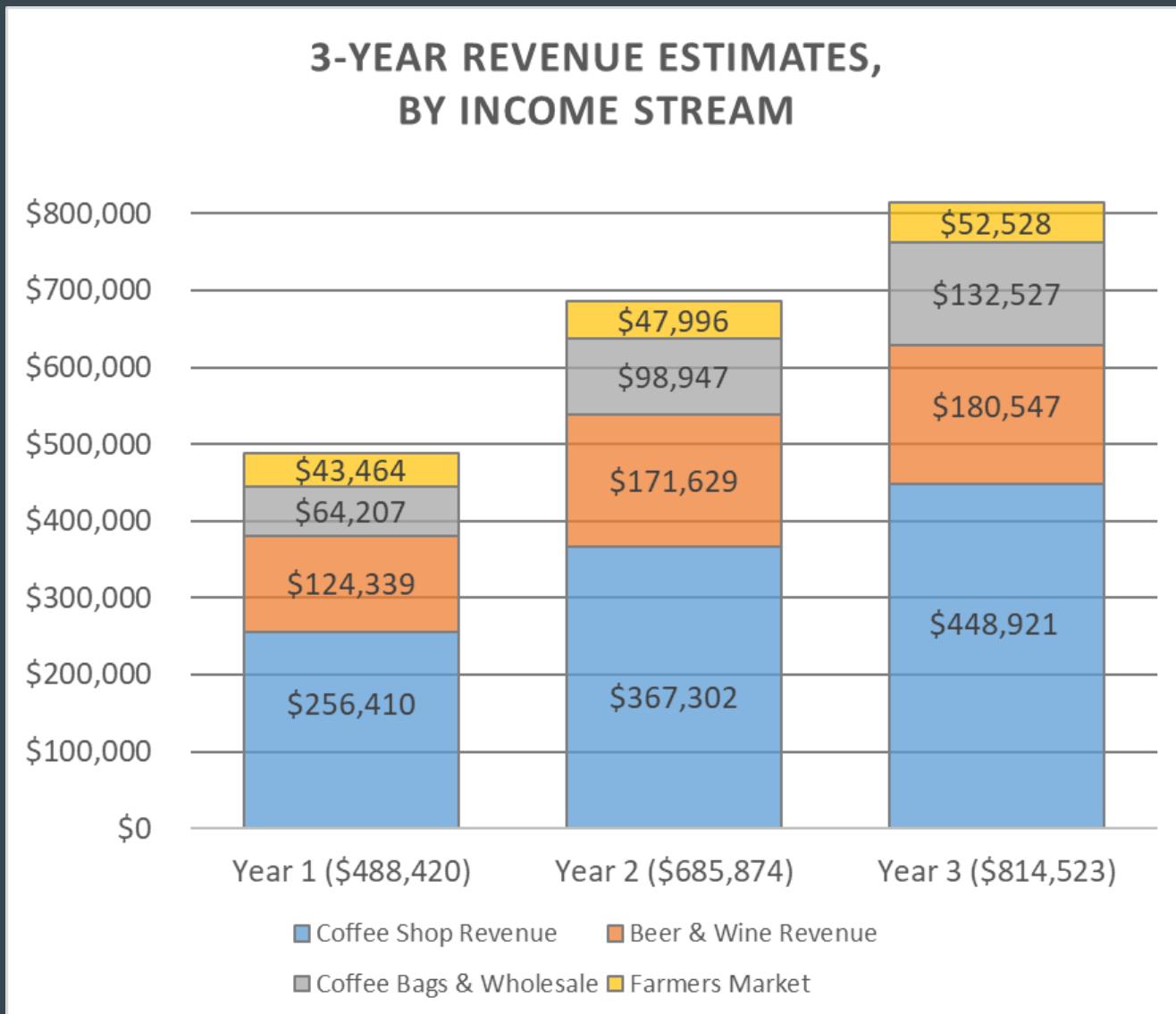
# 3-Year Revenue Estimates

## Key Notes & Assumptions:

- Year 1 will start at 50% capacity; operating in the red for 5 months
- 48% growth overall in YR2
- 24% growth overall in YR3
- Increase our Farmers Market presence

## Baseline Revenue Model

| Category, AVERAGES    | Coffee Shop | Beer & Wine | Roasted Coffee | Totals           |
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| Monthly Revenue       | \$25,465    | \$15,422    | \$7,507        | <b>\$48,394</b>  |
| Yearly Revenue        | \$305,579   | \$185,064   | \$90,082       | <b>\$580,725</b> |



# Profit and Loss Model

| Category                            | Year 1           | As<br>Percent | Year 2           | As<br>Percent | Year 3           | As<br>Percent |
|-------------------------------------|------------------|---------------|------------------|---------------|------------------|---------------|
| Coffee Shop Revenue                 | \$256,410        | 52%           | \$367,302        | 54%           | \$448,921        | 55%           |
| Beer & Wine Revenue                 | \$124,339        | 25%           | \$171,629        | 25%           | \$180,547        | 22%           |
| Coffee Bags & Wholesale             | \$64,207         | 13%           | \$98,947         | 14%           | \$132,527        | 16%           |
| Farmers Market                      | \$43,464         | 8.9%          | \$47,996         | 7.0%          | \$52,528         | 6.4%          |
| less returns                        | (\$15,647)       | -3.2%         | (\$22,148)       | -3.2%         | (\$25,869)       | -3.2%         |
| <b>TOTAL Revenues</b>               | <b>\$488,420</b> |               | <b>\$685,874</b> |               | <b>\$814,523</b> |               |
| <i>Costs Of Goods Sold</i>          | \$167,987        | 34%           | \$234,189        | 34%           | \$277,165        | 34%           |
| <i>Payroll Expenses</i>             | \$191,456        | 39%           | \$223,034        | 33%           | \$296,741        | 36%           |
| <i>General &amp; Administrative</i> | \$117,140        | 24%           | \$122,446        | 18%           | \$125,859        | 15%           |
| <b>TOTAL Expenses</b>               | <b>\$476,583</b> | 98%           | <b>\$579,669</b> | 85%           | <b>\$699,764</b> | 86%           |
| <b>GROSS PROFITS</b>                | <b>\$11,838</b>  | 2%            | <b>\$106,205</b> | 15%           | <b>\$114,758</b> | 14%           |



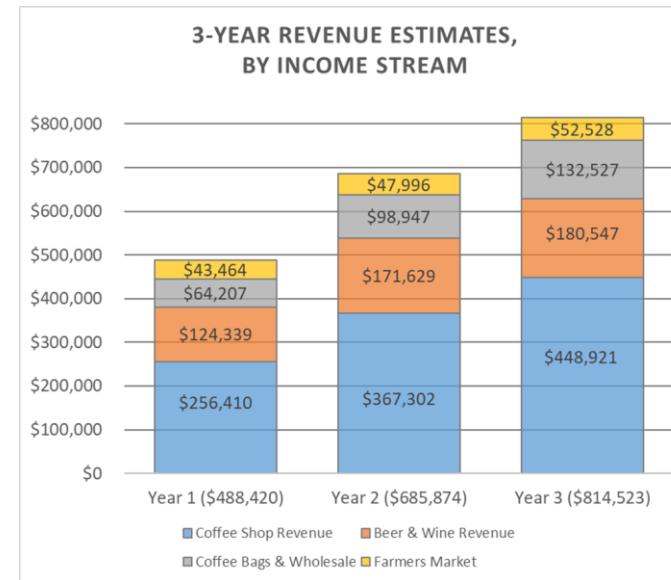
2 year  
cash flow



# Year 1 Profit & Loss Model

| EXPENSES                            | January          | February         | March            | April            | May              | June            | July            | August          | September       | October         | November        | December        | Avg. Monthly    | Annual           |
|-------------------------------------|------------------|------------------|------------------|------------------|------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|
| <b>Costs Of Goods Sold</b>          | <b>\$10,203</b>  | <b>\$10,450</b>  | <b>\$11,953</b>  | <b>\$12,356</b>  | <b>\$12,811</b>  | <b>\$13,791</b> | <b>\$14,671</b> | <b>\$15,425</b> | <b>\$15,360</b> | <b>\$17,063</b> | <b>\$16,514</b> | <b>\$17,391</b> | <b>\$13,999</b> | <b>\$167,987</b> |
| Coffee Beverages                    | \$2,810          | \$2,909          | \$3,435          | \$3,653          | \$3,776          | \$4,215         | \$4,587         | \$4,770         | \$4,862         | \$5,438         | \$5,290         | \$5,620         | \$4,280         | \$51,365         |
| Coffee Shop Food                    | \$1,254          | \$1,241          | \$1,380          | \$1,389          | \$1,408          | \$1,478         | \$1,537         | \$1,596         | \$1,555         | \$1,702         | \$1,626         | \$1,702         | \$1,489         | \$17,870         |
| Retail Merchandise                  | \$315            | \$325            | \$384            | \$410            | \$420            | \$473           | \$516           | \$531           | \$545           | \$608           | \$590           | \$630           | \$479           | \$5,745          |
| Beer & Wine Sales                   | \$1,605          | \$1,605          | \$1,926          | \$2,087          | \$2,043          | \$2,408         | \$2,685         | \$2,605         | \$2,738         | \$3,050         | \$2,918         | \$3,210         | \$2,408         | \$28,899         |
| Food & Small Plates                 | \$1,496          | \$1,420          | \$1,594          | \$1,623          | \$1,558          | \$1,708         | \$1,806         | \$1,58          | \$1,700         | \$1,900         | \$1,786         | \$1,921         | \$1,694         | \$20,332         |
| Retail Coffee Bags                  | \$455            | \$472            | \$557            | \$592            | \$613            | \$683           | \$712           | \$774           | \$788           | \$881           | \$858           | \$910           | \$693           | \$8,321          |
| Wholesale Coffee                    | \$988            | \$1,024          | \$1,208          | \$1,284          | \$1,330          | \$1,482         | \$1,611         | \$1,680         | \$1,710         | \$1,913         | \$1,862         | \$1,976         | \$1,506         | \$18,069         |
| Other Rev. (Farmers Market)         | \$1,280          | \$1,454          | \$1,469          | \$1,318          | \$1,664          | \$1,344         | \$1,187         | \$712           | \$1,382         | \$1,570         | \$1,584         | \$1,421         | \$1,449         | \$17,386         |
| <b>Payroll Expenses</b>             | <b>\$15,988</b>  | <b>\$15,516</b>  | <b>\$16,346</b>  | <b>\$15,988</b>  | <b>\$15,873</b>  | <b>\$15,988</b> | <b>\$16,046</b> | <b>\$16,288</b> | <b>\$15,573</b> | <b>\$16,346</b> | <b>\$15,516</b> | <b>\$15,988</b> | <b>\$15,955</b> | <b>\$191,456</b> |
| Salaries & Waged                    | \$13,867         | \$13,457         | \$14,177         | \$13,867         | \$13,767         | \$13,867        | \$13,917        | \$14,127        | \$13,507        | \$14,177        | \$13,457        | \$13,867        | \$13,838        | \$166,050        |
| FICA Taxes                          | \$2,122          | \$2,059          | \$2,169          | \$2,122          | \$2,106          | \$2,122         | \$2,129         | \$2,161         | \$2,067         | \$2,169         | \$2,059         | \$2,122         | \$2,117         | \$25,406         |
| <b>General &amp; Administrative</b> | <b>\$9,458</b>   | <b>\$9,467</b>   | <b>\$9,588</b>   | <b>\$9,635</b>   | <b>\$9,647</b>   | <b>\$9,752</b>  | <b>\$9,837</b>  | <b>\$9,860</b>  | <b>\$9,881</b>  | <b>\$10,007</b> | <b>\$9,963</b>  | <b>\$10,046</b> | <b>\$9,762</b>  | <b>\$117,140</b> |
| Accounting & Legal                  | \$200            | \$200            | \$200            | \$200            | \$200            | \$200           | \$200           | \$200           | \$200           | \$200           | \$200           | \$200           | \$200           | \$2,400          |
| Marketing/Advertising               | \$250            | \$250            | \$250            | \$250            | \$250            | \$250           | \$250           | \$250           | \$250           | \$250           | \$250           | \$250           | \$250           | \$3,000          |
| Rent                                | \$4,250          | \$4,250          | \$4,250          | \$4,250          | \$4,250          | \$4,250         | \$4,250         | \$4,250         | \$4,250         | \$4,250         | \$4,250         | \$4,250         | \$4,250         | \$51,000         |
| Utilities                           | \$600            | \$600            | \$600            | \$600            | \$600            | \$600           | \$600           | \$600           | \$600           | \$600           | \$600           | \$600           | \$600           | \$7,200          |
| Debt Servicing                      | \$2,200          | \$2,200          | \$2,200          | \$2,200          | \$2,200          | \$2,200         | \$2,200         | \$2,200         | \$2,200         | \$2,200         | \$2,200         | \$2,200         | \$2,200         | \$26,400         |
| Website Expenses                    | \$42             | \$42             | \$42             | \$42             | \$42             | \$42            | \$42            | \$42            | \$42            | \$42            | \$42            | \$42            | \$42            | \$504            |
| Internet/Phone                      | \$125            | \$125            | \$125            | \$125            | \$125            | \$125           | \$125           | \$125           | \$125           | \$125           | \$125           | \$125           | \$125           | \$1,500          |
| Insurance                           | \$300            | \$300            | \$300            | \$300            | \$300            | \$300           | \$300           | \$300           | \$300           | \$300           | \$300           | \$300           | \$300           | \$3,600          |
| Merchant Fees (2.75% net sales)     | \$716            | \$725            | \$816            | \$893            | \$905            | \$1,010         | \$1,095         | \$1,118         | \$1,139         | \$1,265         | \$1,221         | \$1,304         | \$1,020         | \$12,236         |
| Office Supplies                     | \$25             | \$25             | \$25             | \$25             | \$25             | \$25            | \$25            | \$25            | \$25            | \$25            | \$25            | \$25            | \$25            | \$300            |
| Vehicle/Travel                      | \$500            | \$500            | \$500            | \$500            | \$500            | \$500           | \$500           | \$500           | \$500           | \$500           | \$500           | \$500           | \$500           | \$6,000          |
| Miscellaneous                       | \$250            | \$250            | \$250            | \$250            | \$250            | \$250           | \$250           | \$250           | \$250           | \$250           | \$250           | \$250           | \$250           | \$3,000          |
| <b>Total Expenses</b>               | <b>\$35,650</b>  | <b>\$35,432</b>  | <b>\$37,887</b>  | <b>\$37,979</b>  | <b>\$38,331</b>  | <b>\$39,531</b> | <b>\$40,554</b> | <b>\$41,572</b> | <b>\$40,815</b> | <b>\$43,415</b> | <b>\$41,992</b> | <b>\$43,426</b> | <b>\$39,715</b> | <b>\$476,583</b> |
| <b>Income Before Taxes</b>          | <b>(\$6,414)</b> | <b>(\$5,446)</b> | <b>(\$3,439)</b> | <b>(\$2,228)</b> | <b>(\$1,279)</b> | <b>\$563</b>    | <b>\$2,241</b>  | <b>\$3,348</b>  | <b>\$4,075</b>  | <b>\$6,501</b>  | <b>\$6,355</b>  | <b>\$7,559</b>  | <b>\$986</b>    | <b>\$11,838</b>  |
| <b>Income Tax Expense</b>           | <b>(\$981)</b>   | <b>(\$833)</b>   | <b>(\$526)</b>   | <b>(\$341)</b>   | <b>(\$196)</b>   | <b>\$86</b>     | <b>\$343</b>    | <b>\$512</b>    | <b>\$623</b>    | <b>\$995</b>    | <b>\$972</b>    | <b>\$1,157</b>  | <b>\$151</b>    | <b>\$1,811</b>   |
| <b>NET INCOME</b>                   | <b>(\$5,432)</b> | <b>(\$4,612)</b> | <b>(\$2,913)</b> | <b>(\$1,887)</b> | <b>(\$1,083)</b> | <b>\$477</b>    | <b>\$1,898</b>  | <b>\$2,836</b>  | <b>\$3,452</b>  | <b>\$5,506</b>  | <b>\$5,383</b>  | <b>\$6,403</b>  | <b>\$836</b>    | <b>\$10,026</b>  |

