

05.23.18





Innovator  
In Residence

# WEEK 4 SYTHESIS

## AGENDA

- Hello & Introductions [10 MIN]
- Toolbox Check-In [15 MIN]
- Synthesis [5 MIN]
- Problem Pitches [15 MIN]
- Open Discussion [5 MIN]
- Key Dates [3 MIN]
- Action Items [2 MIN]
- Inspiration [3 MIN]
- Wrap Up [2 MIN]

10 MIN



# HELLO & INTROS

# INTRODUCTIONS

## 2018 SPRING COHORT



FOUNDER	HOME
Christy Bartlett	MN
Jeremy Silver	GA
Sanjib Banerjee	GA
Andrew McDonald	OR
Christina Stensby	MN
Gus Tobes	CA
Eileen Alden	CA
Ritu Chowdhary	MN
Isaac Riesterer	OR
Pete Scherf	MN
Andrew Kavie	MN
Adam Goldstein	MN
Shawn Higginbotham	MO

FOUNDER	HOME
Suzanna Newell	MN
Theodore Gamble	MN
Michael Villano	CA
Christa Lee Brynwood	WI
Melinda Ashburn	AR
Joanna Yap	NY
Brett Heeney	WI
Stephen Dallimore	KS
Awais Sultan	IL
Kristi Uphoff	MN
Andrew Sisulak	MN
Jannine Dobson	WI
Jerry Anderson	WI

FOUNDER	HOME
Kristin Clements	FL
Claire Harlow	FL
Emily Arnau	IL
Mark Olen	WI
Michael Short	FL
Carol Walnut	GA
Tatiana Akulova	MN
John Lewis	TN
<b>Robert Quigley</b>	OH

15 MIN



# TOOLBOX CHECK-IN



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## IIR TOOLBOX

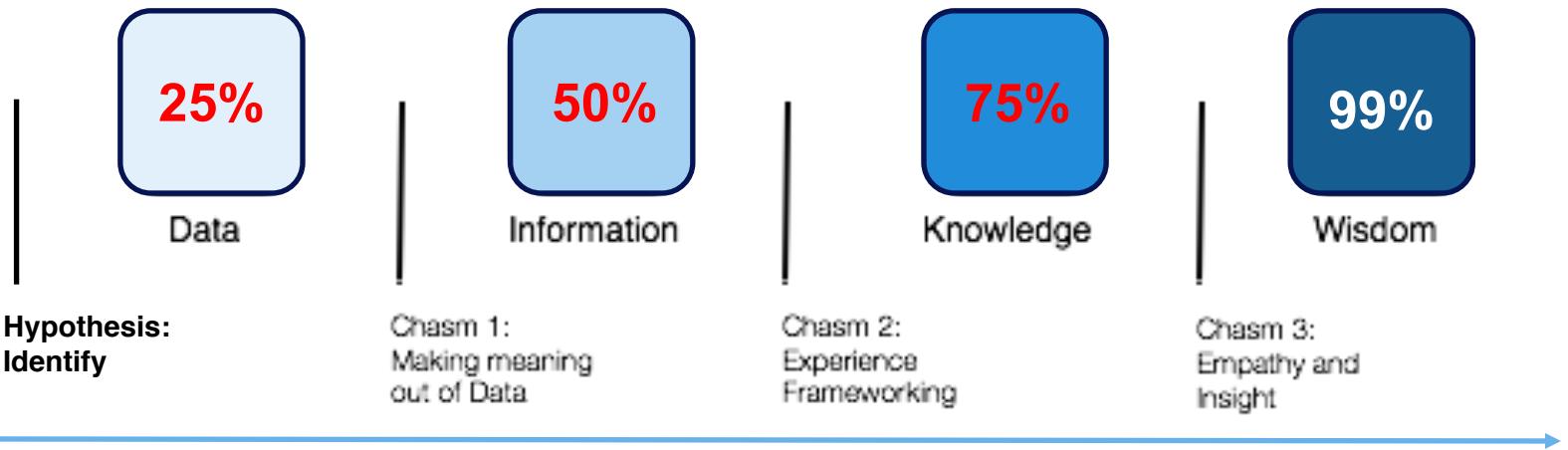
- Idea Place = Russ G.
- Online Tools = Matt B.
- Innovation Canvas

