

BA260H FINAL REV

Vignettes

CH 5

- WriteLab:
 - 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

- Kinvoled
 - Parents are involved even if kids are absent...
 - attendance that sends emails to Parents...
 - Indego go 2ok

CH 11

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

What Went Wrong

CH 5

- Sharp Solar
 - 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, unwilling to comm
 - 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?

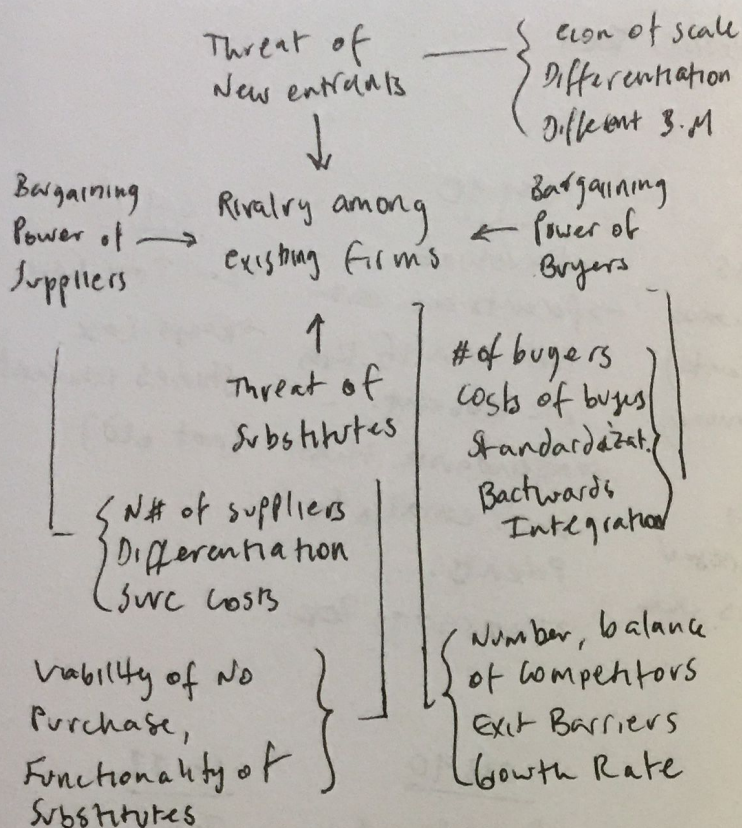
- External Analysis combines

Macroenv. Analysis

↓
trends, laws...

Industry Analysis

↓
Porter's 5 forces
↓



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

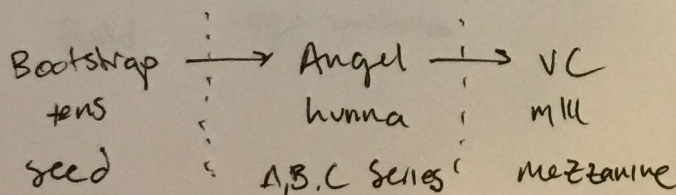
Product Price Place Promotion
- physical ... channels ...

- Competitive Analysis Grid

↳ show how you stack up against competitors.

LECTURE 13 NOTES

- contribution = selling price - variable costs
- Money in:



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

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 + Quals ASK }
- Avoid flashcards/Notecards
- 5C's
 - Concise → Clear → Credible
 - Customized → conversational

Break-even Analysis

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

- DONT's of pitching:

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

FORBES Elevator Pitch

- Quick, 20-30s, later 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.