- Project your grassroots assumptions (i.e. #units/services @ \$x/unit or per hr, etc.) out 1 month and then years 1, 2, 3
- Graph the “sources” of revenue
- “Memo” your units sold, % increases, staff, assumptions
- Develop a Profit and Loss Model
- Develop Cash Flow as required
- Know your costs
  - Startup
  - Cost of Goods Sold
  - Fixed
  - Operating



| Profit and Loss Model       |                  |            |                  |            |                  |            |
|-----------------------------|------------------|------------|------------------|------------|------------------|------------|
| Category                    | Year 1           | As Percent | Year 2           | As Percent | Year 3           | As Percent |
| Coffee Shop Revenue         | \$256,410        | 52%        | \$367,302        | 54%        | \$448,921        | 55%        |
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| Farmers Market less returns | \$43,464         | 8.9%       | \$47,996         | 7.0%       | \$52,528         | 6.4%       |
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| <b>TOTAL Revenues</b>       | <b>\$488,420</b> |            | <b>\$685,874</b> |            | <b>\$814,523</b> |            |
| Costs of Goods Sold         | \$167,987        | 34%        | \$234,189        | 34%        | \$277,165        | 34%        |
| Payroll Expenses            | \$191,456        | 39%        | \$223,034        | 33%        | \$296,741        | 36%        |
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| <b>TOTAL Expenses</b>       | <b>\$476,583</b> | 98%        | <b>\$579,669</b> | 85%        | <b>\$699,764</b> | 86%        |
| <b>GROSS PROFITS</b>        | <b>\$11,838</b>  | 2%         | <b>\$106,205</b> | 15%        | <b>\$114,758</b> | 14%        |

| Year 1 Profit & Loss Model      |                  |                  |                  |                  |                  |              |                |                |                |                |                |                |              |                 |
|---------------------------------|------------------|------------------|------------------|------------------|------------------|--------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------|-----------------|
| EXPENSES                        | January          | February         | March            | April            | May              | June         | July           | August         | September      | October        | November       | December       | Avg. Monthly | Annual          |
| Costs Of Goods Sold             | \$10,293         | \$10,450         | \$11,953         | \$12,356         | \$12,811         | \$12,793     | \$14,671       | \$15,420       | \$15,360       | \$17,063       | \$16,518       | \$17,391       | \$13,999     | \$187,887       |
| Coffee Beverage                 | \$2,210          | \$2,299          | \$3,435          | \$3,553          | \$3,715          | \$3,715      | \$4,487        | \$4,730        | \$4,962        | \$5,438        | \$5,290        | \$5,630        | \$4,289      | \$51,265        |
| Coffee Shop Food                | \$1,754          | \$1,241          | \$1,380          | \$1,389          | \$1,408          | \$1,478      | \$1,537        | \$1,596        | \$1,555        | \$1,702        | \$1,636        | \$1,702        | \$1,489      | \$17,870        |
| Retail Merchandise              | \$315            | \$241            | \$384            | \$410            | \$420            | \$478        | \$516          | \$531          | \$545          | \$568          | \$598          | \$620          | \$479        | \$5,745         |
| Beer & Wine Sales               | \$1,695          | \$1,695          | \$1,926          | \$2,082          | \$2,043          | \$2,408      | \$2,685        | \$2,605        | \$2,758        | \$3,050        | \$2,918        | \$2,210        | \$2,408      | \$28,899        |
| Food & Small Plates             | \$1,496          | \$1,420          | \$1,594          | \$1,623          | \$1,558          | \$1,708      | \$1,806        | \$1,758        | \$1,760        | \$1,900        | \$1,786        | \$1,921        | \$1,694      | \$20,332        |
| Retail Coffee Bags              | \$453            | \$472            | \$557            | \$592            | \$613            | \$683        | \$742          | \$774          | \$786          | \$881          | \$888          | \$910          | \$693        | \$8,371         |
| Wholesale Coffee                | \$988            | \$1,024          | \$1,208          | \$1,284          | \$1,330          | \$1,482      | \$1,611        | \$1,680        | \$1,710        | \$1,913        | \$1,862        | \$1,976        | \$1,506      | \$18,069        |
| Other Rev. (Farmers Market)     | \$1,280          | \$1,454          | \$1,469          | \$1,318          | \$1,664          | \$1,344      | \$1,187        | \$1,712        | \$1,382        | \$1,570        | \$1,584        | \$1,421        | \$1,449      | \$17,876        |
| Payroll Expenses                | \$15,988         | \$15,516         | \$16,346         | \$15,988         | \$15,988         | \$16,288     | \$15,573       | \$16,346       | \$15,516       | \$15,988       | \$15,955       | \$191,456      |              |                 |
| Salaries & Waged                | \$13,867         | \$13,457         | \$14,177         | \$13,867         | \$13,767         | \$13,867     | \$13,917       | \$14,127       | \$13,500       | \$14,177       | \$13,457       | \$13,867       | \$13,828     | \$166,050       |
| FICA Taxes                      | \$2,122          | \$2,059          | \$2,169          | \$2,122          | \$2,106          | \$2,122      | \$2,129        | \$2,161        | \$2,067        | \$2,169        | \$2,059        | \$2,122        | \$2,117      | \$25,406        |
| General & Administrative        | \$9,458          | \$9,467          | \$9,588          | \$9,635          | \$9,647          | \$9,752      | \$9,837        | \$9,864        | \$9,881        | \$10,007       | \$9,963        | \$10,046       | \$9,762      | \$117,140       |
| Accounting & Legal              | \$1,023          | \$1,040          | \$1,096          | \$1,096          | \$1,096          | \$1,096      | \$1,096        | \$1,096        | \$1,096        | \$1,096        | \$1,096        | \$1,096        | \$1,096      | \$12,464        |
| Marketing/Advertising           | \$290            | \$290            | \$250            | \$250            | \$250            | \$250        | \$250          | \$250          | \$250          | \$250          | \$250          | \$250          | \$250        | \$2,900         |
| Rent                            | \$4,750          | \$4,750          | \$4,250          | \$4,250          | \$4,250          | \$4,250      | \$4,250        | \$4,750        | \$4,250        | \$4,250        | \$4,250        | \$4,250        | \$4,250      | \$51,000        |
| Utilities                       | \$600            | \$600            | \$600            | \$600            | \$600            | \$600        | \$600          | \$600          | \$600          | \$600          | \$600          | \$600          | \$600        | \$7,200         |
| Debt Servicing                  | \$2,200          | \$2,200          | \$2,200          | \$2,200          | \$2,200          | \$2,200      | \$2,200        | \$2,200        | \$2,200        | \$2,200        | \$2,200        | \$2,200        | \$2,200      | \$26,400        |
| Website Expenses                | \$42             | \$42             | \$42             | \$42             | \$42             | \$42         | \$42           | \$42           | \$42           | \$42           | \$42           | \$42           | \$42         | \$5504          |
| Internet/Phone                  | \$125            | \$125            | \$125            | \$125            | \$125            | \$125        | \$125          | \$125          | \$125          | \$125          | \$125          | \$125          | \$125        | \$1,500         |
| Insurance                       | \$200            | \$200            | \$300            | \$300            | \$300            | \$300        | \$300          | \$300          | \$300          | \$300          | \$300          | \$300          | \$300        | \$3,600         |
| Merchant Fees (2.75% net sales) | \$716            | \$725            | \$846            | \$893            | \$906            | \$1,010      | \$1,095        | \$1,118        | \$1,139        | \$1,176        | \$1,221        | \$1,304        | \$1,020      | \$12,236        |
| Office Supplies                 | \$25             | \$25             | \$25             | \$25             | \$25             | \$25         | \$25           | \$25           | \$25           | \$25           | \$25           | \$25           | \$25         | \$300           |
| Vehicle/Travel                  | \$500            | \$500            | \$500            | \$500            | \$500            | \$500        | \$500          | \$500          | \$500          | \$500          | \$500          | \$500          | \$500        | \$6,000         |
| Miscellaneous                   | \$250            | \$250            | \$250            | \$250            | \$250            | \$250        | \$250          | \$250          | \$250          | \$250          | \$250          | \$250          | \$250        | \$3,000         |
| Total Expenses                  | \$35,650         | \$35,432         | \$37,887         | \$37,979         | \$38,331         | \$39,531     | \$40,594       | \$41,572       | \$40,815       | \$43,415       | \$41,992       | \$43,426       | \$39,715     | \$476,583       |
| Income Before Taxes             | (\$6,414)        | (\$5,446)        | (\$3,439)        | (\$2,228)        | (\$2,279)        | \$5683       | \$2,241        | \$3,348        | \$4,075        | \$6,301        | \$6,355        | \$7,599        | \$986        | \$11,838        |
| Income Tax Expense              | (\$981)          | (\$833)          | (\$526)          | (\$541)          | (\$596)          | \$581        | \$343          | \$512          | \$623          | \$995          | \$972          | \$1,157        | \$1,511      | \$1,811         |
| <b>NET INCOME</b>               | <b>(\$5,432)</b> | <b>(\$4,612)</b> | <b>(\$2,913)</b> | <b>(\$1,887)</b> | <b>(\$1,083)</b> | <b>\$477</b> | <b>\$1,898</b> | <b>\$2,836</b> | <b>\$3,452</b> | <b>\$5,506</b> | <b>\$5,383</b> | <b>\$6,403</b> | <b>\$836</b> | <b>\$10,026</b> |

**Revenue (Rev)**  
Rev = Price X # Units

**Gross Margin (GM)**  
GM = Rev – COGS

# The “Cost Stack”

Use to “test” a price **not** to “set” a price

Use to Calculate the Cost of Customer Acquisition



Ave Price in \$USD times # of units / of products or services sold

Operating Costs

Cost of Goods (COGS)

## Participant Engagement!

Pause again for Questions



**NOTE:**

**We will proceed to the section  
on current customers, client  
satisfaction and  
“traction”  
in the marketplace”.**



# **“Got Customer Sales ?”**

**Back to the next element in our anatomy of a successful business briefing or “pitch”**

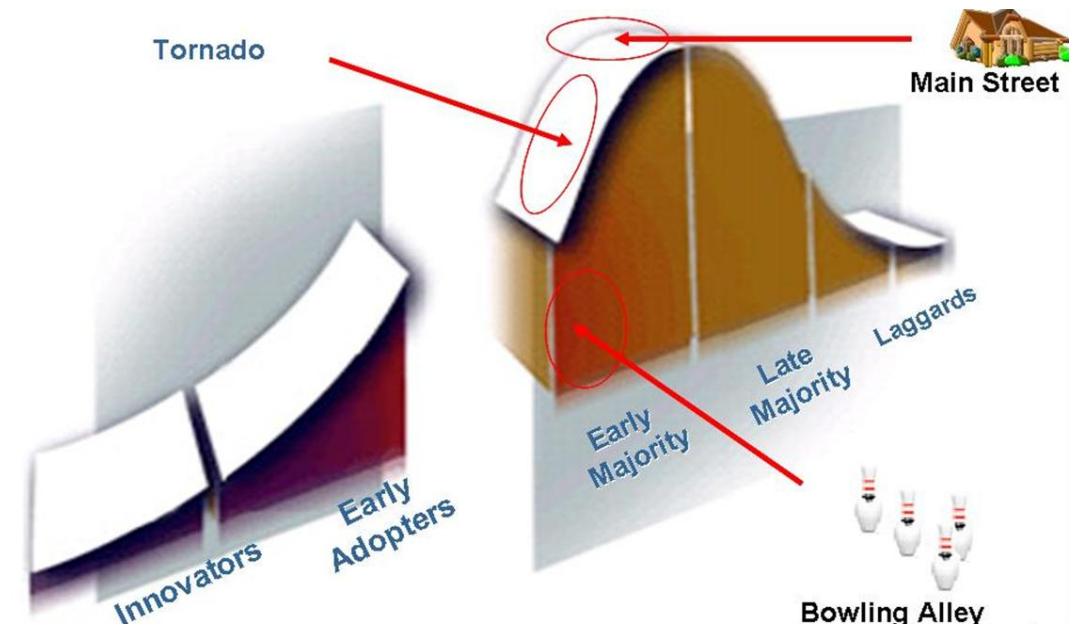


- Intro: What do you do ? + your "WHY"*
- Investment Needs Summary*
- Scene Set, Context, Statistics, Facts*
- The Problem*
- The Solution*
- Value Proposition for your Targeted Customer/Client*
- Competition and their Gaps*
- Strategic Competitive Advantage*
- Your Business Model Assumptions (from discovery)*
- Your Business Model – How do you Monetize*
- Route / Channel(s) / Path to Market*
- Financials:*
  - Startup & Operating Cost/Budget Estimates*
  - Revenue Projection Summary*
  - Summary Profit and Loss (plus backup pages)*
- Traction: BETA / Early Adopter Sales/Proof of Concept/ Delighted Customers***
- 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*

## ***Traction / BETA Customer(s) / Current Customers***

---

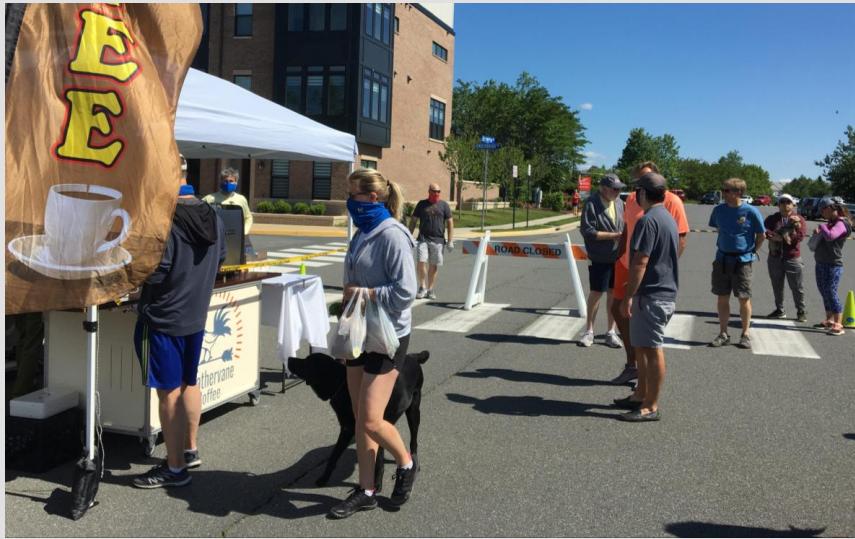
- who are your pilot / early adopter customers
- what is your current sales
- logos of current customers
- any testimonials
- what is the state of your sales pipeline; summarize your sales year to date
- who are your early wins ; types of customers
- what did you learn