# OUR INNOVATION CANVAS

GENERAL INFO	PROJECT TEAM Lead(s): SME's: Sponsors:	BUSINESS LINE	GOAL CATEGORY +Revenue +Efficiency +CX
DESIRABILITY		FEASIBILITY	VIABILITY
PROBLEM / OPPORTUNITY	SOLUTION	RISK & COMPLIANCE Legal Ethical Reputational Market	CHANNELS Supply Sales Delivery
TARGET AUDIENCE(S) Primary Secondary	VALUE PROP(S) Customers Bank Other	ALIGNMENT Internal (Sponsors) External (Sponsors)	METRICS
HYPOTHESIS Hunch	MARKET Internal External	TECHNOLOGY	IMPACT Business Model

ACCELERATOR FOCUS

# UNDERSTANDING ZOOM . . .



## ZOOM



# PROBLEM / OPPORTUNITY

A. Every day the Bank receives hundreds of subpoenas, search warrants, court orders and other legal documents. Currently a person has to read each of these and manually enter the pertinent details into a database. The Bank employs multiple people to do this job as the volume is more than one person can handle. And, because these are legal documents, there is usually a legal deadline that needs to be met so that we are not putting the Bank at risk so it is very important that the information gets entered as quickly and accurately as possible. This is also a process that is a cost to the Bank and therefore a cost to its customers so improving it would help lower business costs. If we were able to scan the documents into an editable format so that a person could simply copy and paste the pertinent information, the amount of time spent on this process could be reduced significantly. [159 Words]

B. The bank is currently overrun with legal process documents (LPD's). We receive hundreds daily and over 15,000 annually. These LPD's (subpoenas, summons, search warrants, etc.) come into the bank through a variety of channels and methods, all of which have serious speed, accuracy, and urgency gaps. The current system is outdated, inefficient, costly, and puts the bank at increased legal and reputational risk. [63 Words]

# PROBLEM / OPPORTUNITY

The bank is currently overrun with legal process documents (LPD's). We receive hundreds daily and over **15,000 annually**. These **LPD's (subpoenas, summons, search warrants, etc.)** come into the bank through a variety of channels and methods, all of which having serious **speed, accuracy, and urgency** gaps. The current system is **outdated, inefficient, costly**, and puts the bank at increased **legal and reputational risk**.

ACTIVITY NAME	PURPOSE / FOCUS AREA	CANVAS CATEGORY	TIMING	OWNERS
1. Confirm volume, frequency, type and destination of LPD's overall.	Understand “big picture” scope of problem.	PROBLEM	May 22 - 30	KU
2. Interview LPD Processors: <i>Confirm their role and the speed, accuracy, urgency and costs of the process.</i>	Detail main customer groups role as well as the details of the process/pain.	PROBLEM & CUSTOMER	May 24 – June 6	KU
3. Interview Legal Partners (in/out): <i>Confirm their role and the speed, accuracy, and urgency of the process.</i>	Detail main customer groups role as well as the details of the process/pain.	PROBLEM & CUSTOMER	May 24 – June 6	KU
4. Interview Risk & Compliance Partners: <i>Confirm their role and the speed, accuracy, and urgency of the process.</i>	Detail main customer groups role as well as the details of the process/pain.	PROBLEM & CUSTOMER	May 24 – June 6	KU

# HUNCH

A. Every day the Bank receives hundreds of subpoenas, search warrants, court orders and other legal documents. Currently a person has to read each of these and manually enter the pertinent details into a database. The Bank employs multiple people to do this job as the volume is more than one person can handle. And, because these are legal documents, there is usually a legal deadline that needs to be met so that we are not putting the Bank at risk so it is very important that the information gets entered as quickly and accurately as possible. This is also a process that is a cost to the Bank and therefore a cost to its customers so improving it would help lower business costs. If we were able to scan the documents into an editable format so that a person could simply copy and paste the pertinent information, the amount of time spent on this process could be reduced significantly. [159 Words]

B. By leveraging **current and emerging technologies** we can streamline the legal process document process which will greatly reduce our **costs** and **risks**. [22 Words]



