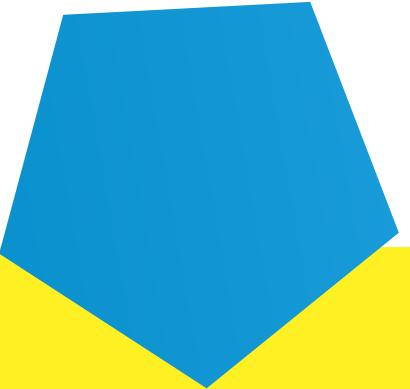
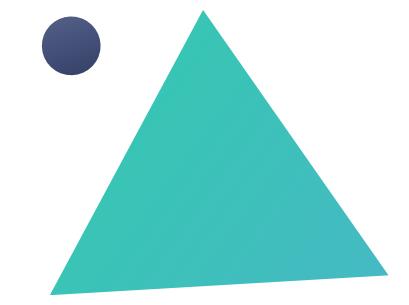


From me to you,

the real truth about entrepreneurship



Madison Yocum

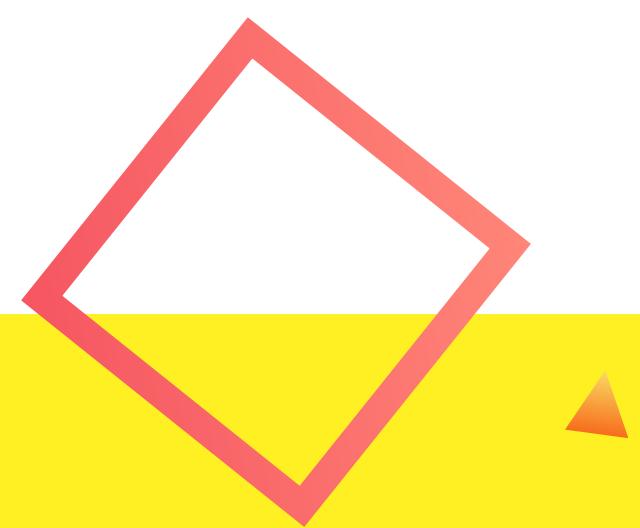
who am I?

I'm Madison Yocum.

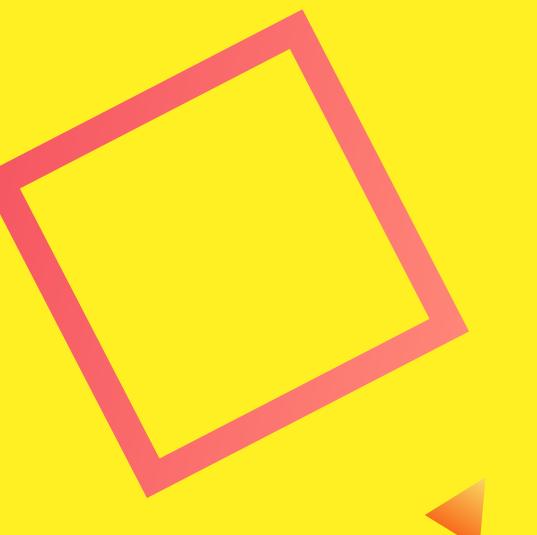
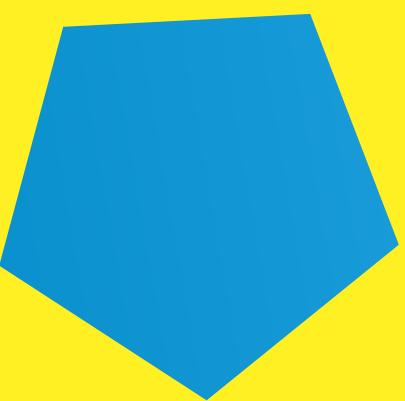
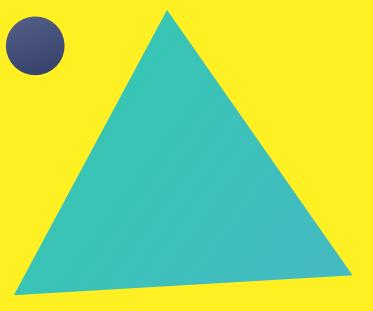


What really is entrepreneurship?

The activity of setting up a business, product, or service, and taking on risks in the hope of success.