# Brambleton Farmers Market



- *Farmer Market Revenue: \$41,200 in 2019*
- Located a few miles south of the planned location
- Experiencing a strong demand



- If you are a growth company, discuss your current sales success and sales pipeline
- If you are established, show or speak to customers / clients you have sold (show logos)
- Speak to what you've learned
- Explain conditions that would lead to "scaling", expanding into new markets
- Demonstrate there is pent up demand, following of early adopters, etc.
- Discuss any testimonials

## Brambleton Farmers Market

- *Farmer Market Revenue: \$41,200 in 2019*
- Located a few miles south of the planned location
- Experiencing a strong demand



**The anatomy of a  
successful business  
briefing or “pitch”  
would include the path  
forward – a “roadmap”**



- 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*
  - Summary Profit and Loss (plus backup pages)*
- Traction: BETA / DEMOS / Early Adopter Sales/Proof of Concept*
- Roadmap / Phases / Major Milestone Timeline***
- Strategic Marketing Plan Elements*
- Investment Request; Detailed Use of Funds*
- The Team*
- Risk Mitigation*
- Call to Action / Points of Contact*



# Major Operating Milestones

## Launch

- Currently under construction
- Grand opening September 2020

## Establish a Base

- Secure a loyal customer throughput
- Advertise, build collaboration, & a following

## Achieve Steady Growth

- Create luxurious & premium experience
- Network & expand social footprint

## Expand Business Offerings

- Actively pursue additional wholesale accounts
- Explore options for future locations

- Lay out the road ahead for the business growth
- **Include visibility into any logical “phases” as part of your plan forward**
  - “**MVP1**”
  - “**MVP2**”...
  - “**MVP3**” ...
- Good to place months/yr on your roadmap
- Find the right level of detail
- Plan forward would roughly parallel your seed round plus 1-2 years



**Our “business pitch”  
should speak to one of  
the drivers of growth.**

**Lets take a look at the  
next element.**



## Participant Engagement!

# Pause: Questions thus far ?



- 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*
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- Traction: BETA / DEMOS / Early Adopter Sales/Proof of Concept*
- Roadmap / Phases / Major Milestone Timeline*
- Strategic Marketing Plan Elements/Guidance**
  - Investment Request; Detailed Use of Funds*
  - The Team*
  - Risk Mitigation*
  - Call to Action / Points of Contact*

Your Strategic Marketing Plan should address details in all 4 basic elements of the “Marketing Mix”

★ *3 parts of the mix “Create Value”*

★ *1 part of the mix “Extracts” Value*



# Marketing Plan Objectives



BUILDING YOUR BRAND.



CREATING COMMUNITY.



GENERATING SALES.

Your Strategic Marketing Plan  
should identify your aims



BUILDING YOUR REPUTATION.



GENERATING LEADS.

# Your Strategic Marketing Plan should align with business and financial objectives and your Marketing “Maturity”

- the maturity level/core competencies of your team ?
- your allocated budget ?
- the tactical promotional plan elements you intend to build, execute ?
- other factors ?



## **Social Selling**

- Drive Revenue Generation
- Channel Engagement
- Micro Content Delivery
- Relationship Building

-----Revenue Creation-----

## **Social Media Marketing**

- Channel Management
- Brand Awareness
- Audience Building
- Macro Content Building



## **Digital Marketing**

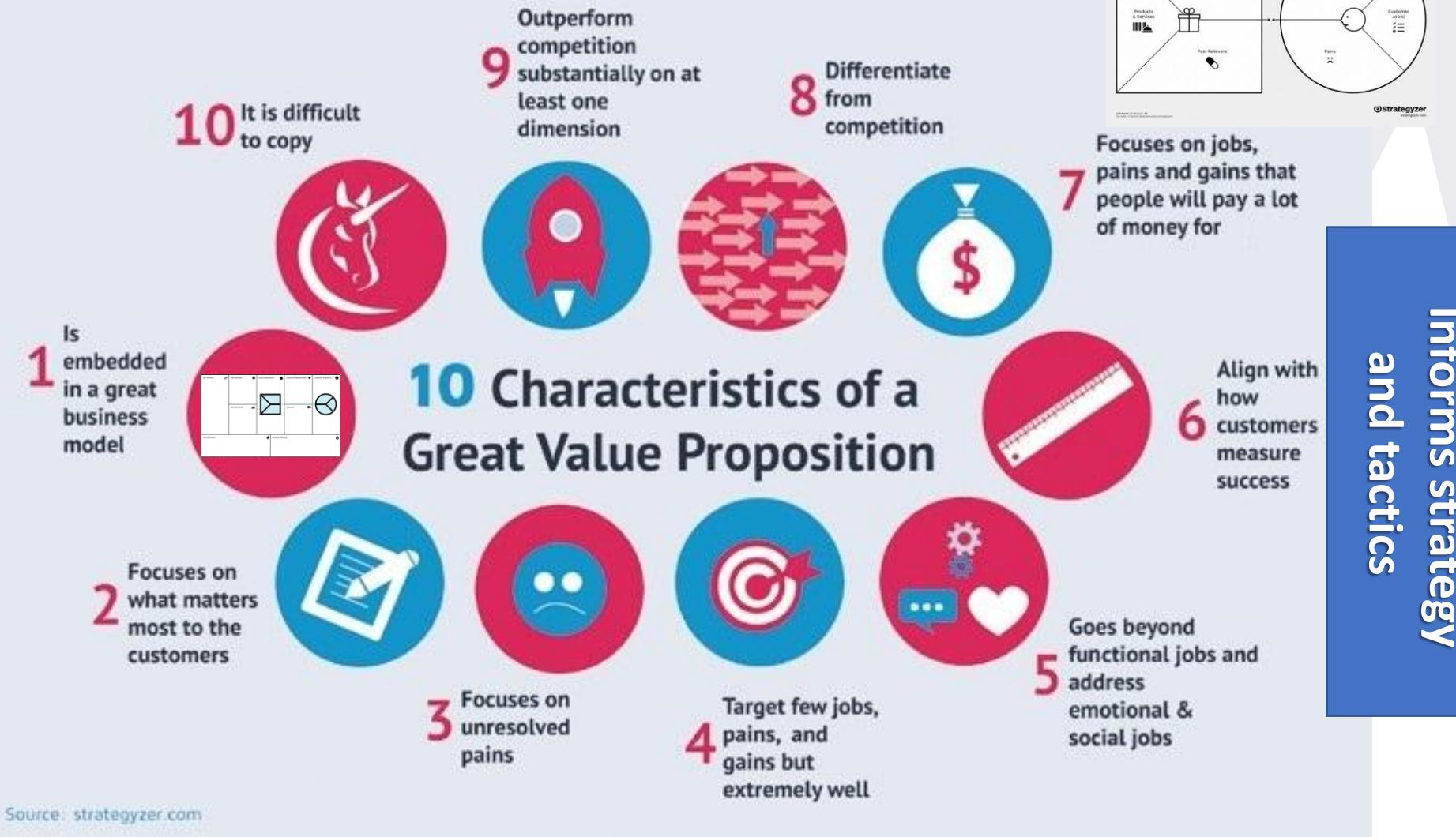
- Website
- SEO (web optimization)
- SEM (what is trending)
- Message Maps
- Marketing Campaigns

Lower

**LEVELS OF MARKETING MATURITY**

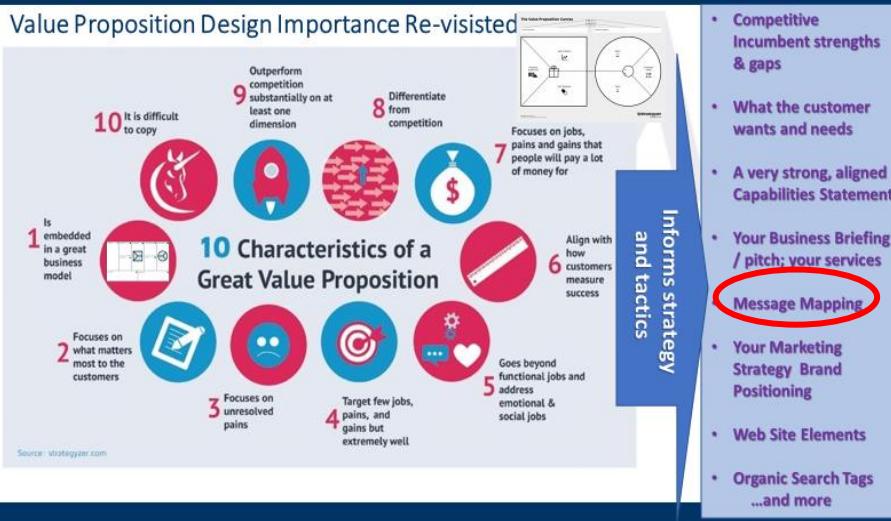
Higher

# Value Proposition Design Importance Re-visited



- Competitive Incumbent strengths & gaps
- What the customer wants and needs
- A very strong, aligned Capabilities Statement
- Your Business Briefing / pitch; your services
- **Message Mapping** (highlighted with a red oval)
- Your Marketing Strategy Brand Positioning
- Web Site Elements
- Organic Search Tags ...and more

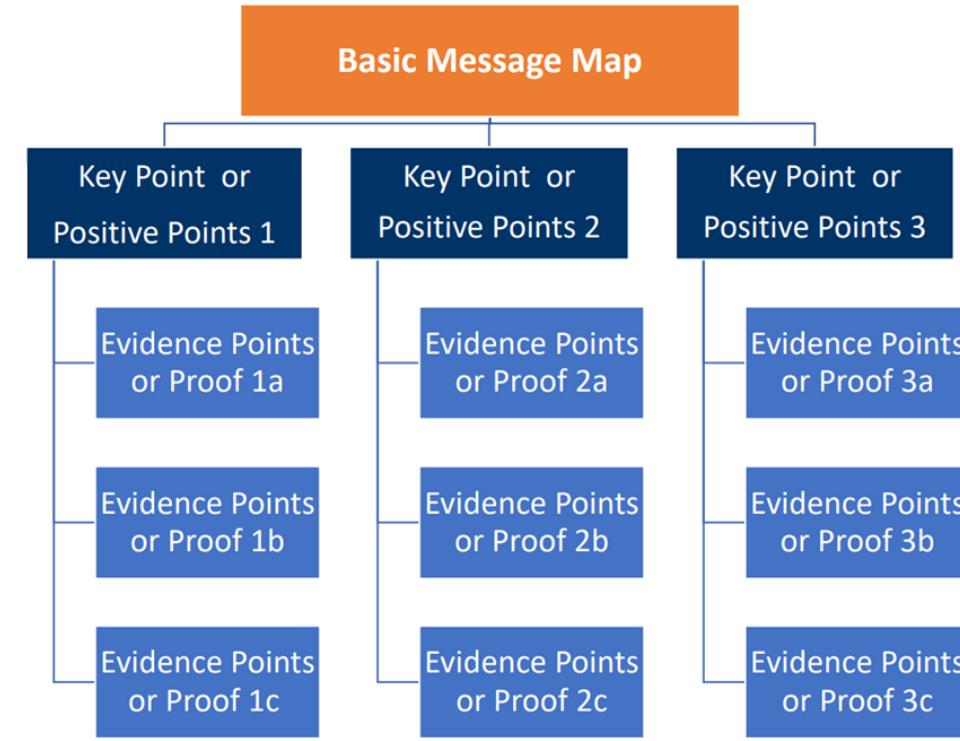
## Value Proposition Design Importance Re-visited



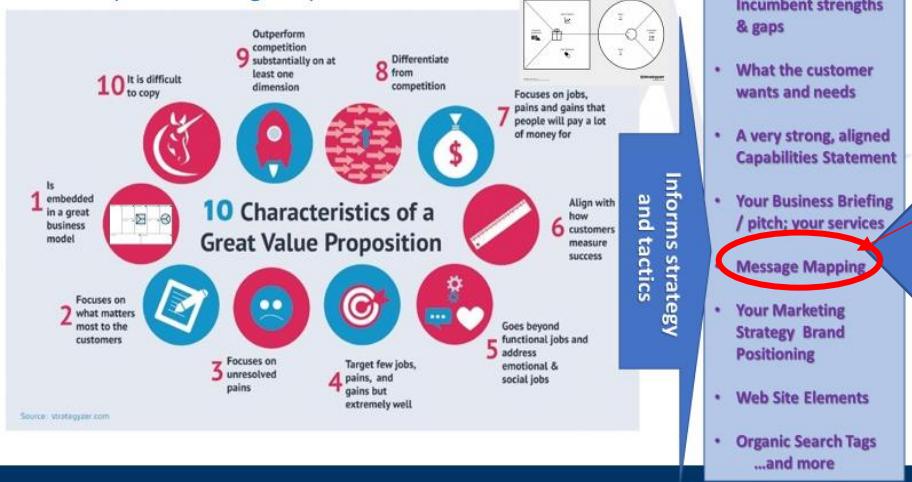
Message mapping is a **strategic and tactical framework** that enables building and then “activating” your brand. It is critical to attracting and retaining your intended targeted audience.



## Message Map

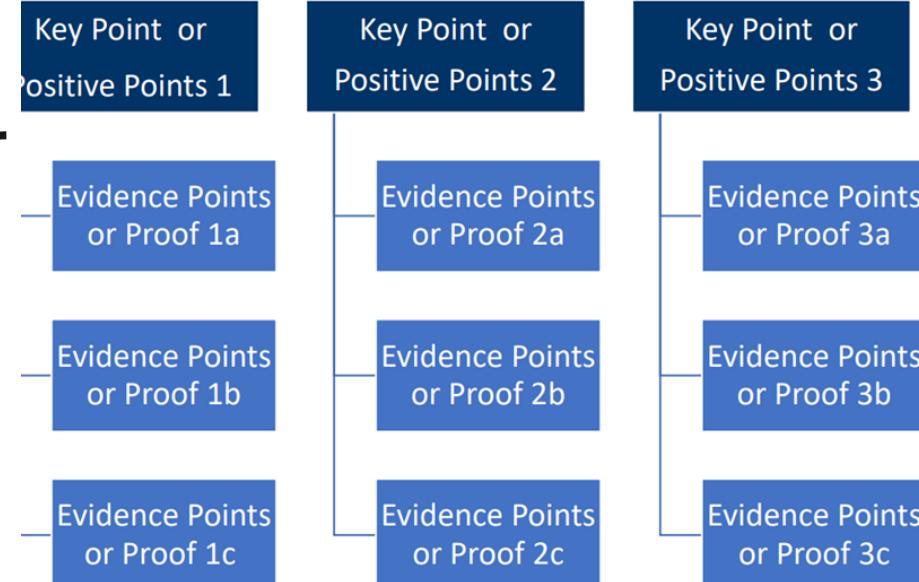


## Value Proposition Design Importance Re-visited



- Competitive Incumbent strengths & gaps
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- A very strong, aligned Capabilities Statement
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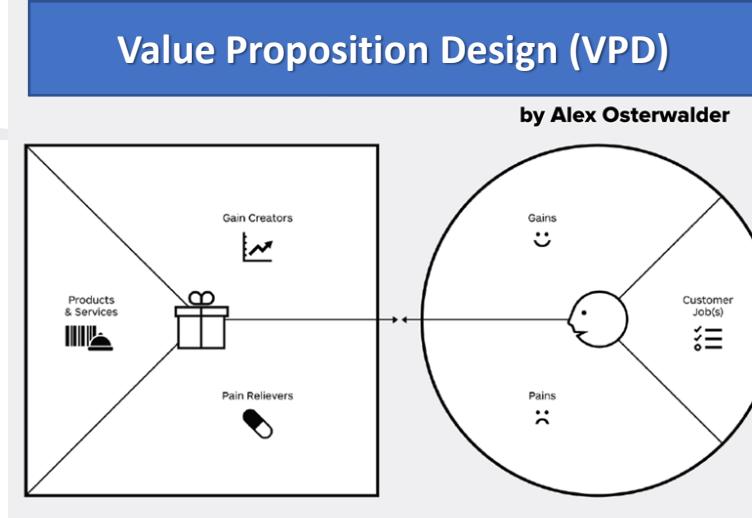
## Basic Message Map



Marketing content, can be website, blogs, videos, posts, pictures, etc.), designed to support the 3 pillars.