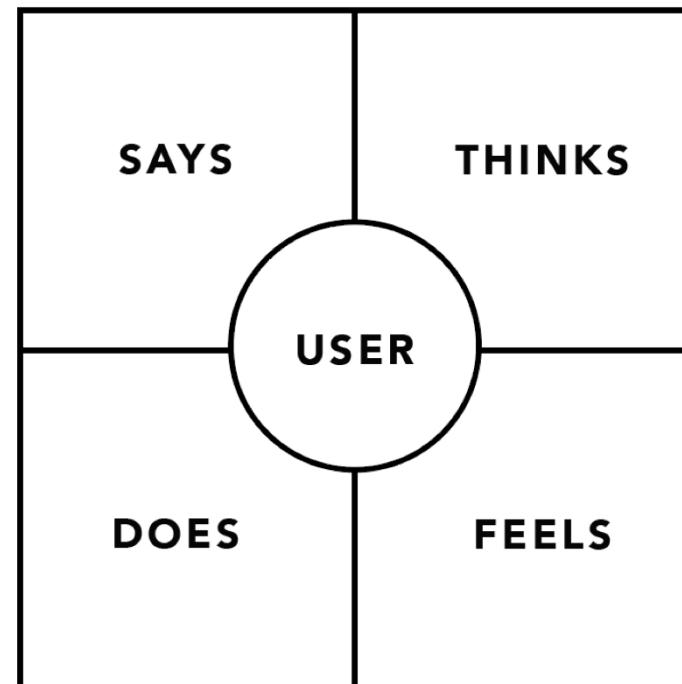
# SYTHESIS





# SYNTHESIS

Making sense of it all . . .



SME's  
Stakeholders  
Customers



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# VALIDATION

From where and how much . . .



# PROBLEM PITCHES



# SAMPLE PITCH DECK: INTERCOM

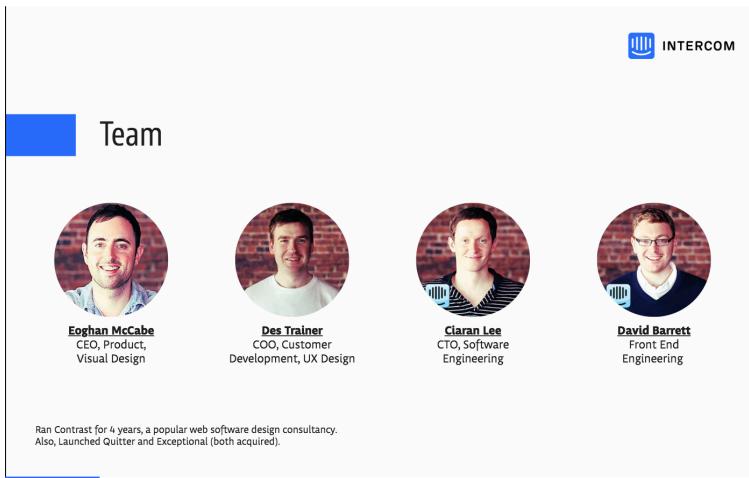


This is the slide layout:

1. Team >> KILLER SLIDE!
2. Problem
3. Solution
4. Market
5. Competitive Landscape
6. Progress
7. Ask



# SAMPLE: INTERCOM



**Team**

Eoghan McCabe  
CEO, Product, Visual Design

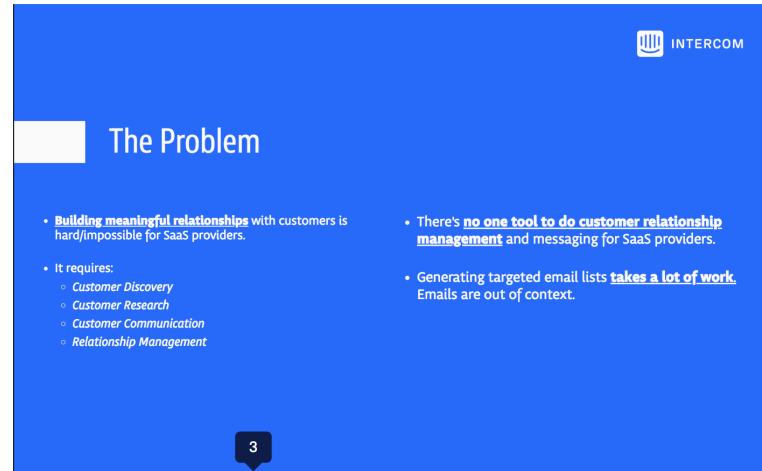
Des Trainer  
COO, Customer Development, UX Design

Ciaran Lee  
CTO, Software Engineering

David Barrett  
Front End Engineering

Ran Contrast for 4 years, a popular web software design consultancy.  
Also, Launched Quitter and Exceptional (both acquired).