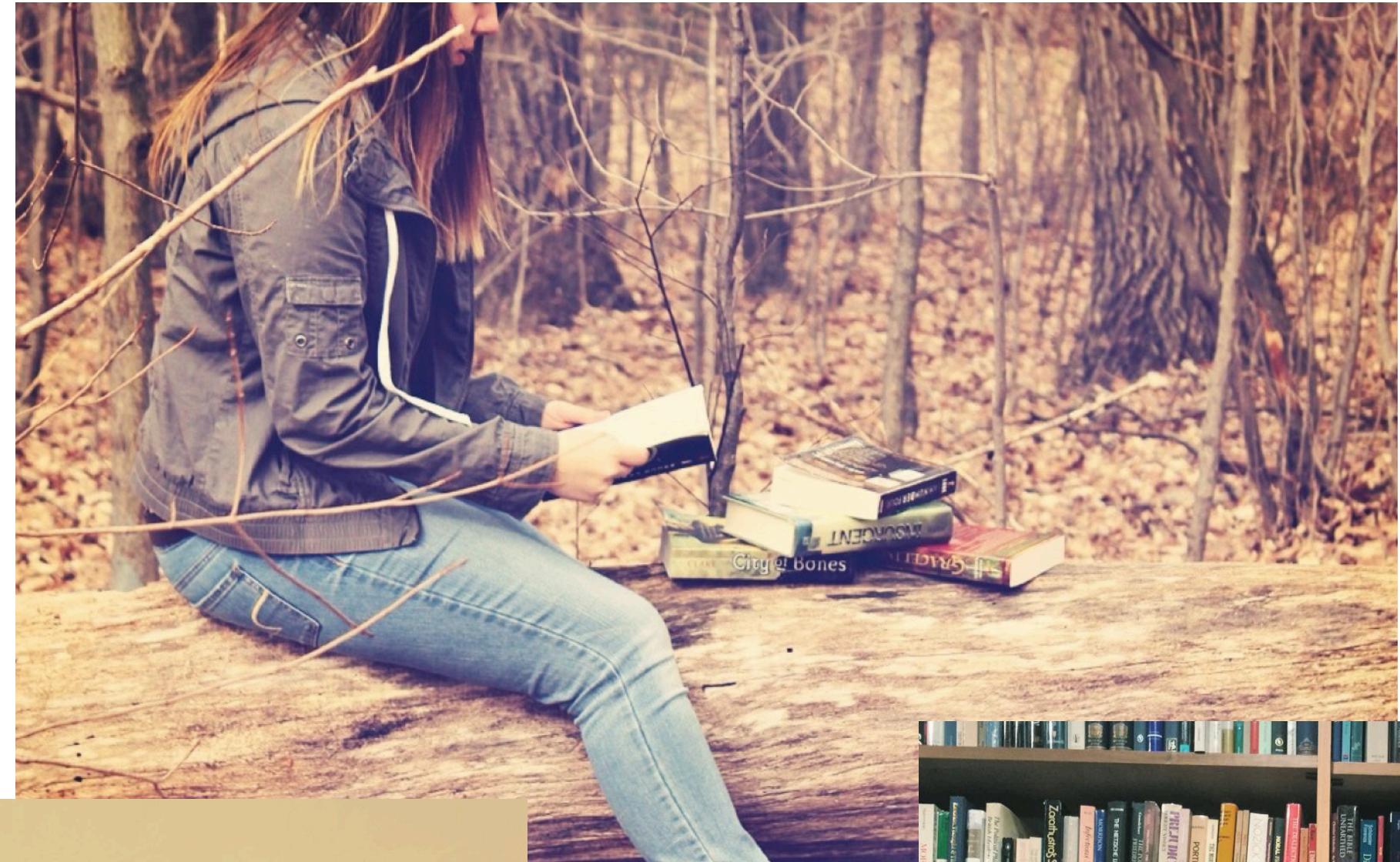


This is my journey.



2013

I experimented with photography, books, and design.



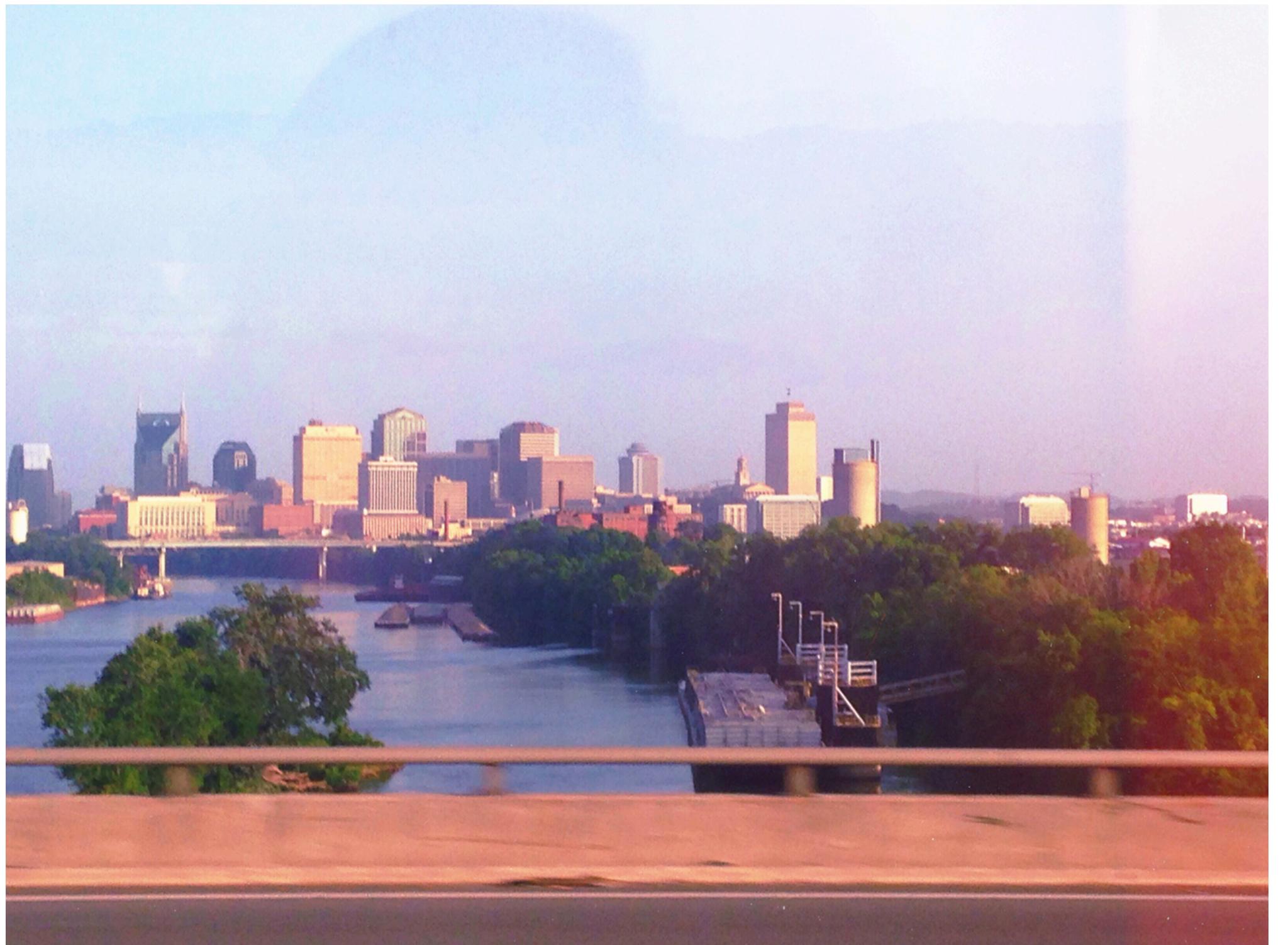
2013, still...