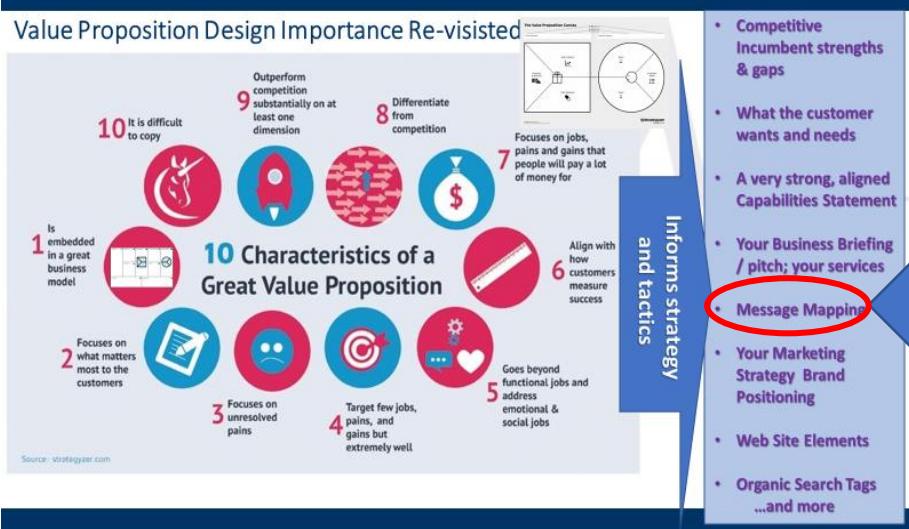
Content is developed into “themes”, then deployed via social media “channels”, paths to market, as part of a tactical marketing execution plan.

## How VPD, Message Mapping and Marketing Plans are interrelated



**Aim of Content Marketing:**  
**To Create and Distribute Valuable, Relevant and Consistent marketing material, to Attract and Retain an intended Targeted Audience**

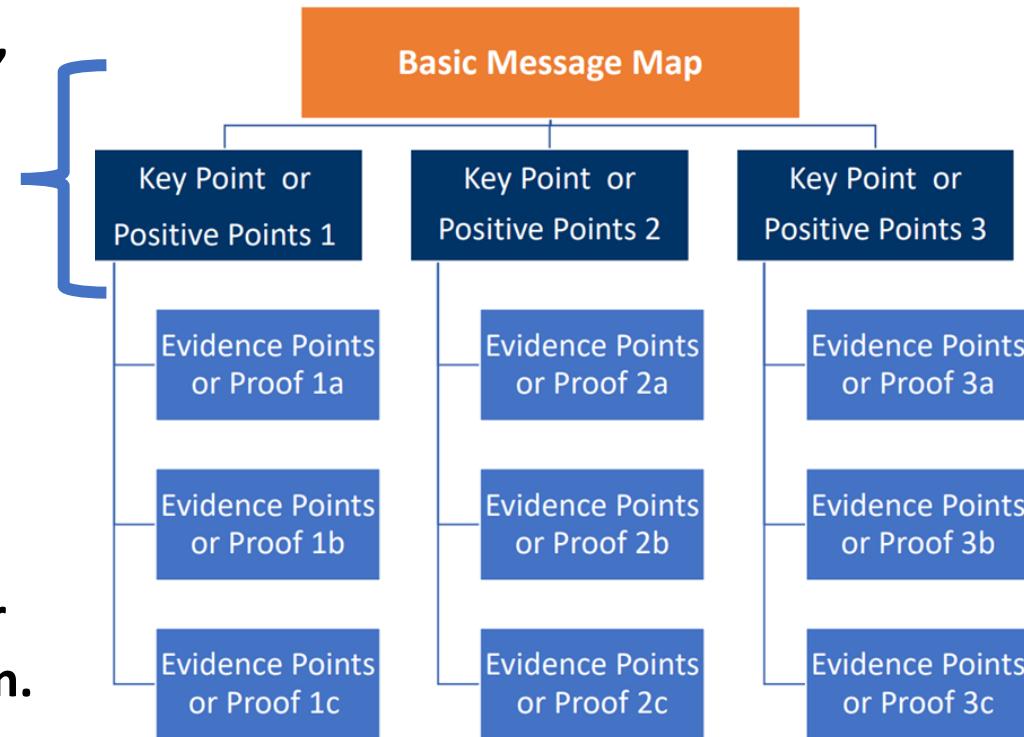
## Value Proposition Design Importance Re-visited



**Start with Key elements, 3 “core” attributes, commitments, values you always want associated with your brand. (the positioning strategy).**

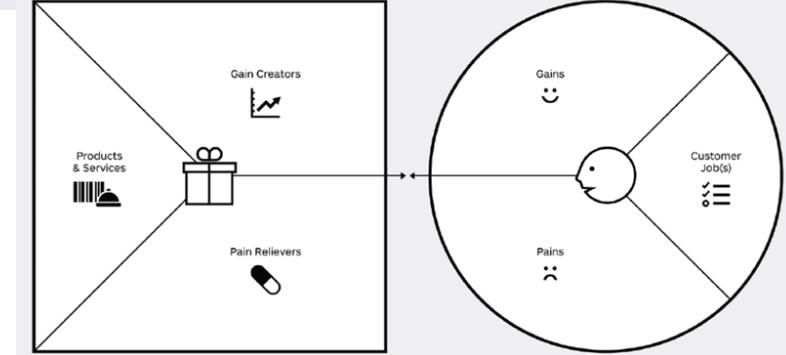
**These “pillar” should flow naturally from your Value Proposition Design.**

### Basic Message Map

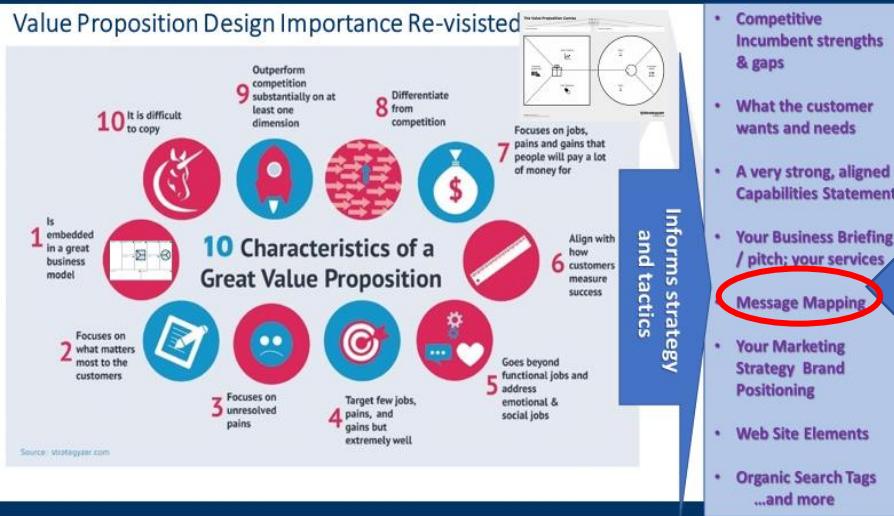


## Value Proposition Design (VPD)

by Alex Osterwalder

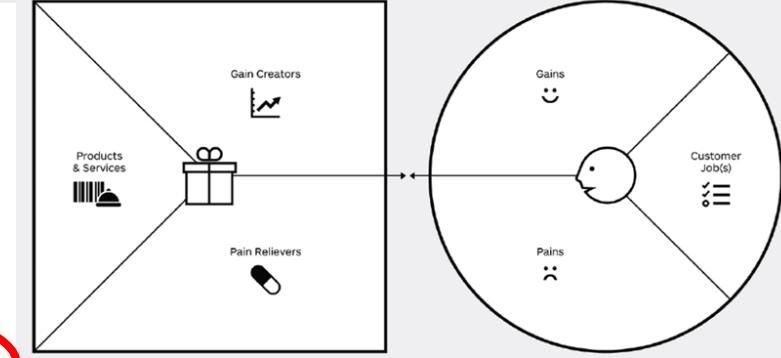


## Value Proposition Design Importance Re-visited



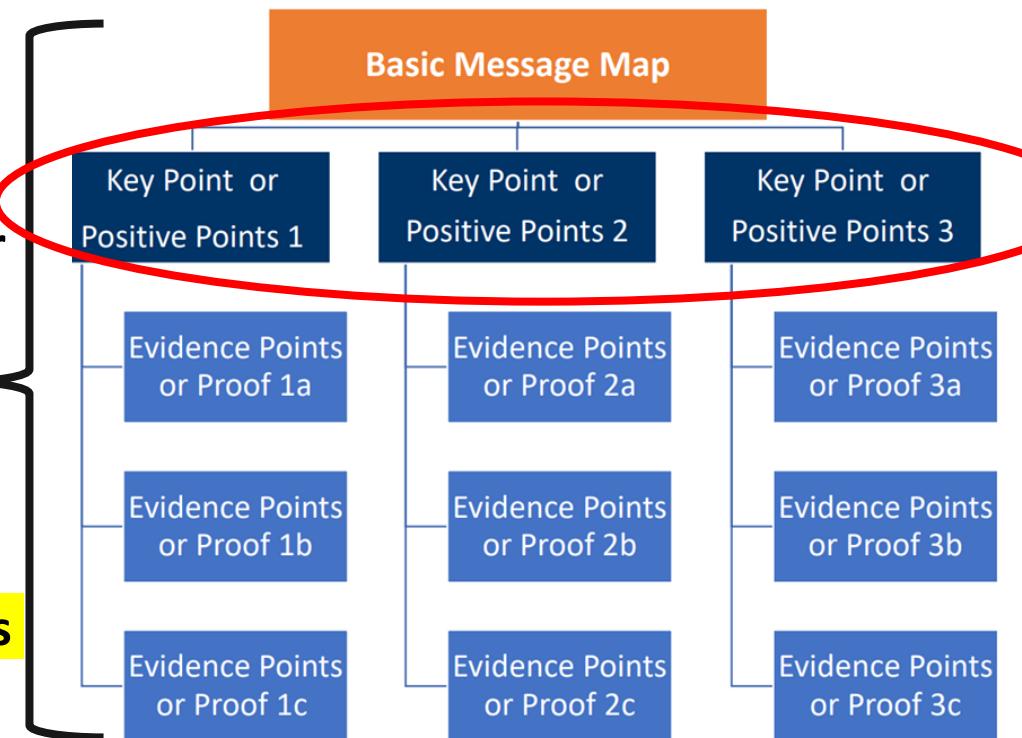
## Value Proposition Design (VPD)

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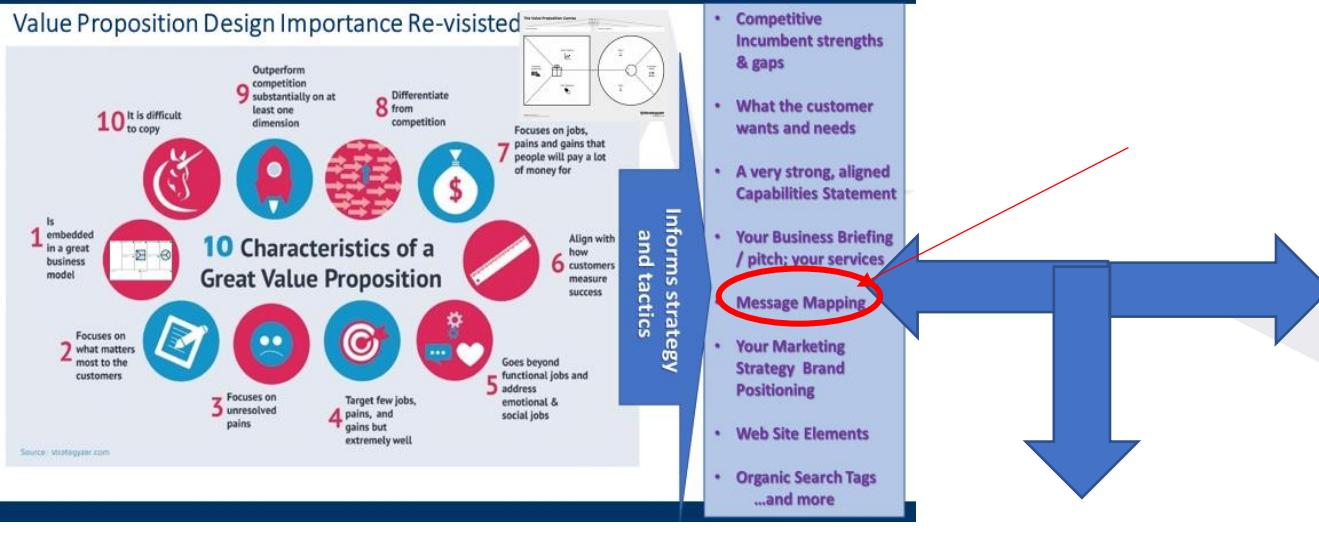
Those “3 pillars in your messaging mapping strategy” becomes your “true north” for brand positioning, brand personality and brand identity .

(..and website elements too!)

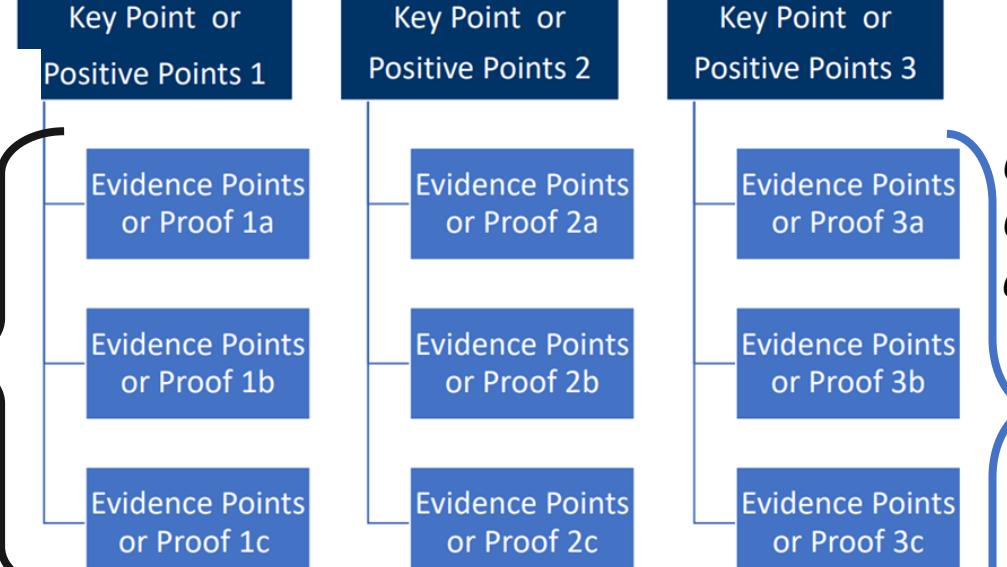


The Pillars should be a “mix” of both rational and emotional elements, attributes, values, commitments, etc.