INTERCOM

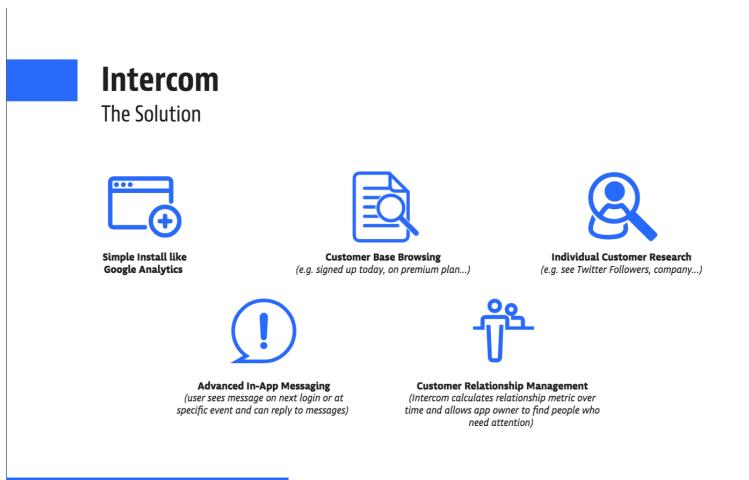


**The Problem**

- Building meaningful relationships with customers is hard/impossible for SaaS providers.
- It requires:
  - Customer Discovery
  - Customer Research
  - Customer Communication
  - Relationship Management
- There's no one tool to do customer relationship management and messaging for SaaS providers.
- Generating targeted email lists takes a lot of work. Emails are out of context.

3

INTERCOM



**Intercom**

The Solution

Simple Install like Google Analytics

Customer Base Browsing (e.g. signed up today, on premium plan...)

Individual Customer Research (e.g. see Twitter Followers, company...)

Advanced In-App Messaging (user sees message on next login or at specific event and can reply to messages)

Customer Relationship Management (Intercom calculates relationship metric over time and allows app owner to find people who need attention)

INTERCOM



**The Market**

\$21 Billion Current SaaS Providers\*

\$93 Billion Expected by 2016\*

(Later): mobile and desktop app providers

INTERCOM

\*Source: Forrester

# SAMPLE: INTERCOM



## Landscape / Competitors

### Social Media Research / Management

- Radian 6
- Sprout Social
- Hootsuite
- Crowdbooster

### Customer Feedback / Support

- Uservoice
- Tender
- Get Satisfaction
- Assistly

- User Analytics
- KISSMetrics
- MixPanel

### Email Campaigns

- Campaign Monitor
- Mailchimp

### In-App Messages

- HelloBar

**Progress**

Product in development and testing since January, for public beta  
[intercomapp.com](http://intercomapp.com)

Private beta traction: love them, pay them, keep them coming

What we're looking for

\$600K

Convertible Note

18 months of runway to work on:

- Product-market fit
- Customer Dev
- Early marketing efforts
- Profitability



Plan to raise further round in 12-18 months to turn up heat on marketing

# SAMPLE: AIR BED & BREAKFAST

## Welcome 1

The screenshot shows the AirBed&Breakfast homepage with the company logo at the top. Below the logo, the tagline "Book rooms with locals, rather than hotels." is displayed. At the bottom of the page, there is a small footer with the address "19 couch street, ste c, san francisco, ca 94103", the website "www.airbedandbreakfast.com", the phone number "(888) 462 8180", and the email "post@airbedandbreakfast.com".