**I visited Food Network
Magazine in NYC.**



2014

**I made a portfolio
website that went to
Nationals.**



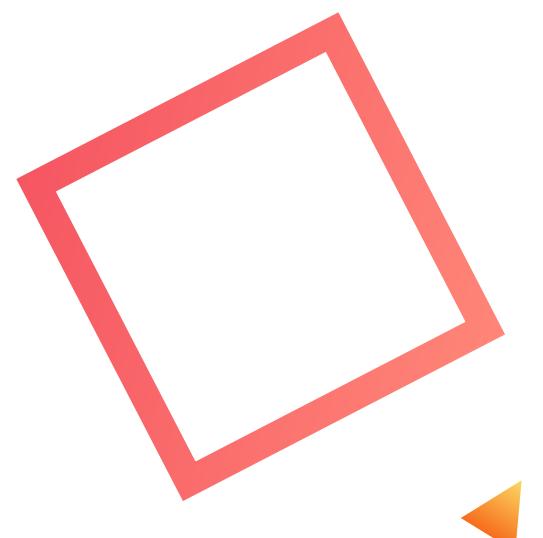
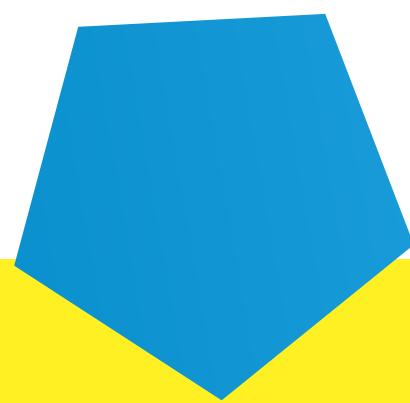
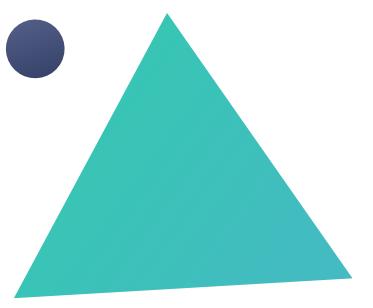
2015

**I applied to college,
and found RIT.**

The RIT logo, consisting of the letters R, I, and T separated by small circles, all in white against an orange background.

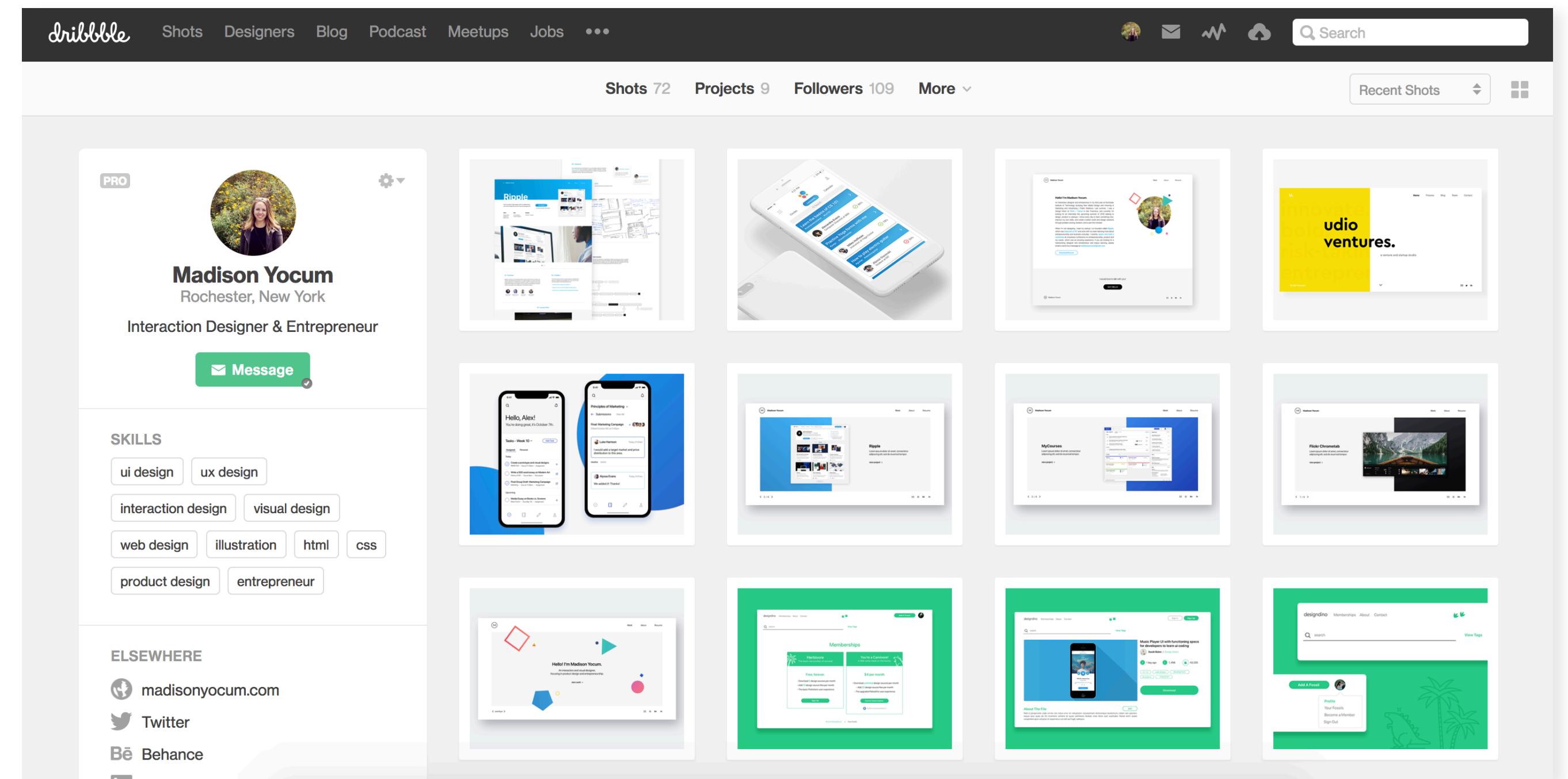
R·I·T

Now the fun started.



1st year

I was accepted into New Media Design.



2nd year

I created my first startup with a friend, called Ripple.