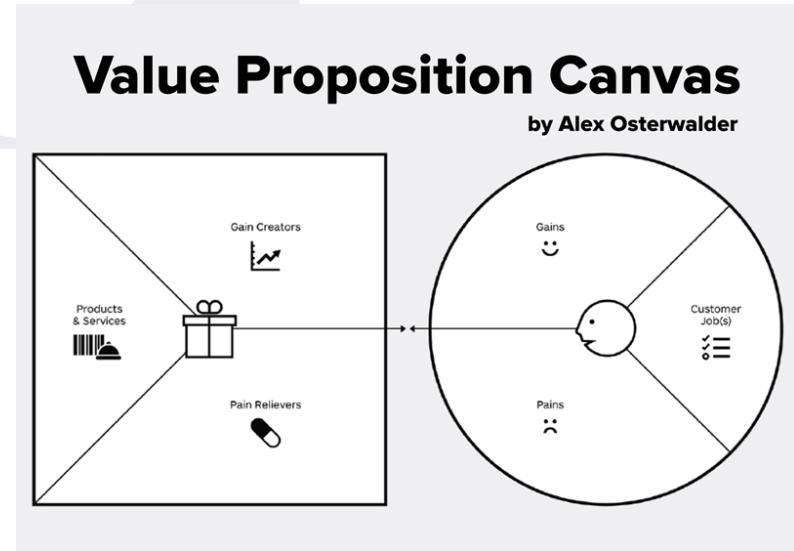
## Value Proposition Design Importance Re-visited



## Basic Message Map



## How VPD, Message Mapping and Marketing Plans are interrelated



**Content is developed into “themes”, then deployed via social media “channels”, and other pathways to market, as part of the marketing execution plan. (the tactical elements)**

**Aim of Content Marketing:**  
*Create and Distribute Relevant and Consistent marketing material, to Attract and Retain an intended Target Audience.*

**Content can be website, blogs, videos, posts, pictures, email campaigns, lead magnets, etc.), along with key words, designed to support each of the 3 pillars**

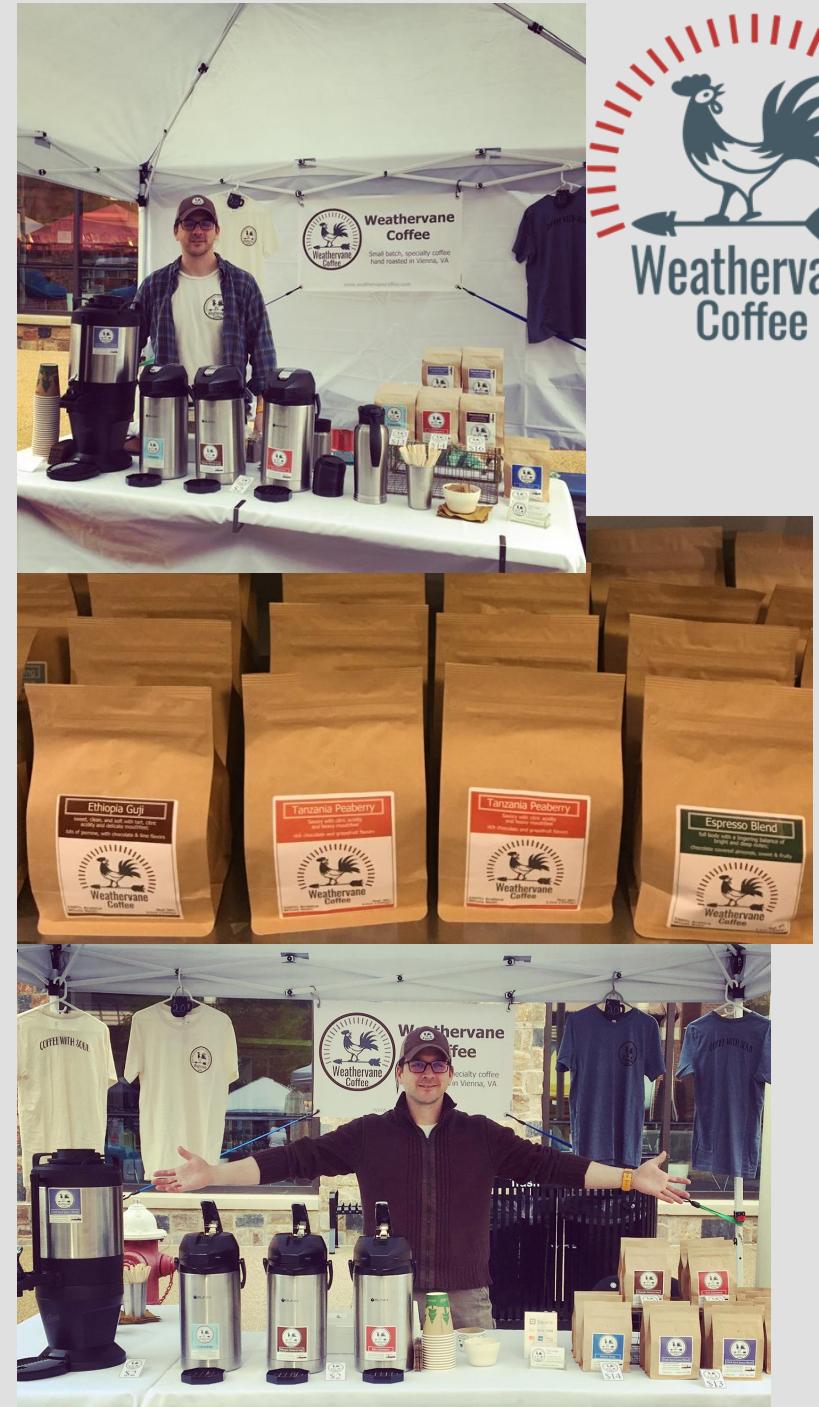
# Value Proposition Revisited

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

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





# Weathervane Coffee

## Message Mapping Draft Example

3 "Pillars"

Rational element

*"We are a family owned, local specialty coffee roaster designed for coffee lovers"*

Rational element

*"We curate all our beans at the source, then artisanally roast them on premises to perfection"*

Emotional element

*"We create a fresh, exquisite, enjoyable, subtly complex and memorable cup of coffee "*

Grew up in South America on coffee plantation

Developed a love for both great coffee and the entrepreneurial spirit for local business success

We started our business with a popup tent near our 1<sup>st</sup> location in Reston

Growing up in South American coffee bean plantation we know what growing conditions make good beans

We have our own roasting equipment on premises and use carefully quality controlled methods to roast and brew our coffee selections.

We only procure the finest coffee beans from our trusted, eco friendly and fair trade suppliers

We have a beautiful barista in the ground floor of our luxury apartment

We sell small bites for breakfast and for lunch in a pleasant and comfortable atmosphere

We have repeat customers who enjoy the coffee, our pleasant staff and each other

Supporting themes

# 3 Pillar Message Mapping Framework

## Generic Client Example Context : Children's Activity Kit base on our Senses

Illustrative  
Only

3 Core Pillars  
The “True North”

21st Century  
Skills

Rational  
Element

Engaging  
Sensory

Emotional  
Element

Activity Kit  
Subscription

Rational  
Element

Supporting  
Messages  
for each  
core pillar;  
opportunities  
to blog, post,  
create video,  
other content

Themes for Content Development

Vital skills for children to succeed regardless of the jobs of the future.

Sensory makes learning more fun and interesting, so children will learn without realizing it.

Hours of entertainment and skill-building in each box.

Recommended by educators and business leaders.

Mindful children who are more in tune with mind, body, and their surroundings.

Perfect for working parents with exciting new themes delivered monthly.

Children learn to Create, Collaborate, Communicate, and Think Critically.

Screen-free learning for more engaged children.

Perfect for solo play as well as family bonding.

# Content Calendar Execution Plan

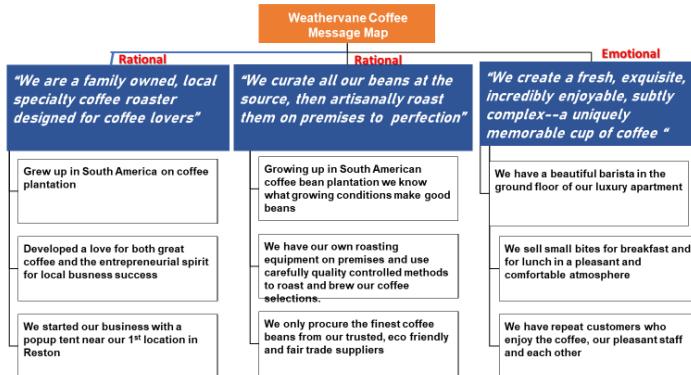
Month November: THEME 1.

Week 1: Theme 1 topic 1

Week 2: Theme 1 topic 2

Week 3: Theme 1 topic 3

Week 4: Theme 1 topic 4



Month December: THEME 2.

Week 1: Theme 2 topic 1

Week 2: Theme 2 topic 2

Week 3: Theme 2 topic 3

Week 4: Theme 2 topic 4

Strategic Marketing Execution Plan Summary for 2H2022

| Tactics / Category   | Jul | Aug | Sep | Oct | Nov | Dec |
|----------------------|-----|-----|-----|-----|-----|-----|
| Press Releases:      |     |     |     |     |     |     |
| • soft launch        |     |     |     |     |     |     |
| • hard launch        |     |     |     |     |     |     |
| • major events       |     |     |     |     |     |     |
| • website            |     |     |     |     |     |     |
| • testimonials       |     |     |     |     |     |     |
| • new markets        |     |     |     |     |     |     |
| • byline articles    |     |     |     |     |     |     |
| • other              |     |     |     |     |     |     |
| Major Events         |     |     |     |     |     |     |
| • Trade Shows        |     |     |     |     |     |     |
| • Conferences        |     |     |     |     |     |     |
| • Speaking Ops       |     |     |     |     |     |     |
| • Networking         |     |     |     |     |     |     |
| Digital Footprint    |     |     |     |     |     |     |
| • Website            |     |     |     |     |     |     |
| • SEO                |     |     |     |     |     |     |
| • Analytics          |     |     |     |     |     |     |
| • Facebook           |     |     |     |     |     |     |
| • Ads                |     |     |     |     |     |     |
| • Instagram          |     |     |     |     |     |     |
| • Posts              |     |     |     |     |     |     |
| • Blogs              |     |     |     |     |     |     |
| • Other              |     |     |     |     |     |     |
| Collateral Materials |     |     |     |     |     |     |
| • Posters            |     |     |     |     |     |     |
| • Banners            |     |     |     |     |     |     |
| Sales Development    |     |     |     |     |     |     |
| • Lead Generation    |     |     |     |     |     |     |
| • Email push         |     |     |     |     |     |     |
| • other              |     |     |     |     |     |     |

ILLUSTRATIVE ONLY

Month November: THEME 1-4

Week 1: theme 1 topic 1

Week 2: theme 2 topic 1

Week 3: theme 3 topic 1

Week 4: theme 4 topic 1

Month December: THEME 1-4

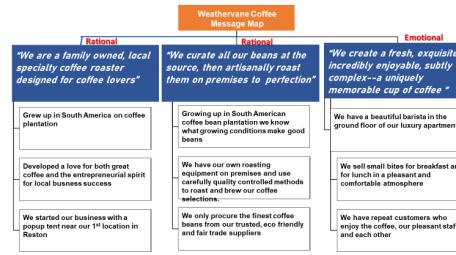
Week 1: theme 1 topic 2

Week 2: theme 2 topic 2

Week 3: theme 3 topic 2

Week 4: theme 4 topic 2





## Strategic Marketing Execution Plan Summary for 2H2022

- 3 “Pillars are Strategic
- Supporting Element themes become your content
- Content Calendar aids in determining, directing, distributing
  - identifies channels
  - Facilitates campaign timing execution

| Tactics / Category   | Jul | Aug | Sep                   | Oct                        | Nov        | Dec                        |
|--|-----|-----|-----------------------|----------------------------|------------|----------------------------|
| Press Releases:  |     |     |                       |                            | Post to FB |                            |
| <ul style="list-style-type: none"> <li>• soft launch</li> <li>• hard launch</li> <li>• major events</li> <li>• website</li> <li>• testimonials</li> <li>• new markets</li> <li>• byline articles</li> <li>• other</li> </ul>   |     |     |                       |                            |            |                            |
| Major Events   |     |     |                       |                            |            |                            |
| <ul style="list-style-type: none"> <li>• Tradeshows</li> <li>• Conferences</li> <li>• Speaking Ops</li> <li>• Networking</li> </ul>  |     |     |                       |                            |            |                            |
| Digital Footprint  |     |     |                       |                            |            |                            |
| <ul style="list-style-type: none"> <li>• Website           <ul style="list-style-type: none"> <li>◦ SEO</li> <li>◦ Analytics</li> </ul> </li> <li>• Facebook           <ul style="list-style-type: none"> <li>◦ Ads</li> </ul> </li> <li>• Instagram           <ul style="list-style-type: none"> <li>◦ Posts</li> </ul> </li> <li>• Blogs</li> <li>• Other</li> </ul> |     |     | Video Blog on website |                            |            |                            |
| Collateral Materials   |     |     |                       |                            |            |                            |
| <ul style="list-style-type: none"> <li>• Posters</li> <li>• Banners</li> </ul>   |     |     |                       |                            |            |                            |
| Sales Development  |     |     |                       |                            |            |                            |
| <ul style="list-style-type: none"> <li>• Lead Generation</li> <li>• Email push</li> <li>• other</li> </ul>   |     |     |                       | 1 <sup>st</sup> Email Drip |            | 2 <sup>nd</sup> Email Drip |

**ILLUSTRATIVE ONLY**



# Marketing Strategy

## Immediate Physical Area:

- "Coming Soon" banners on Apt. Building
- Flyers mailed to Apt & Townhouse residents
- Handouts & sign at current Farmers Market

## Digital Outreach Area:

- Paid ads in "Ashburn Magazine" & partner sites
- Update article in 'The Burn' Website
- Paid ads in Instagram & Facebook
- Email marketing to customer base via Square

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**Your briefing or “pitch”  
can be used to ask  
investors / bankers for  
seed/working capital to  
get started or to support  
company growth.**



**Lets take a look at our  
next outline element**

## Participant Engagement!

# Pause for Questions



- 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*
  - Summary Profit and Loss (plus backup pages)*
- Traction: BETA / DEMOS / Early Adopter Sales/Proof of Concept*
- Roadmap / Phases / Major Milestone Timeline*
- Strategic Marketing Plan Elements*
- Investment Request; Allocated Use of Funds***
- The Team*
- Risk Mitigation*
- Call to Action / Points of Contact*

# The “ASK” page in your pitch; don’t Squander the Opportunity!!!

This page is meant to do something pretty straightforward: ***Explain how much money a startup may be raising or need to raise and how they will spend it/deploy those resources.***

## ***Here are the most common mistakes:***

- Forgetting to include the slide altogether.
- Not naming a specific dollar amount you are raising.
- Omitting what the funds will be used for.
- Failing to estimate a specific “runway”, i.e., “This will keep us running for 18 to 24 months.”