## Problem 2

**Price** is a important concern for customers booking travel online.

**Hotels** leave you disconnected from the city and its culture.

**No easy way exists** to book a room with a local or become a host.

## Solution 3

A web platform where users can rent out their space to host travelers to:

- SAVE MONEY** when traveling
- MAKE MONEY** when hosting
- SHARE CULTURE** local connection to the city

The screenshot shows the AirBed&Breakfast website with the "Solution" section highlighted. It features three blue call-to-action buttons: "SAVE MONEY when traveling", "MAKE MONEY when hosting", and "SHARE CULTURE local connection to the city". At the bottom of the page, there is a small footer with the address "19 couch street, ste c, san francisco, ca 94103", the website "www.airbedandbreakfast.com", the phone number "(888) 462 8180", and the email "post@airbedandbreakfast.com".

## Market Validation 4

Couchsurfing.com: 660,000 total users<sup>2</sup>

Craigslist.com: ! Product

The screenshot compares AirBed&Breakfast with other platforms. It shows the user count for Couchsurfing.com (660,000 total users) and Craigslist.com. Below this, there is a section titled "Product" featuring screenshots of the AirBed&Breakfast website interface, including search results, host profiles, and listing details. At the bottom, there is a footer with the address "19 couch street, ste c, san francisco, ca 94103", the website "www.airbedandbreakfast.com", the phone number "(888) 462 8180", and the email "post@airbedandbreakfast.com".

# PROBLEM PITCHES

# PROBLEM PITCH DECKS

Wednesday – June 13<sup>th</sup> – 1 to 3 PM CST



1. COVER
2. TEAM
3. PROBLEM/OPPORTUNITY
4. CUSTOMERS
5. HUNCH
6. MARKET
7. SOLUTION
8. VALUE PROPOSITION(S)
9. NEXT STEPS



# COVER

Key points to consider . . .

PP

- Pictures tell a thousand words.
- Do you have an image that speaks to your P.O.V. (Problem/Opportunity Value)?
- Be creative wherever – AND – whenever possible!



# THE TEAM

Key points to consider . . .

- Who is on your team?
- What does everyone do at the bank?
- Do you have a team name?
- Do you have photos to share?

INTERCOM

Team

Eoghan McCabe  
CEO, Product,  
Visual Design

Des Trainer  
COO, Customer  
Development, UX Design

Claran Lee  
CTO, Software  
Engineering

David Barrett  
Front End  
Engineering

Ran Contrast for 4 years, a popular web software design consultancy.  
Also, Launched Quitter and Exceptional (both acquired).

# PROBLEM / OPPORTUNITY

PP

## Key questions . . .

- What problem(s) does your idea solve?
- How do you know it's *actually* a problem?
- How are people dealing with the problem currently and why is that failing?
- What opportunity do you see that other companies or solutions fail to address?

The slide features a yellow square logo with a white square icon next to the word "MATTERMARK". Below the logo, the text "The problem:" is bolded. The main text states: "There is no effective, reliable way for professionals to ask business questions and get credible intelligence supported by data." A bulleted list follows:

- when you buy a CRM it comes empty
- everyone is re-collecting the same information
- everyone is re-creating the same spreadsheets
- 99% of knowledge workers can't afford consultants
- PDFs, reports, etc. are not structured or searchable

# CUSTOMER(S)

PP

## Key questions . . .

- Who has the problem your idea solves?
  - What are they doing before/during/after the problem occurs?
  - What is the problem costing them?
  - How do you know?
- 
- (B2B) Who is the:
    - User
    - Influencer
    - Recommender
    - Decision maker
    - Economic buyer
  - How does the problem travel through the different roles above?



- What do you believe to be true, but need more information about?
- How have/are you gathering that information?

### OUR VISION



Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean mus  
 commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et  
 magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis,  
 ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis  
 enim nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque  
 eu, pretium quis, sem. Nulla consequat massa quis enim.