2nd year

**I found the Simone
Center at RIT.**

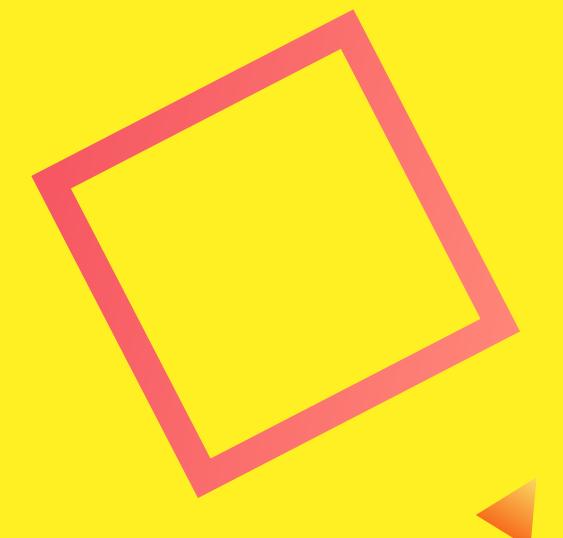
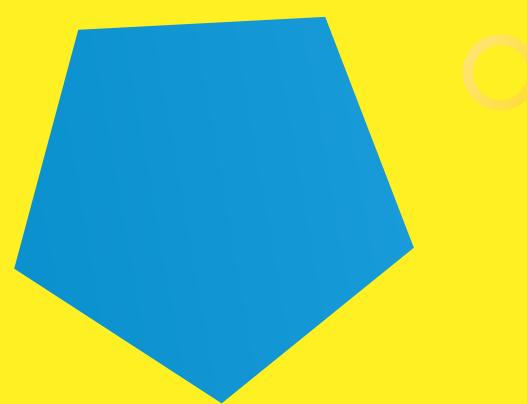
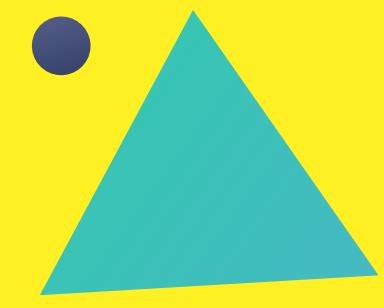


2nd year

**We worked a lot,
and got accepted into
Summer Start at RIT.**



But, sometimes life is unexpected.



