

BINF6399 - Principles of Team Science



UNC CHARLOTTE

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RAW Lab

Lecture 4 - Tuesday Feb 16nd, 2021

Learning Objectives

- Pre-reads materials & pitch deck
- Customer Discovery 101
- How to pitch? (elevator speech)
- Lean canvas model
- Team formation documents (TAM/SAM/SOM)

Pre-read materials

Pre-reads materials (on github/canvas)

- Sent at least 48 h prior to pitch, a week is better
- Agenda (you set)
- Minutes (from last meeting)
- END goal is there money being spent well.
 - Is the investor happy?
 - Are they going to get their money back and more?
 - Are your customers happy? Are you making money?

Pre-read materials (executive summary)

Business summary (executive summary/business plan)

- The problem
- Company value proposition
- Who you are (experience in the problem)
- Team
- Corporate structure
- Product/service
- Tech details

How do you make money?

Pre-read materials (Financial summary)

Financial summary

- Customer discovery data
- Market size (TAM/SAM/SOM)
- Profits and/or funding to date
- Wins to date (what you have done thus far)
- Hurdles to overcome (things in the way)

Pre-read materials (milestones)

- **Milestones**

- Financial
- Product/Tech development
- Customers
- regulatory
- Paths toward your milestones

Pitch deck

Pre-reads should mirror your pitch deck:

1. Start with the problem slide (elevator pitch) – 5 secs!
2. Your vision and value proposition
3. Target market and opportunity
4. The solution
5. Revenue model or business model
6. Traction and validation/roadmap
7. Marketing and sales strategy
8. Financials
9. Competition
10. Investment and use of funds

Customer Discovery 101 – value proposition

Value proposition

An innovation, service, or feature intended to make a company or product attractive to customers.

Uber – The Smartest Way to Get Around

Apple iPhone – The Experience IS the Product

Unbounce – A/B Testing Without Tech Headaches

Slack – Be More Productive at Work with Less Effort

Digit – Save Money Without Thinking About It

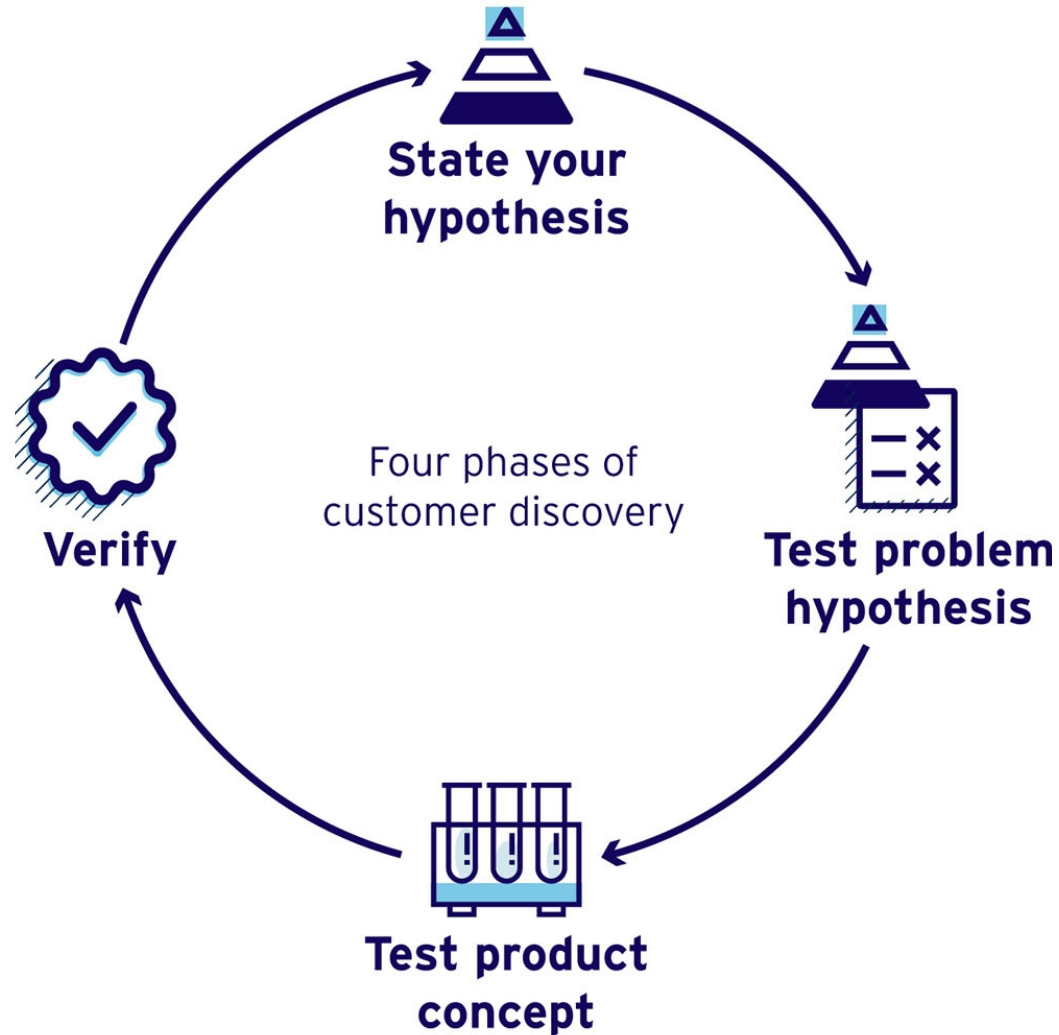
Customer Discovery 101 – value proposition