# The “ASK” page in your pitch – Advice from the Pros?: Don’t Squander the Opportunity!!!

This page is meant to do something pretty straightforward: ***Explain how much money a startup is raising and for what.***

***Here are the most common mistakes:***

- Forgetting to include the slide altogether.
- Not naming a specific dollar amount you are raising.
- Omitting what the funds will be used for.
- Failing to estimate a specific “runway”, i.e., “This will keep us running for 18 to 24 months.”

**The fundraising stage(s) are not about dollar values — they’re about risk** – source: Tech Crunch

***You’re not trying to increase the value of your company; that’s a fool’s errand. Instead, focus on de-risking your startup to your investor(s).***

## ***□Investment Request / Deployment of Funding***

---

- communicate :
  - how much you need
  - how working capital might be structured
    - term loan
    - line of credit
  - where / how will you deploy the working capital
    - Sales Acquisition
    - Strategic Marketing
    - Product Development
    - other
  - how long will it last you



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

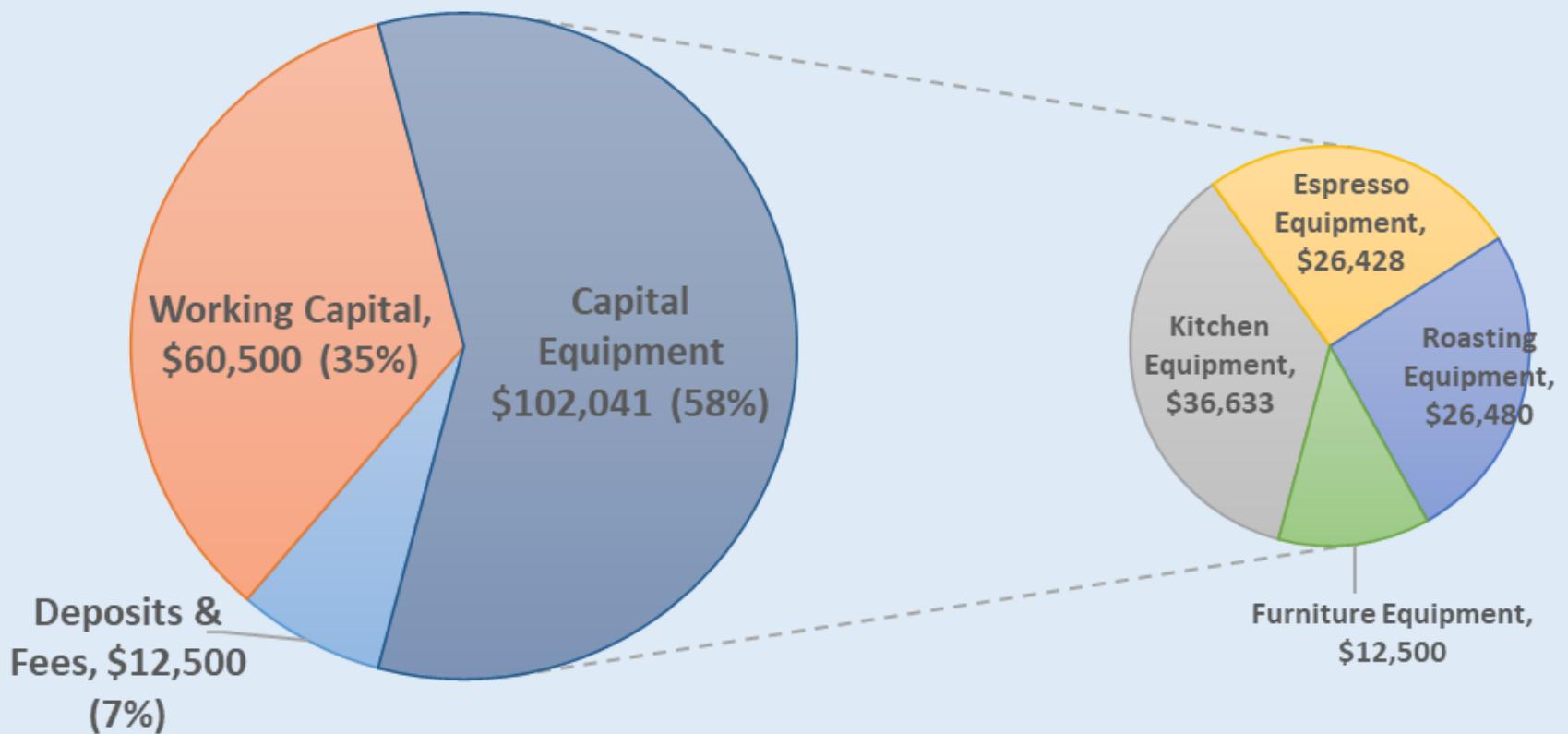


# Our Funding Ask



## Funding Needs and Allocation Details

**\$175,000**



- “Seed” capital (usually) less than \$300k; any “traction” ?
- Explain how (in some detail) you will spend the funding
- Know how long the investment will last (“runway”)
- **Banker may ask for collateral and other documents**

- 2 Years - Business & Personal Tax Returns
- Detailed Financial Statements
- 2 Yr Cash Flow Forecast (Excel version)
- Personal Financial Statement
- Business Brochure/Capability Statement
- Operating Agreement
- Other as requested



**Back to the anatomy  
of a successful  
business briefing or  
“pitch”**

**Lets see what is next**



## Participant Engagement!

# Pause: Questions thus far ?



- 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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- Risk Mitigation***
- Call to Action / Points of Contact***



# The Team



Paul

---

Founder,  
Coffee Roaster, Barista,  
Business Developer, Manager



## Specialty Coffee Importers

---

We have teamed up with  
several Specialty Coffee  
importers to bring in the best  
coffee



George Siragusa

---

Business Advisor  
Mason Small Business  
Development Center (SBDC)

# Investors often place a heavier emphasis on “The Team” with early-stage companies

- ❑ brevity in credentialing is key
- ❑ “right” # of team members
- ❑ members speak with “one aligned voice”
- ❑ listing/showing advisers can lend credibility
- ❑ outsiders will look at your management team to assess strengths and make sure members have ***diverse, complementary skill sets***





## The Team



**Paul**

Founder,  
Coffee Roaster, Barista,  
Business Developer, Manager



**Specialty Coffee Importers**

We have teamed up with several Specialty Coffee importers to bring in the best coffee



**George Siragusa**

Business Advisor  
Mason Small Business Development Center (SBDC)

**Back again to our  
business briefing or  
“pitch” anatomy  
speaking briefly to  
managing expectations.**

**How ?**

**Let look at the next  
outline element.**



- 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*
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- Strategic Marketing Plan Elements*
- Investment Request; Allocated Use of Funds*
- The Team*
- Risk Mitigation***
- Call to Action / Points of Contact*

# 5 Elements of Risk with Mitigation Plans



## 1. Business risk, get tired

1. *Fully committed, signed the lease providing a personal guarantee*



## 2. Financial risk, not make my numbers

1. *Conservative revenue models. Currently strong and growing demand.*

## 3. Legal Risk, someone gets hurt, lawsuit

1. *Insurance*

2. *Incorporated as an LLC*



## 4. Cyber Risk, mitigation

1. *Using Square as my POS and they assume the risk*



## 5. Uncertainty/Ambiguity/Other Risk, COVID/Tarrifs, etc. : how to mitigate

o *Flexible business model which can be quickly adapted*

- Every business faces 5-6 major “themes” of risk
  - Business
  - Financial
  - Legal
  - Cyber Security
  - Brand Reputation
  - Covid19
  - Tarrffs (recent)
- Briefly:
  - Summarize the relevant risk for your business
  - Briefly summarize how you intend to mitigate risk category

## Risk Mitigation



- **Business risk, get tired**
  - *Fully committed, signed the lease providing a personal guarantee*
- **Financial risk, not make my numbers**
  - *Conservative revenue models. Currently strong and growing demand.*
- **Legal Risk, someone gets hurt, lawsuit**
  - *Insurance*
  - *Incorporated as an LLC*
- **Cyber Risk, mitigation**
  - *Using Square as my POS and they assume the risk*
- **Other, COVID: how to mitigate**
  - *Flexible business model which can be quickly adapted*

**OK. Let us now end as  
strong as we began.**

**Lets look at the last  
element in our anatomy  
of a successful business  
briefing or “pitch”**



**Weathervane  
Coffee**

**Coffee with Soul**

- 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***
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- Strategic Marketing Plan Elements***
- Investment Request; Allocated Use of Funds***
- The Team***
- Risk Mitigation***
- Call to Action / Points of Contact***

## **Call to Action (CTA)**

end on an optimistic, humbly confident note

Say thank you

ask for:

- next meeting date
- meeting with \_\_\_\_\_
- demo with decision makers
- trial product/service
- purchase
- objections to moving forward

include your:

- Picture
- contact Info
- company logo and website URL



**Clearly state what the next step is for your prospect.**

**Your CTA should stand out visually as well:**

- consider formatting it differently by using bold text**

**Examples?:**

- Book a 15-minute call to discuss your needs. Include a booking link**
- Reply with any questions. Make it easy for your prospect to get in touch**

# Weathervane Coffee & Wine Bar

- Invest in us; coming September 20XX
- Currently available online:
  - [www.weathervanecoffee.com](http://www.weathervanecoffee.com)
- See me in action, Sundays: Brambleton Farmers Market
- [Me@XYZcoffee.com](mailto:Me@XYZcoffee.com)
- Phone 1234567



- Ask for the next appointment, meeting
- Ask investors to join your journey
- List your POC info
- Chances are that this brief package might be sent both ahead of the briefing and again after the briefing ....so your POC info is key

## Weathervane Coffee & Wine Bar

- Invest in us; coming September 2020
- Currently available online:
  - [www.weathervanecoffee.com](http://www.weathervanecoffee.com)
- See me in action, Sundays: Brambleton Farmers Market
- [Me@XYZcoffee.com](mailto:Me@XYZcoffee.com)
- Phone 8275309



# Questions about the last part of the Briefing ?



# Briefing Engagement Reminders

✓ In Person  
✓ Virtual  
✓ Phone

## WARMTH

- Smile
- Your “Why”
- Comfortable Body Language
- Confident Stance
- Conversational Tone
- Enthusiasm
- Authenticity



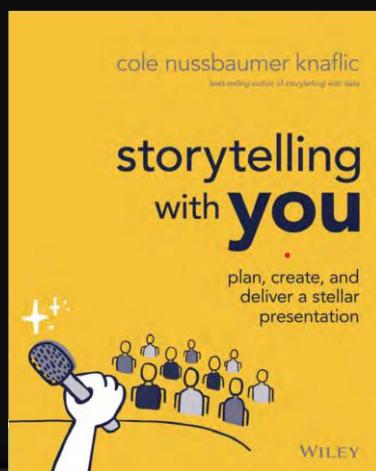
Strive to Convey Both !

## COMPETENCE

Poise  
Focus / Emphasis  
Clarity  
Credible  
Believable  
Trustworthy  
Details  
Accomplishments  
Professionalism

The greatest art in the world is  
art of storytelling.

— Cecil B. DeMille —





## ***Upon completion of this workshop you should now be able to:***

- ✓ ...be aware of "5 scenarios" in the life of a business when a business briefing may be needed
- ✓ ...use a **5 step checklist** to ensure your business is built on solid **Lean Foundational Principles**
- ✓ ...get started using a templated outline forming the **step by step basis to build a "Story Board"**
- ✓ ...use the **actual business briefing file example from a local business**, complete with **speaker notes** and **section-by-section explanations** as your guide
- ✓ ...know how to register for additional "Coaching" --- [help@masonsfdc.org](mailto:help@masonsfdc.org)



## “Coaches’ Corner”



Q&A: Lets open the dialog !

Thank  
you!



HELLO  
my name is

“Coach S.”

George Siragusa  
Senior  
Business  
Adviser

<https://www.linkedin.com/in/georgesiragusa/>

Seeking our **NO-COST** Business  
Assistance?

Mason SBDC  
10306 Eaton Place  
Suite 180  
Fairfax, VA 22030  
(703) 261-4105

Our Website:  
[www.masonsbd.org](http://www.masonsbd.org)

- Resources: <http://www.virginiabd.org/>
- Contacts: [help@masonsbd.org](mailto:help@masonsbd.org) or (703) 261-4105
- 1:1 Counseling: <https://clients.virginiabd.org/reg.aspx?mode=counsel&center=46110&subloc>
- Workshops: <https://masonsbd.org/workshops/>



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MASON

(703) 261-4105   [help@masonsbd.org](mailto:help@masonsbd.org)

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Mason Small Business Development Center

Growing NoVA's small business community with no-cost advice, training, and resources

Serving - Fairfax | Arlington | Prince William | City of Fairfax | City of Manassas | Town of Herndon

[Register Now](#)

# NO COST 1:1 business guidance in 4 optional venues

**Live at  
Mason Enterprise Center, FFX**



At Networking event most Wednesdays!

**Via Zoom Invitation**

Made possible by our Sponsors and Community Partners:



# WHY STARTUPS FAIL

A NEW  
ROADMAP FOR  
ENTREPRENEURIAL  
SUCCESS \*

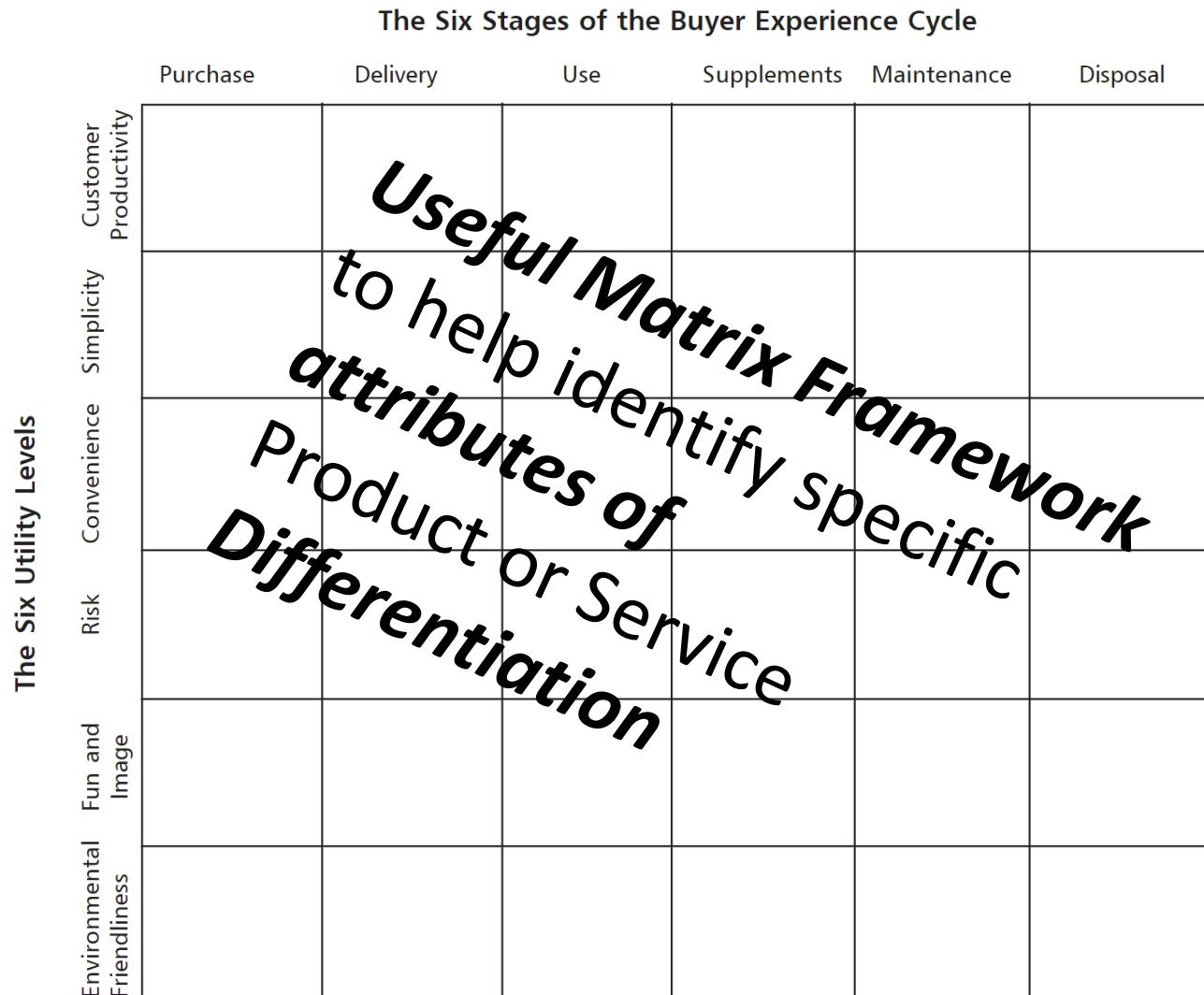
**TOM EISENMAN**

## THE MOST COMMON ENTREPRENEURIAL

**MISTAKES**  
AND HOW TO AVOID THEM

**LISA J. MACDONALD**

# Utility perspectives around your product/service offering vs Stages of the customers' buying experience



Source: Chan Kim and Renee Mauborgne, "Knowing a Winning Business Idea When You See One", <https://hbr.org/2000/09/knowing-a-winning-business-idea-when-you-see-one/ar/1>, September 2000