2nd year

**I got offered an internship
in San Francisco, and I took it.**



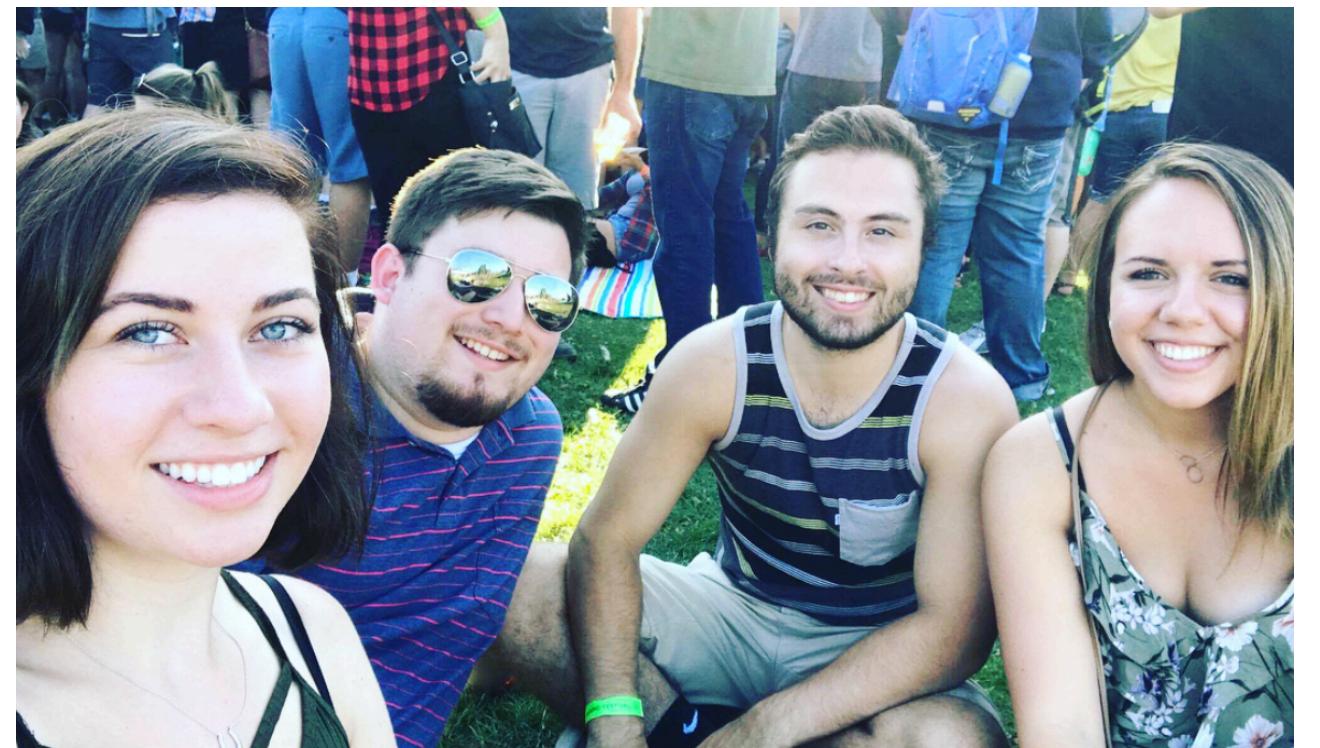
Summer 2017

**I was a Design Intern
in San Francisco working
at Flickr / YAHOO.**



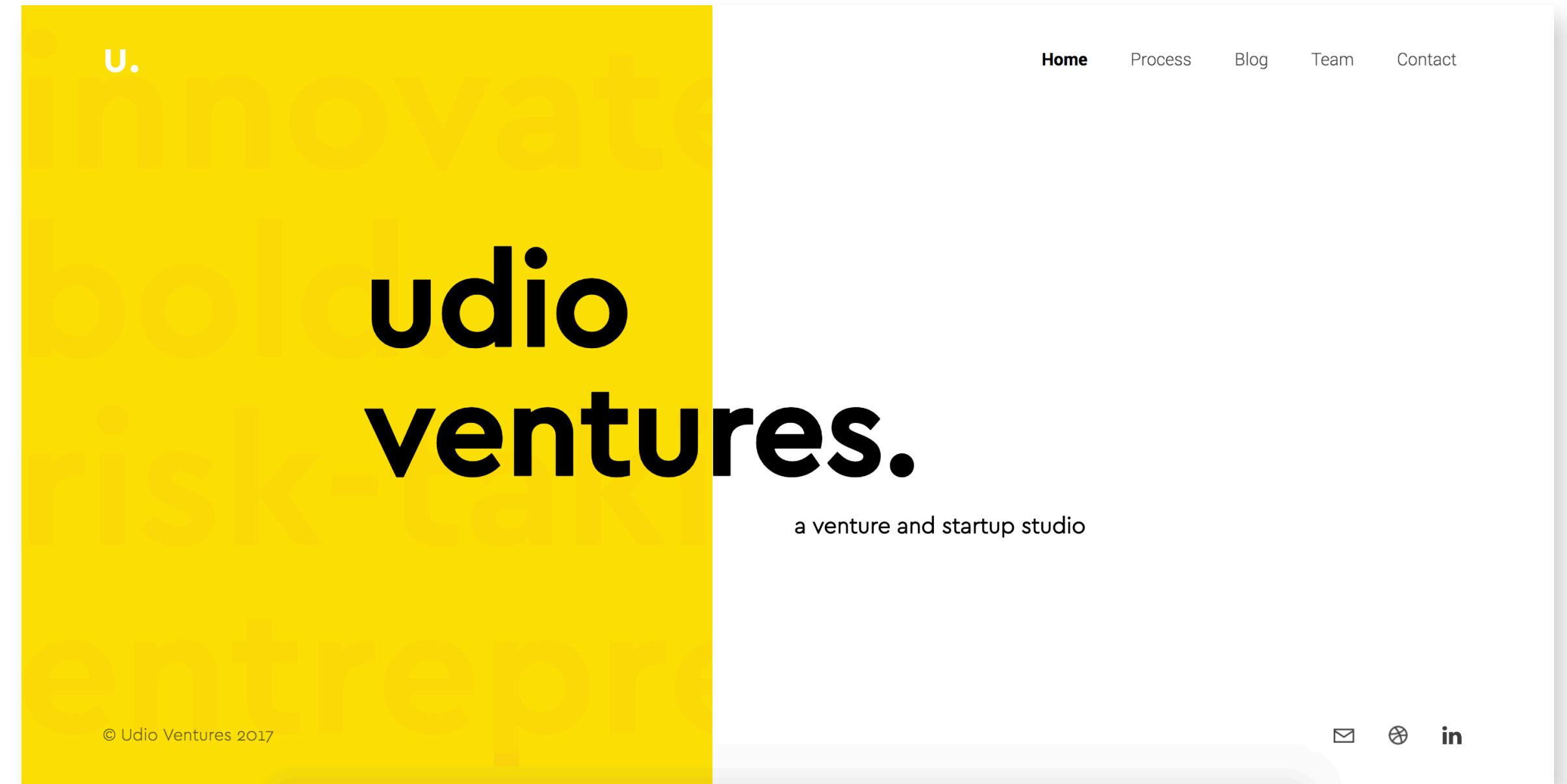
Currently

**College is a blast with
an amazing education,
adventures, and friends.**

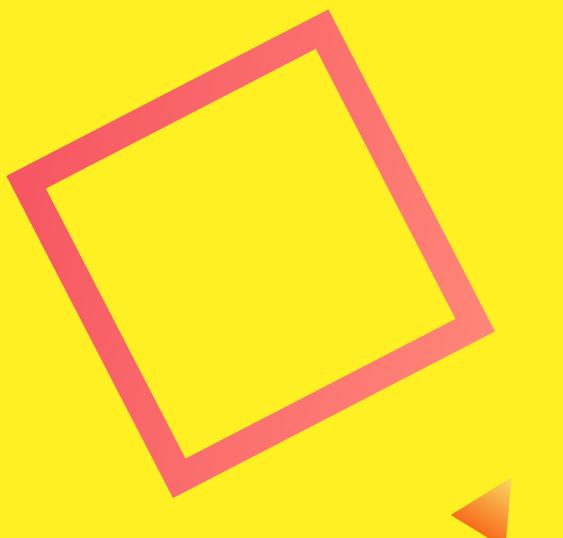
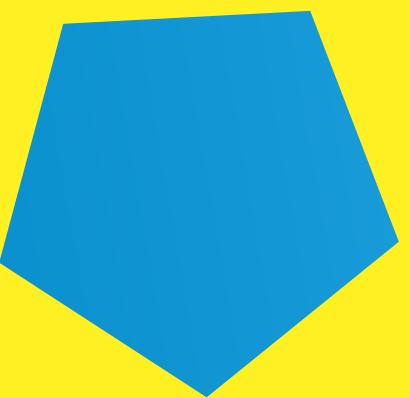
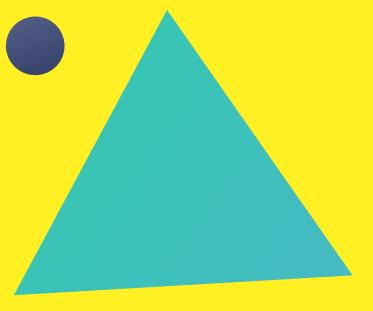