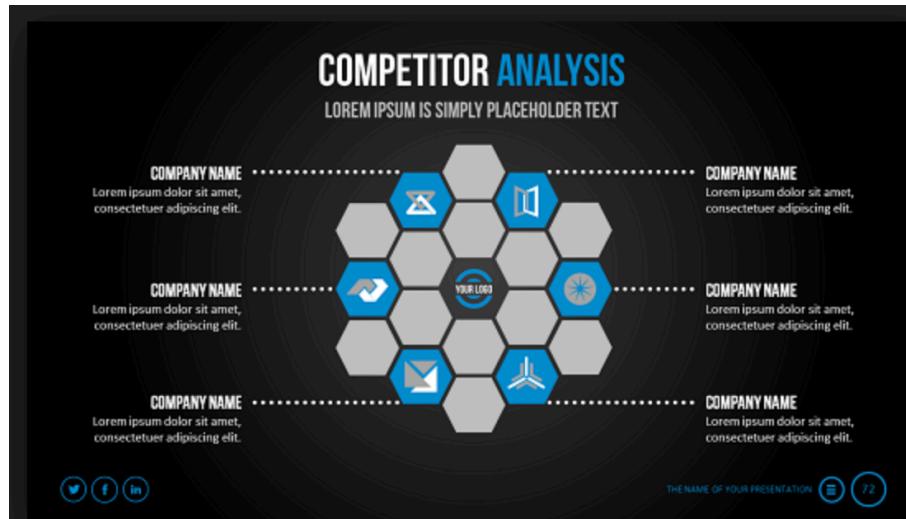


# MARKET

## Key questions . . .

PP

- What is happening in the market that makes this problem worth solving *now*?
- What is the size of the opportunity?
- What internal projects or efforts are addressing this problem?
- What external companies are trying to solve this problem?

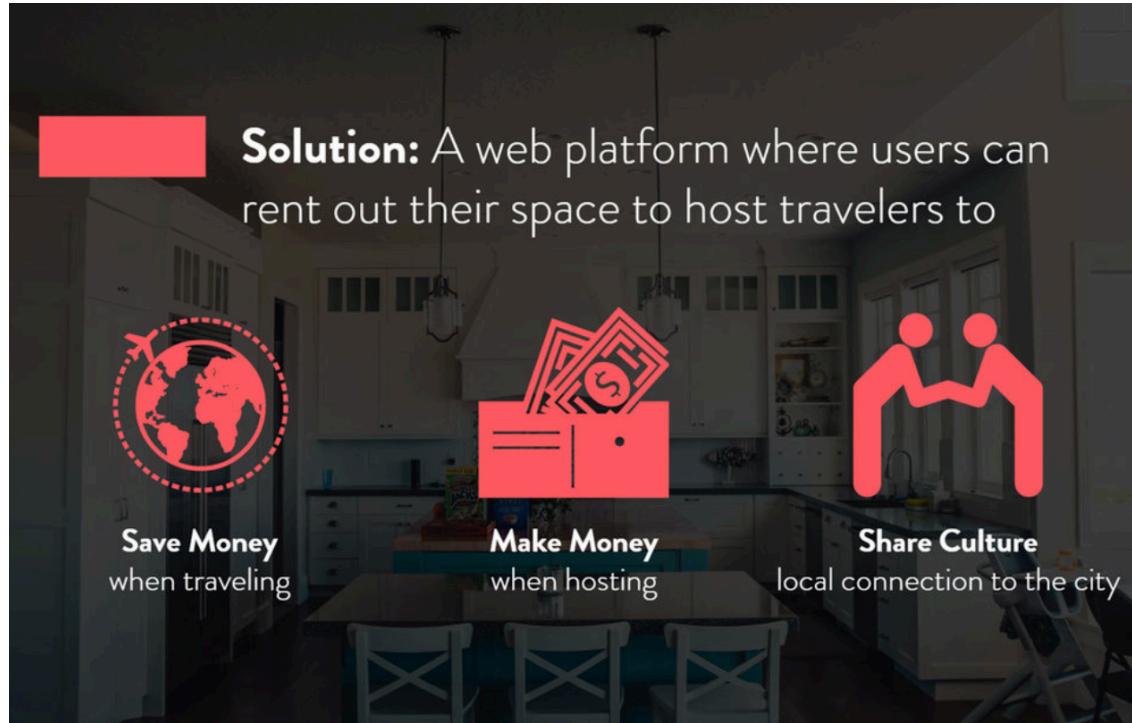


# SOLUTION

PP

## Key questions . . .

- What is your proposed solution?



# VALUE PROPOSITION(S)

PP

Key questions . . .

- What value does your solution deliver to the customer/user?
- How does this help the bank?

## Value Proposition

A value proposition is a promise of value to be delivered to your customers.



# NEXT STEPS

Key questions . . .