## TAM (Total Addressable Market)

---



- Total market demand for a product or service
- Represents maximum market potential
- Helps estimate potential for growth

Total addressable market is most useful for businesses to objectively estimate a specific market's potential for growth. This data also helps companies figure out product market fit.

## SAM (Serviceable Addressable Market)



- Specialized or limited market demand for a product or service
- Represents segment market potential
- Helps estimate targets for revenue and audience

Serviceable addressable market is most useful for businesses to objectively estimate the part of the market they can acquire to figure out their targets.



- Demand for a specific product or service
- Represents estimated audience potential and place in competitive landscape
- Helps estimate short-term growth

Serviceable Obtainable market is most useful for businesses to determine short-term growth targets. It can also help with competitive awareness and strategizing.

# Word Frame to build your Value Prop Statement V1.0

Value Proposition for \_\_\_\_\_

- Our \_\_\_\_\_ *offer*
- help(s) \_\_\_\_\_
- who want to \_\_\_\_\_
- by \_\_\_\_\_
- and \_\_\_\_\_,
- *enabling them to* \_\_\_\_\_.

Methodology reference source: [Strategyzer](#)

# Example value proposition statements

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

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.”

A AgriBio Company



**Illustrative only**

***“Taking sprint coaching on a digital transformation journey into the 21<sup>st</sup> century ”. We will disrupt the current sprint training methodology !***

“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.” p

Hardware and Software as a Service Company



# Pitch Deck

## Teardown |

## TechCrunch





I reviewed 1,000+ pitch decks. These are the most common mistakes | TechCrunch

# More Resource Reading

[A Quick and Must-read Guide to Startup Pitch Decks | Stride Blog \(stride-co.com\)](#)

[50 Questions Angel Investors Will Ask Entrepreneurs \(forbes.com\)](#)

[Noun Project: Free Icons & Stock Photos for Everything \(thenounproject.com\)](#)

[Raising Capital for Startups: 8 Statistics That Will Surprise You - Fundera Ledger](#)



# Startup Funding Statistics Sources

- [Startup Costs Statistics](#)
- [Average Small Business Loan Amounts](#)
- [Small Businesses Failure Statistics](#)
- [Profit Margin Data](#)
- [Small Business Lending Statistics](#)

<https://news.gallup.com/businessjournal/175499/starved-financing-new-businesses-decline.aspx>

[https://www.prweb.com/releases/kabbage\\_data\\_reveals\\_one\\_third\\_of\\_successful\\_small\\_businesses\\_started\\_with\\_less\\_than\\_5\\_000/prweb16017887.htm](https://www.prweb.com/releases/kabbage_data_reveals_one_third_of_successful_small_businesses_started_with_less_than_5_000/prweb16017887.htm)

<https://www.fundera.com/blog/small-business-statistics>

<https://www.entrepreneur.com/article/230011>

<https://medium.com/the-mission/state-of-seed-investing-in-2018-25eb28ac0e93>

<https://www.cbinsights.com/research/venture-capital-funnel-2/>

<https://www.inc.com/thomas-koulopoulos/5-of-the-most-surprising-statistics-about-start-ups.html>

# Additional References for Consideration

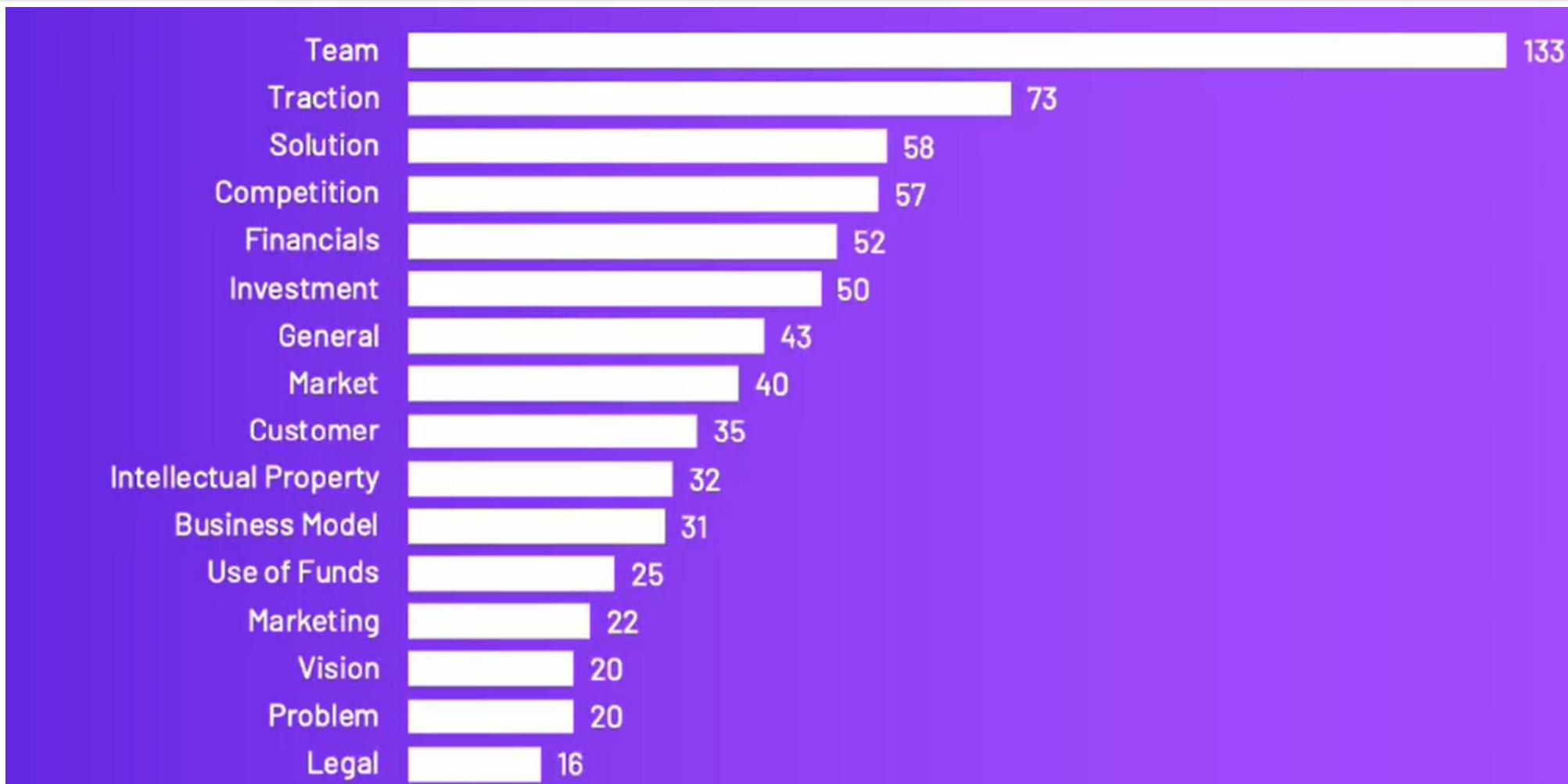
[Services |](#)  
[Startup](#)  
[Pitch Deck](#)  
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[\(storypitchdecks.com\)](#)



[Free Guide: How to](#)  
[Build a Winning Pitch](#)  
[Deck -](#)  
[BaseTemplates](#)

[Website Traffic -](#)  
[Check and](#)  
[Analyze Any](#)  
[Website |](#)  
[Similarweb](#)

# Survey of Most Asked Questions Categories from Investors



# Research Tools to Support Customer and Competitive Data Search

# Market Size – Nationwide or Local

- Consumer
  - US Census, IBIS World, Vertical IQ, BizMiner
- Business
  - A to Z Database [A-Z Online Resources \(fairfaxcounty.gov\)](#), USA Spending, Google Maps, B2B Yellowpages
- USA Stats
  - [USA Facts | Nonpartisan Government Data](#)
  - [Pew Research Center | Numbers, Facts and Trends Shaping Your World | Pew Research Center](#)
  - <https://data.gov/>
- IBIS World BY Industry or by DATA
  - [Market Size Statistics - United States | IBISWorld](#)
  - [Our World in Data](#)

# SBA Market Research Tools

[The Resource Navigator - Fairfax CORE](#)

- <https://www.sba.gov/business-guide/plan-your-business/market-research-competitive-analysis#section-header-4>

| Focus                       | Goal  | Reference   |
|-----------------------------|---|---|
| General business statistics | Find statistics on industries, business conditions.   | <a href="#">NAICS</a> , <a href="#">USA.gov Statistics</a> , <a href="#">U.S. Census Business Builder</a> |
| Consumer statistics         | Gain info on potential customers, consumer markets.   | <a href="#">Consumer Credit Data</a> , <a href="#">Consumer Product Safety</a>                            |
| Demographics                | Segment the population for targeting customers.       | <a href="#">U.S. Census Bureau</a> , <a href="#">Bureau of Labor Statistics</a>                           |
| Economic indicators         | Know unemployment rates, loans granted and more.      | <a href="#">Consumer Price Index</a> , <a href="#">Bureau of Economic Analysis</a>                        |
| Employment statistics       | Dig deeper into employment trends for your market.    | <a href="#">Employment and Unemployment Statistics</a>  |
| Income statistics           | Pay your employees fair rates based on earnings data. | <a href="#">Earnings by Occupation and Education</a> , <a href="#">Income Statistics</a>                  |

## Use competitive analysis to find a market advantage

Competitive analysis helps you learn from businesses competing for your potential customers. This is key to defining a competitive edge that creates sustainable revenue.

Your competitive analysis should identify your competition by product line or service and market segment. Assess the following characteristics of the competitive landscape:

- Market share
- Strengths and weaknesses
- Your window of opportunity to enter the market
- The importance of your target market to your competitors
- Any barriers that may hinder you as you enter the market
- Indirect or secondary competitors who may impact your success

# Competitive Analysis

- Google Key Word Search
- Associations – Gale Directory
- A to Z – NAICS Code, Location
- SBA Small Business Dynamic Search
- Chamber/EDA Directories
- WhiteSparc Citation Search
- Statista
- Ibis World [US State Industry Reports in Virginia | IBISWorld](#)

# Customer Discovery Interview List

- Google Key Word Search
- A to Z – NAICS Code, Location
- LinkedIn
- Your Personal Networks
- Chambers/Networking Groups
- Trade Shows

# Patent Search

- [Google Patents](#)



# Needs and Wants without Interviews

- Request for Proposals – Statement of Work
- Mission/Vision of Target Customers
- Amazon and other Product Review Sites
- Review Aggregators
- News Articles
- Buzzsumo

- what domain space, industry sector, segment they are in?
- how big in US Dollars is the market for the products and services sold into this domain or industry sector or segment?
- what is the “persona” / personality of the customer/client in this sector/segment?
- who are these customer / clients by title and function inside their organization?
- who specifically in the organization, by name, has the (budget) authority to make purchasing decisions?
- what is their budget for these products or services they seek?
- what specific solutions do they seek from the marketplace?
- from which supplier(s) do they purchase those products or services now?
- how many competitive suppliers are there in this ecosystem, industry sector/segment?
- what are their fears if they can not find solutions to their problems?
- what benefits do they perceive as valued?
- where do they go to learn about products and services?
- ....and.....more





## Put Yourself In Their Shoes

Whether you are in operations, sales, marketing, or even the HQ suite, **one of your primary jobs** (and primary goals) is ***to attract more buyers.***

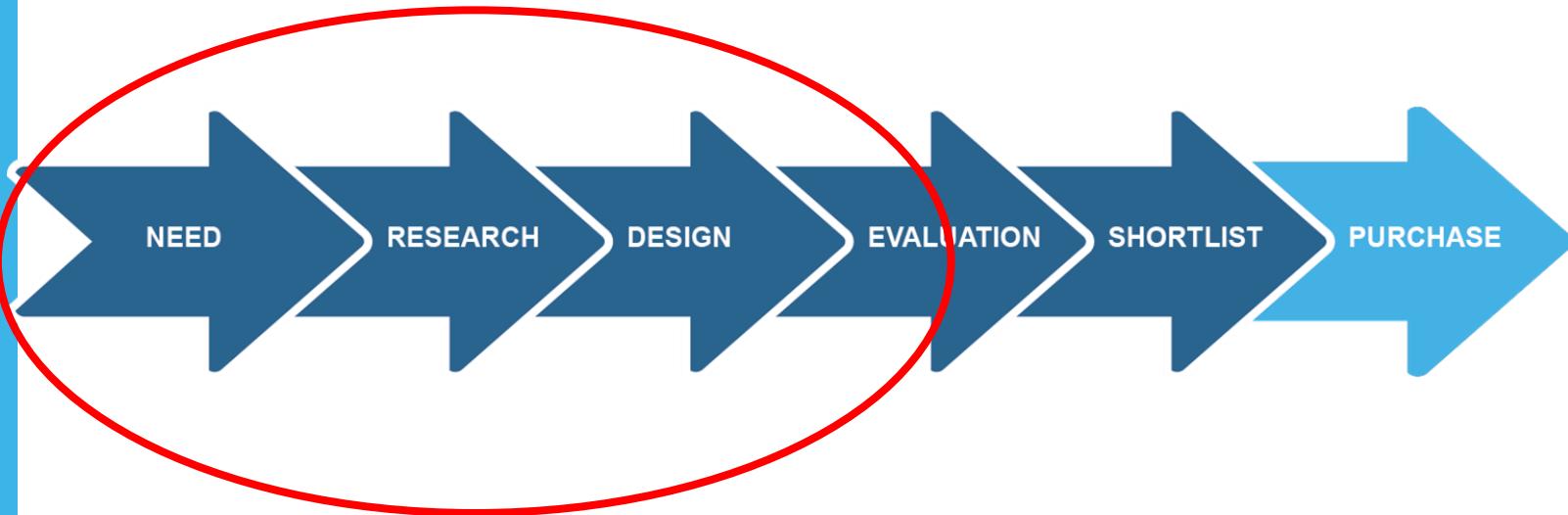
But what about them? What jobs do those buyers have to do, and what goals would they like to accomplish? What pain points would they like to remove?