The Future Plans

**Starting, Udio , my
second startup and
move to Seattle.**

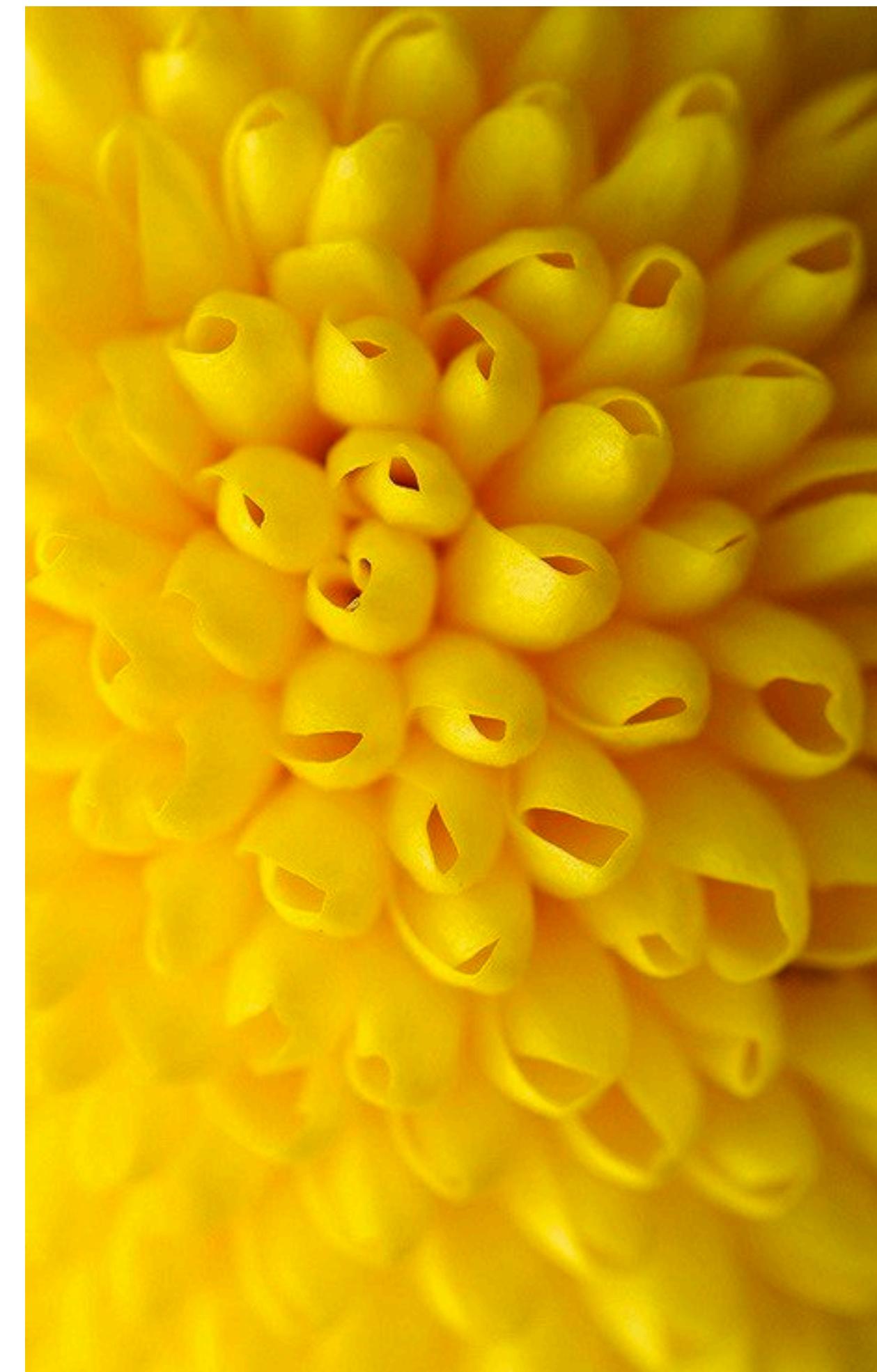


What's your journey?



