

BA260H FINAL REV

Vignettes

CH 5

- Write Lab:
 - need for instant feedback on writing
 - Many competitors
 - 2.1 million \$\$

CH 9

- Wild Friends Foods
 - started @ home
 - S.T. (Shark Tank) didn't make money but publicity
 - Complimenting qualities of hires ✓
 - 2000 stores USA

CH 10

- Involved
 - Parents are involved even if kids are absent...
 - attendance that sends emails to parents...
 - Indego go 20k

CH 11

- Real Time Cases
 - keeps case studies relevant (not old)

What Went Wrong

CH 5

- Sharp Scholar
 - Only 2 yrs in business
 - unknown customer (schools, people?)
 - check on ability to pay
 - entrepreneurs vs teachers have different motivations/goals

CH 9

- Denver
 - Too all in nature.
 - tried to work remote, limiting comms
 - focus on MVP.

CH 10

- Draw Quest
 - 2013, gained > 25000 users.
 - in-app's did not sell well.
 - No urgency to play.
 - had already spent $\frac{1}{2}$ investment on another app.

CH 11

- JCPenney
 - took on new (veteran) CEO.
 - mistook customers and did away with sales that drew in cust.
 - Did not test ideas first
 - Misread JCP brand.

LECTURE 11 NOTES

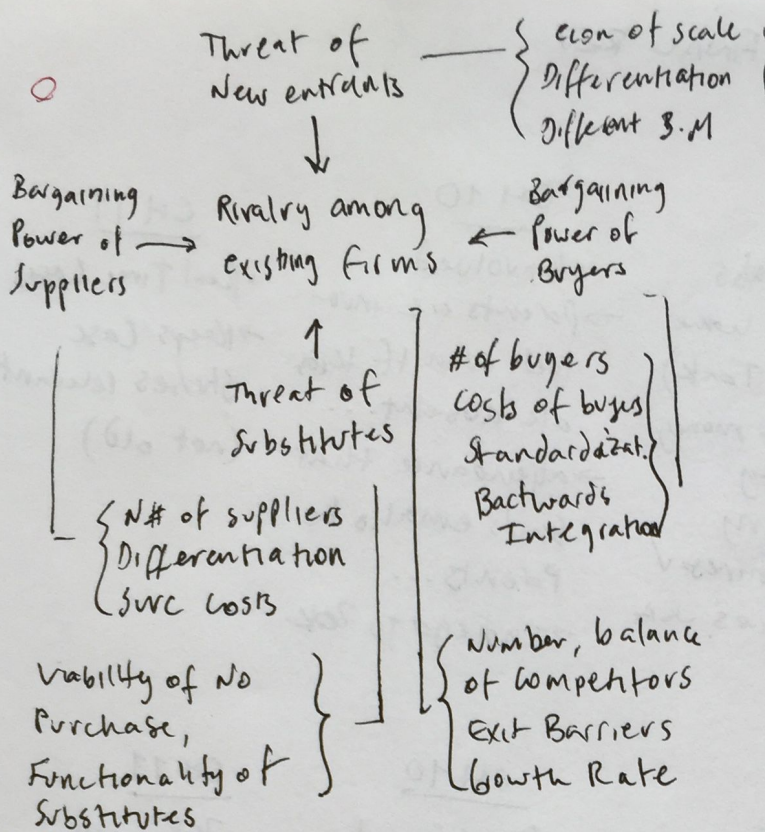
- competitive Analysis / External analysis let you gauge your environment, and competition
- Answer 3 Questions
 - ↳ Is it realistic to enter market
 - ↳ Does the industry contain ripe MKTs

↳ How to position to avoid most competition?

- External Analysis combines Macroenv. Analysis and Industry Analysis

↓
trends, laws ...

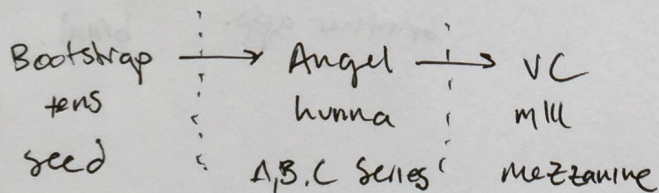
↓
Porter's 5 forces
↓



- Competitive Analysis Grid
 - ↳ show how you stack up against competitors.

LECTURE 13 NOTES

- contribution = selling price - variable costs p/v
- Money in:



- Coolest Cooler: importance of timing
(first attempt was in winter for a summer-finish item lol)

LECTURE 12 NOTES

- Pricing usually considered an afterthought, but is actually mega important!

- 3 types

- ↳ Cost Plus: Markup percentage
- ↳ Competitor Based: Compete.
- ↳ Value based: what this brings as value to customers

↳ TRIANGULATE

• Bosky Glasses

- raised price and sales inc'd as customers perceived higher "value" product - Premium Brand perception

- PED: $\frac{\Delta Q}{\text{avg}(Q)} / \frac{\Delta P}{\text{Avg}(P)}$

- 4P's

- Product Price Place Promotion
- physical ... channels ...

LECTURE 14 NOTES

- Public Speaking #1 fear in US
- Primary goal of elevator is "tell me more"
- Elevator (Business) Components
 - { Pain → Solution opportunity }
 - { Competition team + Q&A ASK }
- Avoid flashcards/Notecards
- 5C's
 - ↳ Concise → Clear → Credible
 - ↳ Customized → Conversational

Inverse Break-even Analysis

$$\text{BEV (volume)} = \frac{\text{fixed costs}}{\frac{\text{revenue}}{\text{unit}} - \frac{\text{var. cost}}{\text{unit}}} = \frac{\text{fixed}}{\text{unit Margin}}$$

- DON'T's of pitching:

- unload idea over defending it
- be robotic
- be argumentative
- be a beggar / charity case

FORBES Elevator Pitch

- Quick, 20-30s, cater to audience.

HBR Pitch Brilliant Idea

- Audience will stereotype you
- Choose a successful stereotype and play into it:
 - Showrunner: organized, clean in charge. Inverts the power differential, professional
 - Artist: Quirky, creative, ignorant
 - Neophyte: young, inexperienced ask for help, exploit power differential.