Answering these questions is essential ***if you want to stand out amongst a sea of competitors and position yourself as a trusted partner*** and supplier of choice.

# A Lot Goes Into Being A Customer/Buyer



It may seem like a simple question – they buy products and services. At a high level, their process looks like this:



**Much of what a buyer of your product and service does before they find you is comparison shop via the internet!**

# START WITH WHY

Simon Sinek TED TALK [www.startwithwhy.com](http://www.startwithwhy.com)

**The GOLDEN circle**

• All the great leaders and organisations communicate the same way...

• It's the **WORLD'S** simplest idea

- **YOUR PURPOSE** (not PROFIT)
- **YOUR CAUSE**
- **YOUR BELIEF**

Why should anyone care?

People don't buy **WHAT** you do, they buy **WHY** you do it.

Few People or ORGANISATIONS KNOW **WHY** they do what they do.

INSPIRED leaders and organisations communicate from the **INSIDE OUT**

We KNOW **HOW** we do it

We KNOW **WHAT** we do...

**I Believe**

MARTIN LUTHER KING

**CROSSING THE CHASM**

2.5 13 34 34 16

DO BUSINESS with people who believe what you believe

IT LINKS DIRECTLY to how our BRAIN works

Law of DIFFUSION of INNOVATION

[www.lynnecazaly.com](http://www.lynnecazaly.com)

# America's Seed Fund Agency Resources ([americasseedfund.us](http://americasseedfund.us))



## U.S. Department of Energy's Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) Programs

Eileen Chant, PhD  
Outreach Program Manager  
[eileen.chant@science.doe.gov](mailto:eileen.chant@science.doe.gov)



Illustrative Only

**US Department of Education (ED)  
Institute of Education Sciences (IES)  
Small Business Innovation Research Program (SBIR)**

ED/IES SBIR provides up to \$1.25M for Phase I & II projects for the R&D and evaluation of new commercially viable EDTECH products for students, educators, or administrators in education.

FY 2024 solicitations will be released in late 2023 or early 2024 with submission 60 days later for Phase IA/B proposals for R&D of a new prototype & for Direct to Phase II proposals to ready existing evidence-based research for use at scale.

For more information, visit <https://ies.ed.gov/sbir> or contact [Edward.Metz@ed.gov](mailto:Edward.Metz@ed.gov)

**EPA** United States Environmental Protection Agency

Environmental Topics ▾ Laws & Regulations ▾ Report a Violation ▾ About EPA ▾

Small Business Innovation Research (SBIR) Program

CONTACT US

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[About SBIR Program](#)  
**SBIR Funding Opportunities**  
[How to Apply for an SBIR Contract](#)  
[SBIR Awards](#)  
[Grantee Research Project Results](#)  
[About Research Grants](#)

## SBIR Funding Opportunities

There are currently no EPA SBIR solicitations open at this time. The next EPA SBIR solicitation is anticipated to open in June 2024. Please check back for updates or sign up for the [EPA SBIR Listserv](#) to receive notifications of new funding opportunities.

**Featured Resources**

- [Basic Information about Human Subjects Research](#)

**NIH SEED**  
Helping Innovators Turn Discovery Into Health

SMALL BUSINESS FUNDING ▾ SUPPORT FOR SMALL BUSINESSES ▾ PROGRAMS FOR ACADEMICS ▾ PORTFOLIO ▾ ABOUT SEED ▾ APPLY ▾

Small Businesses: Review this important update about [changes to the Internal Revenue Code on R&D Expenses](#) (Section 174) x

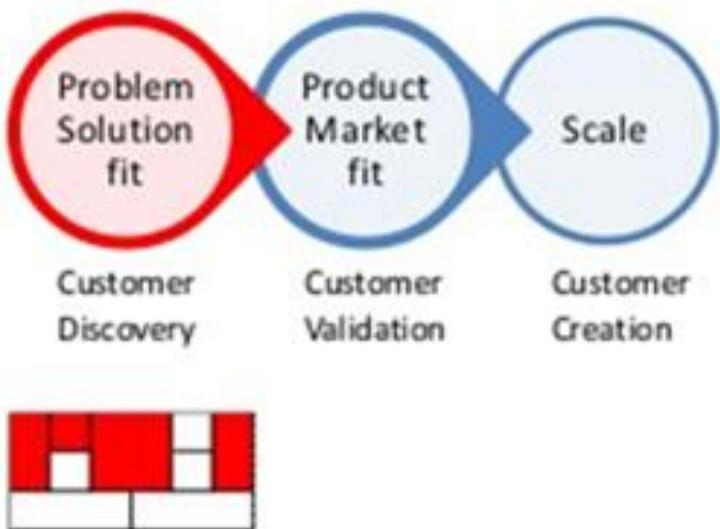


Access \$1.3 Billion in Small Business Funding from NIH's Seed Fund:  
*Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) Programs*

[OPEN FUNDING OPPORTUNITIES](#)

Plus entrepreneurial and product development support for academic and small business innovators

# Problem Solution Fit => Value



## Problem Solution Fit

You validated with MVP and prospects that a specific solution will solve a known problem to such a degree that customer will buy it.

Brant Cooper

**Value assumption** – test whether a product or service really delivers value to specific customers once using it.

Is the identified problem real?  
Will the target customer pay?  
Can the problem be solved?

# Next Steps

## Next Steps

- Finalize product development
- Execute go-to-market strategy
- Launch an aggressive marketing campaign
- Sign partnership with a bank partner
- Create patent portfolio



These are forward looking projections and can't be guaranteed.



**\$1M**

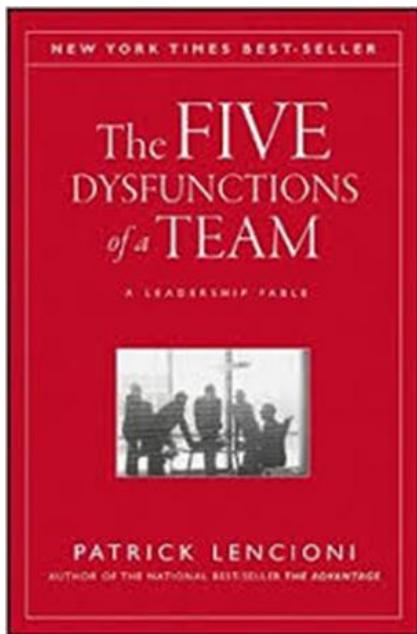
Seed Round

**\$0.5M**

Successfully Raised Angel Investments

Example  
of an  
“ASK”  
Page  
format!

# Team Dynamics can be important



If you could get everyone in the organization rowing in the same direction, you could dominate any industry, in any market, against any competition, at any time

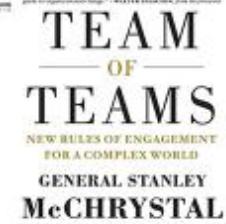
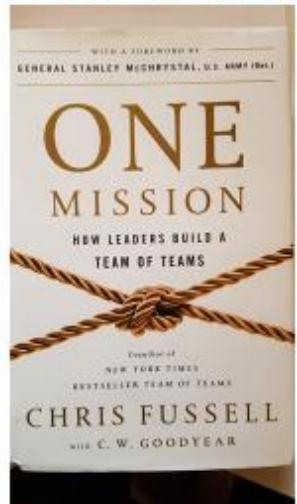
– P. Lencioni

Company Culture

# □ Story about "Performance and Trust"



Consummate example of teamwork, dedication and professionalism



Consummate example of teamwork, dedication and professionalism

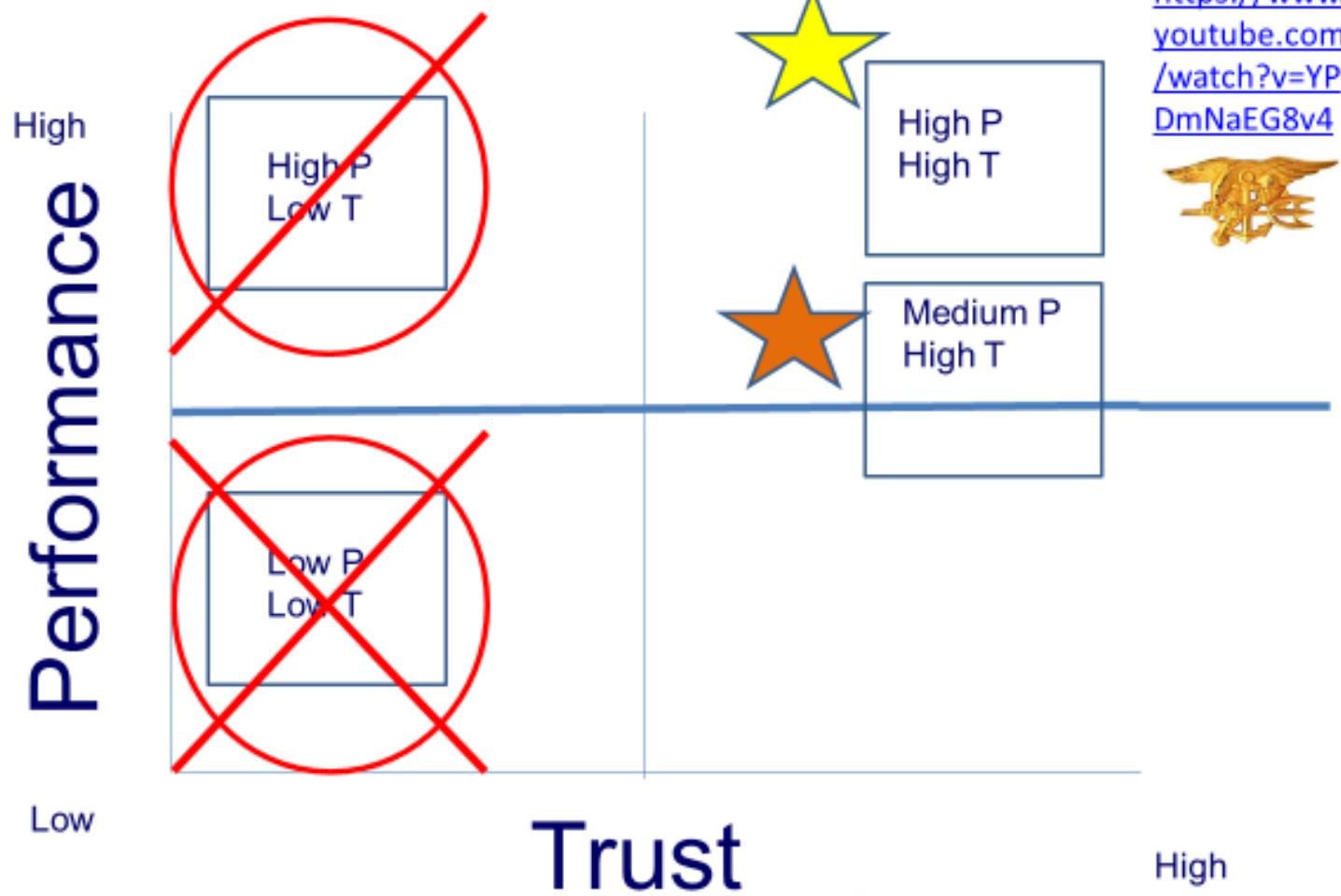
US Navy Blue Angels



<https://www.youtube.com/watch?v=u4D0yx4DvBk>



## ☐ Story about "Performance and Trust"



<https://www.youtube.com/watch?v=YPDmNaEG8v4>

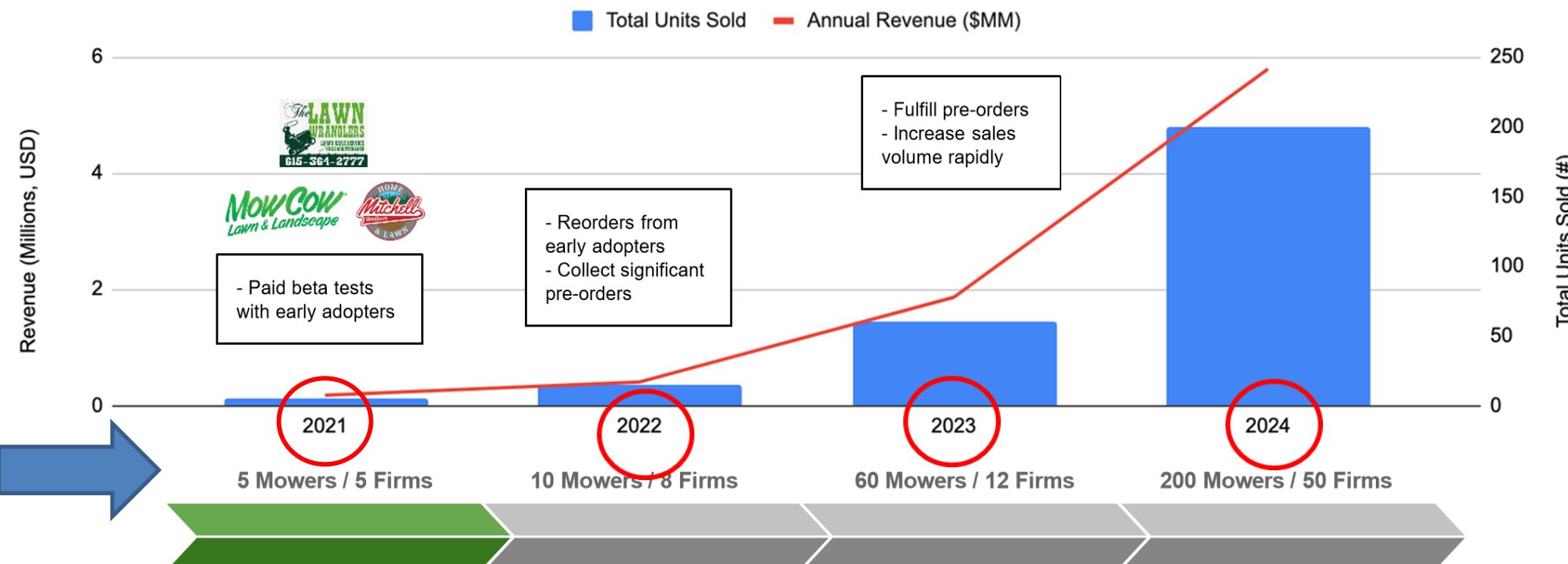


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“Difficult to see.  
Always in motion is the  
future.”

- - Master Yoda

# Major Milestone Timeline & Revenue Projections



## Minimum Viable Product

Develop prototype mowers that address customers' needs

## Product-Market Fit

Prove traction, collect pre-orders from early adopters

## Grow

Breakeven, ship products, sell to wider audience

## Scale

Make profit, reach sustainability without outside funding