Where to start

**Find something
you're passionate about.**



Where to start

**Can you create
it into a business?**



Where to start

**Is there anyone
who shares the
same passion?**



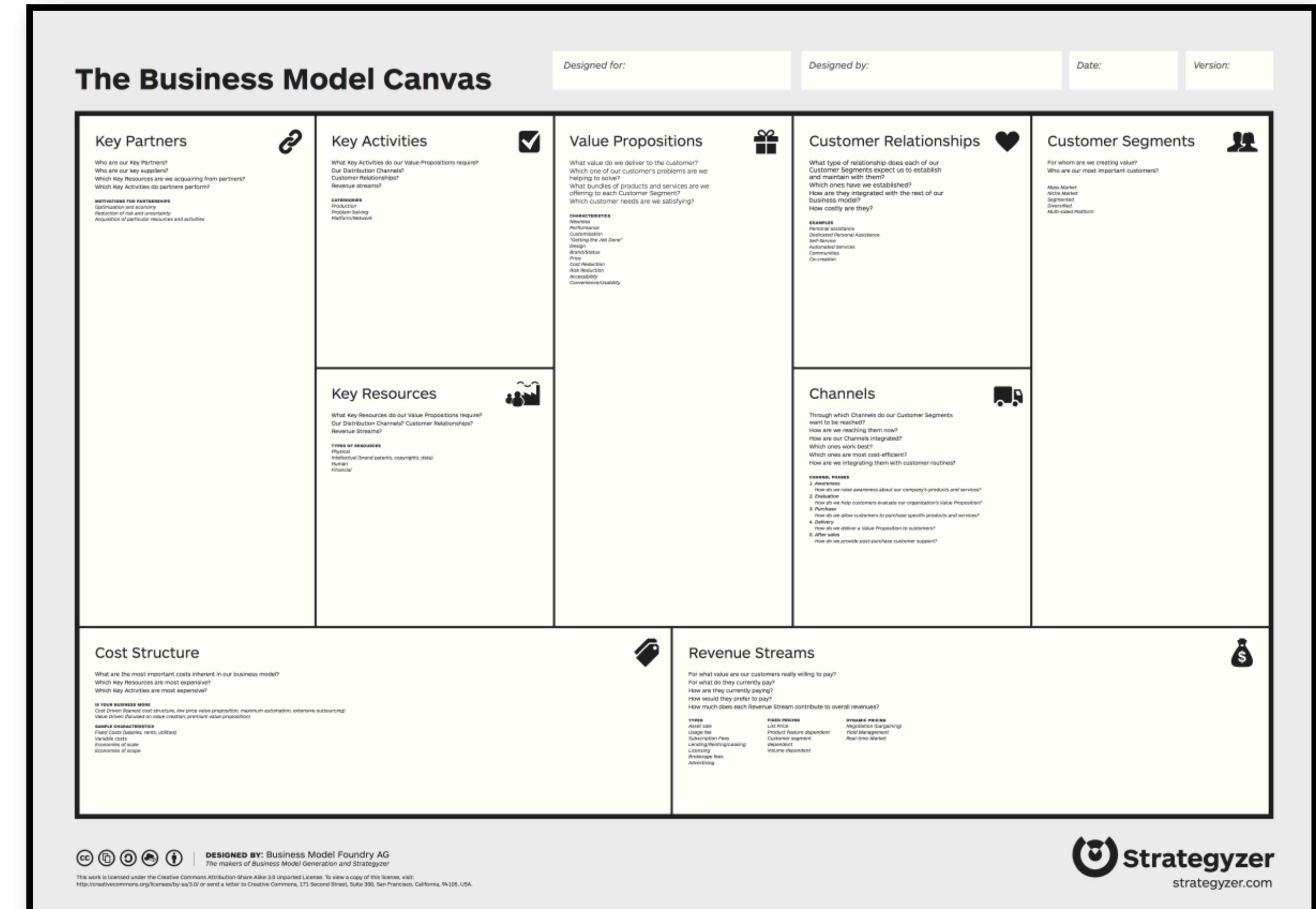
Where to start

**Can a the idea be
made available to
consumers?**



The Business Model Canvas

How do I start?



Value Propositions

Value Propositions



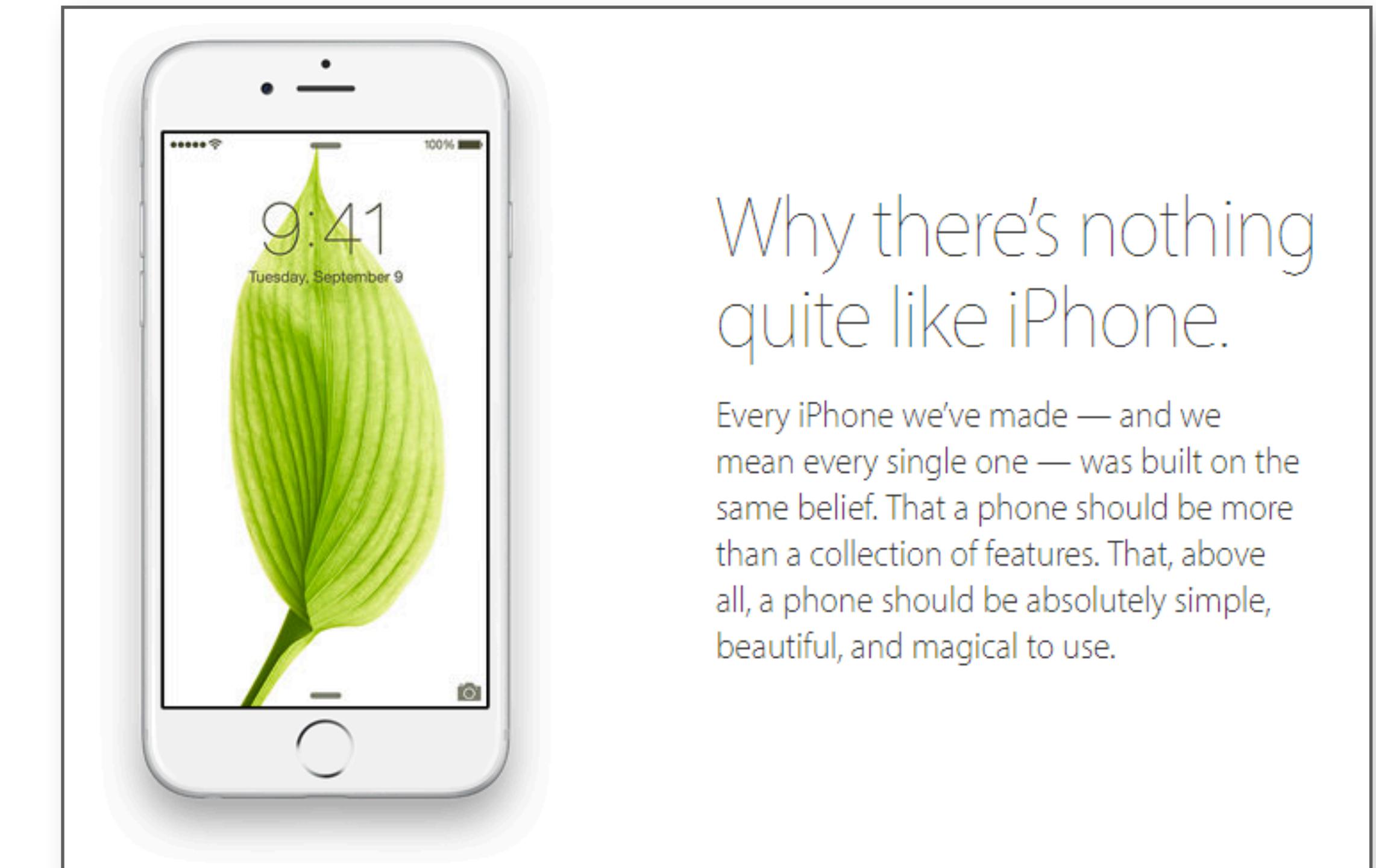
What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