PP

- What are your project plans going forward?
- What does your "Learning Plan" look like?
- What are you trying to do during the second half of the IIR Accelerator?

4 Steps Idea Bulb- Next Steps PowerPoint Layout





# Q & A



# OPEN DISCUSSION





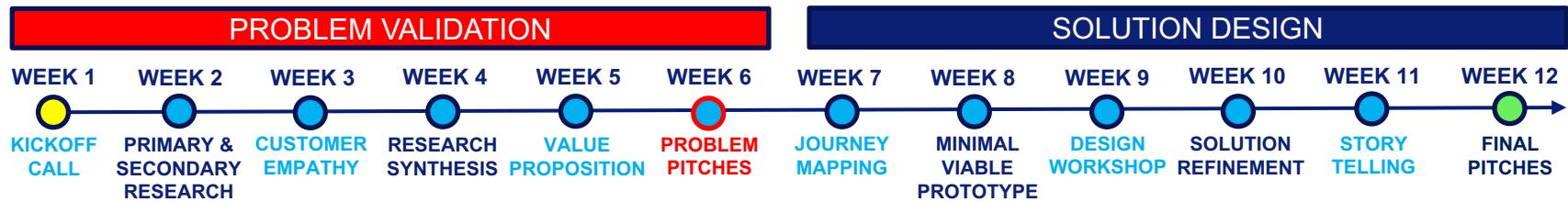
# KEY DATES



# PROGRAM OUTLINE



## IIR ACCELERATOR JOURNEY



# KEY ACCELERATOR DATES

PRE CALL 1 – WED – APRIL 18 = **INTRO WORKSHOP – 3 HRS**

PRE CALL 2 – WED – APRIL 25 = Secondary Research *[Optional]*

PRE CALL 3 – WED – May 2 = Primary Research *[Optional]*

WEEK 1 – WED – MAY 9 = **KICKOFF CALL – 2 HRS**

WEEK 2 – WED – MAY 16 = Research

WEEK 3 – WED – MAY 23 = Empathy

WEEK 4 – WED – MAY 30 = Synthesis

WEEK 5 – WED – JUNE 6 = Value Propositions

WEEK 6 – WED – JUNE 13 = **PROBLEM PITCHES – TBD**

WEEK 7 – WED – JUNE 20 = Journey Mapping

WEEK 8 – WED – JUNE 27 = M.V.P. & Experimentation

**\*\*\* JULY 4TH WEEK = OFF / BREAK \*\*\***

WEEK 9 – WED – JULY 11= **DESIGN WORKSHOP – 4 to 8 HRS**

WEEK 10 – WED – JULY 18 = Solution Refinement

WEEK 11 – WED – JULY 25 = Story Telling

WEEK 12 – WED – AUGUST 1 = **FINAL PITCHES – TBD**

SHARKTANK(S) – AUGUST 1+ = PITCH TO LEADERS / *CULTIVATE (TBD)*

YOU  
ARE  
HERE

April 2018						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

May 2018						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

June 2018						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

July 2018						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

August 2018						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1	2	3	4

MEETINGS:

MAIN = WED – 1 PM CST / MAKE-UP = THUR – TBD / “OFFICE HOURS”



## ACTION ITEMS

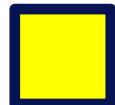


# ACTION ITEMS: WEEKS 2 + 3 (+4)



## Idea Place: MARKET

Idea Place will open up a new category for you to populate = MARKET. Please do preliminary “ZOOM” research on the MARKET (both internal & external) for your project.



## Interview List w/Status

A list of who you have – AND – who you hope to interview for your project and the general status of each.



## Interview Script(s)

A basic copy of each of your interview scripts. You may only have one for CUSTOMERS, but many projects will also have SME and STAKEHOLDER versions as well.



## Mood Survey #2

SHORT simple questions sent via link using MS Forms.