CHARACTERISTICS

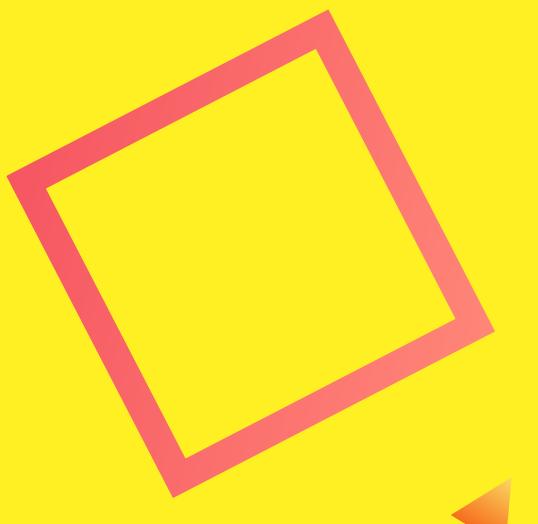
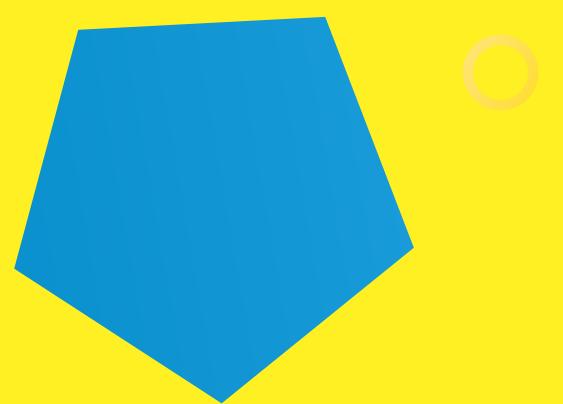
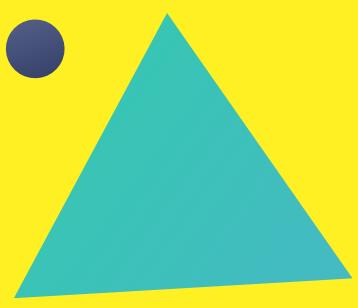
Newness
Performance
Customization
"Getting the Job Done"
Design
Brand/Status
Price
Cost Reduction
Risk Reduction
Accessibility
Convenience/Usability

An Example

**Apple's iPhone value proposition,
offering an inspirational experience.**



Step 1, completed.



The Business Model Canvas

**These are the building blocks
to launching a startup.**

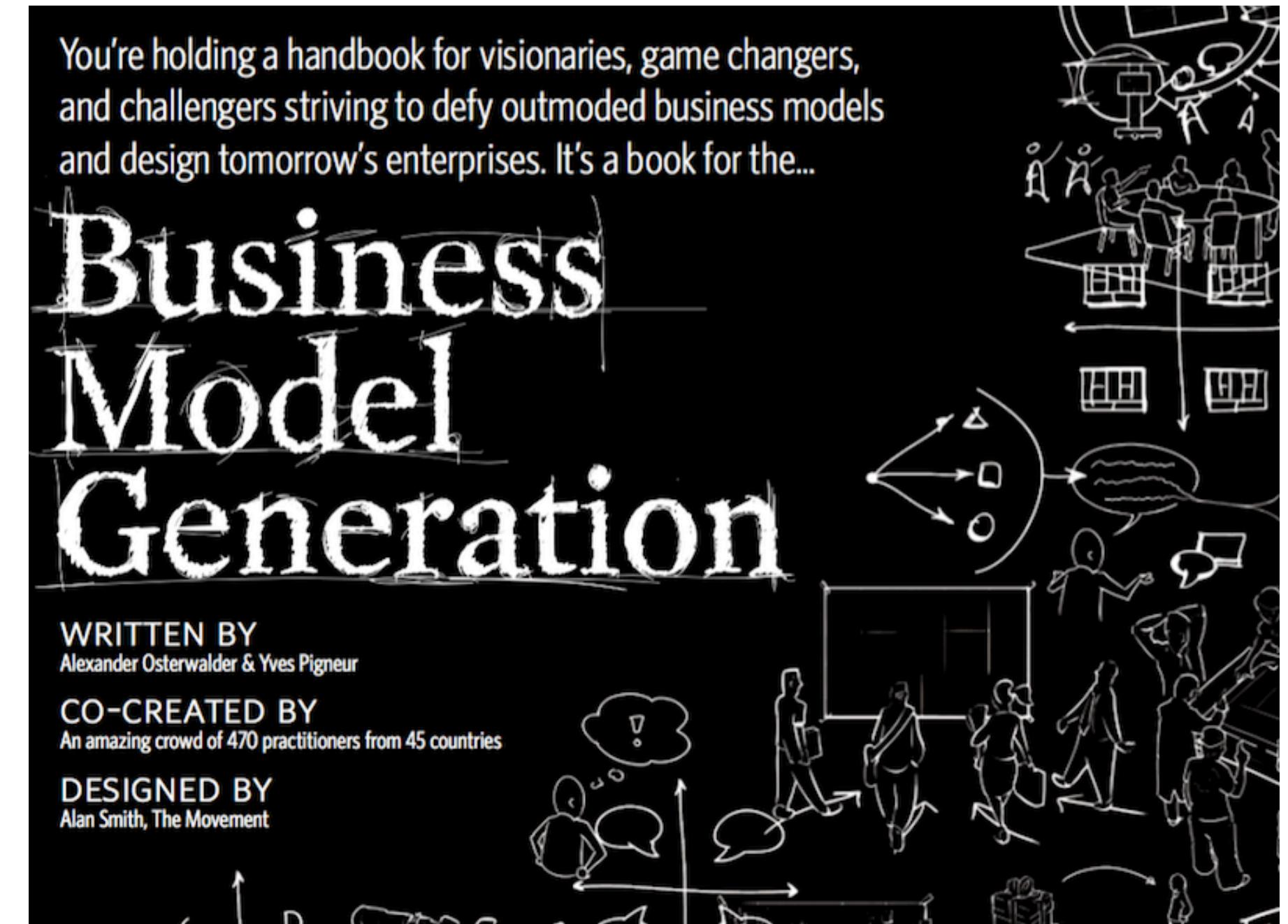
You're holding a handbook for visionaries, game changers, and challengers striving to defy outmoded business models and design tomorrow's enterprises. It's a book for the...

Business Model Generation

WRITTEN BY
Alexander Osterwalder & Yves Pigneur

CO-CREATED BY
An amazing crowd of 470 practitioners from 45 countries

DESIGNED BY
Alan Smith, The Movement



A lasting reminder

" Abandon anything about your life and habits that might be holding you back. Learn to create your own opportunities. Know that there is no finish line; fortune favors action. Race toward the extraordinary life that you've always dreamed of, or still haven't had time to dream up. And prepare to have a lot of fun along the way. "

- Sophia Amoruso, Founder of Girlboss & NastyGal

Thank you!

Any questions?

@madisonyocum

www.madisonyocum.com