Idea Place / Step 2  
FRI – JUNE 1<sup>ST</sup> – EOD



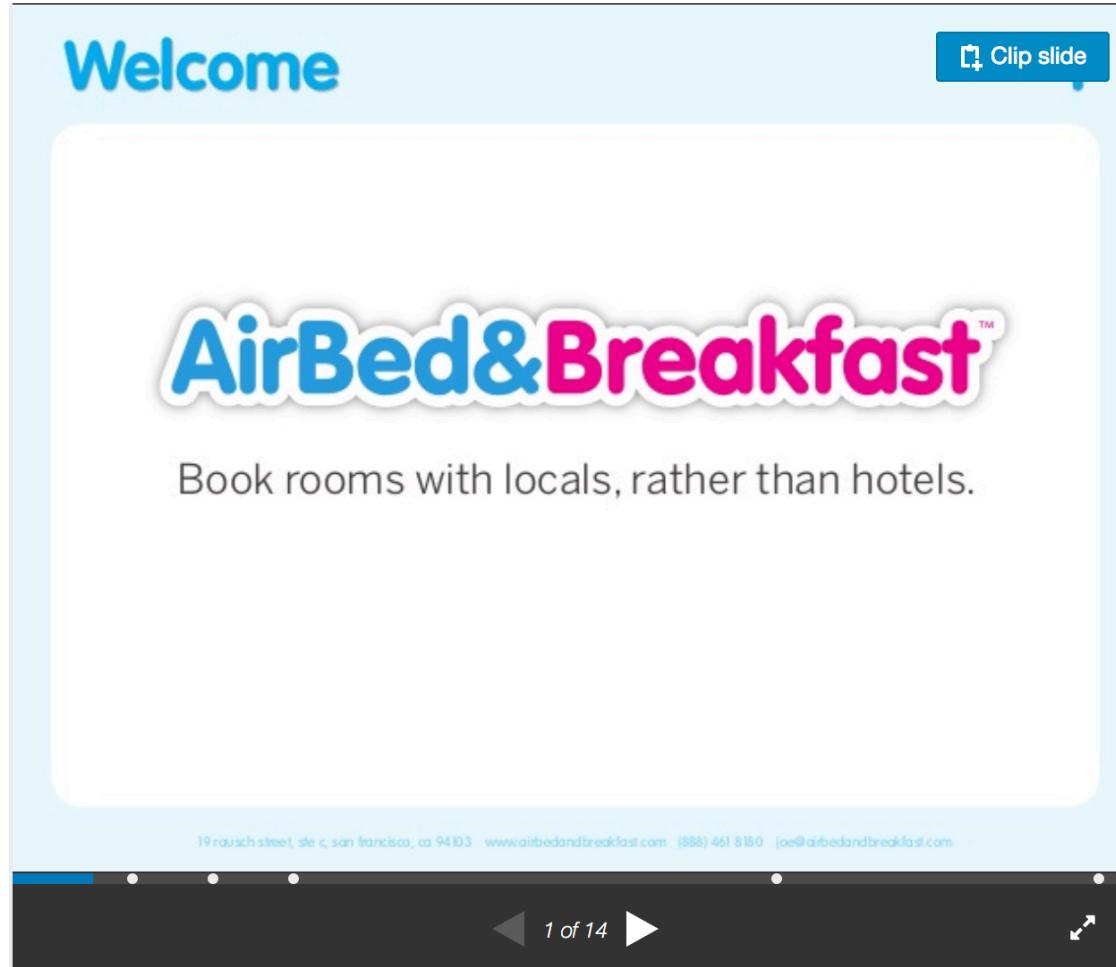


# INNOVATION INSPIRATION



# KEEPING IT SIMPLE

<https://www.slideshare.net/ryangum/airbnb-pitch-deck-from-2008>





## WRAP UP & WHAT'S NEXT



# COACHING HOURS

Please email to reserve time . . .

COACH	MON	TUE	WED	THU	FRI	EMAIL
Dakota	11 – 1 PM	E	2 – 3 PM	10 – 11 AM	1 – 3 PM	dakota.crow@usbank.com
Valerie	E	9 – 10 AM	11 – 12 PM	2 – 3 PM	E	valerie.lancelle@usbank.com
John	E	10 – 12 PM	E	10 – 12 PM	E	john.kaiser@wesleys.io
Matt	E	E	E	E	11 – 12 PM	matthew.born@usbank.com
Russ	E	E	E	E	E	rohit.gowda@usbank.com

**1-ON-1 CALLS ENCOURAGED!**



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## NEXT CALL – WEEK 3

Wednesday – June 6<sup>th</sup> – 1 PM CST

**VALUE PROPOSITIONS**