Value proposition

An innovation, service, or feature intended to make a company or product attractive to customers.

You Try – in Group

Customer Discovery 101



Customer segment

	Customer 1 DOD Field Medic	Customer 2 TSA Screening Agent	Customer 3 Prison guard	Customer 4 Driver	Customer 5 At home
Description	18-35, Tactically motivated	25-65, Large Veteran Population, Likely Married	18-55 Focus on guard safety, riot control	18-70 Focus Safety, obtaining lots of rides	18-90 General health
Jobs	Infection Control Sterilization Humanitarian Missions	Security Screening Crowd Control Incident Response Management	Infection Control Safety	Transportation	Many
Pains	Limited Resources	Manpower Shortages (illness) Repetitive Work Fear of Unknown	Manpower Shortages (illness) Limited rapid testing capabilities	Illness - lost wages Higher health costs	Illness - lost wages Higher health costs
Gains	Proactive Containment of Pathogens Conservation of Manpower Resource	Allows Contagion Isolation/Containment Reduce Spread of Threat Designer Pathogen Detection	Proactive Containment of Pathogens Conservation of Manpower Resource	Less sick days Healthier life Better will being	Less sick days Healthier life Better will being

Lean canvas model

PROBLEM	SOLUTION	UNIQUE VALUE PROPOSITION	UNFAIR ADVANTAGE	CUSTOMER SEGMENTS
	KEY METRICS		CHANNELS	
COST STRUCTURE			REVENUE STREAMS	

You Try – in
Group

Elevator pitch

THE SIMPLE ELEVATOR PITCH TEMPLATE

Answer the following questions:



What does your company do?



Who are your customers?



What key benefits do you offer your customers?



Why is your company better than competitors?



What information gives your firm more credibility?



Is there a clear and clean business sector that your company fits?

Elevator pitch

SENTENCE 1

For **w** *customers*,

with **x** *problem*:

we have
developed **y**
solution,

that provides **z**
benefits/value
proposition.

SENTENCE 2

Our *special sauce* is
w.

which results in a
solution that is
superior to **x**
competitors for **y**
reasons

in the **z** *market*
(which is x size.

SENTENCE 3

We have achieved **w**
traction

And in the next **x**
months

We are focusing on **y**
milestones

after which we will be
positioned to do **z**

Sentence 4

We are now
looking for **w**
funding

to accomplish
x *objectives*

Elevator pitch

SENTENCE 1	SENTENCE 2	SENTENCE 3	Sentence 4
For first responders, health professionals, and at-risk individuals, Who are concerned with catching Covid-19,	Our <i>special sauce</i> is an innovative design and set of raw materials which unlike competitive offerings, results in a mask that can be quickly mass produced, cleaned and reused ---	We have confirmed the effectiveness of the masks, and in the next 3 months	We are now looking for \$250K in funding to hire 2 employees and purchase 3 additional 3D printers so we can produce 1M masks.
we have developed a 3D printed face mask, that provides cost effective and exceptional virus protection.	in a <i>market</i> for facemasks that has exploded to \$2B annually.	are focusing on locking in raw material suppliers and refining our manufacturing process after which we will be positioned to scale up production.	

Elevator pitch

**You Try – in
Group**

A measure of your market (TAM/SAM/SOM)



Syllabus: Team formation documents

Requirements (need to produce these items):

- Product, service, tool related to bioinformatics, genomics, or computation
- Team name
- Team logo
- Team Github page (published page with readme and doc folder)
- Team formation structure (For-profit vs. Non-profit)
- Team corporate structure assignment (CEO, CTO, CFO assignment)
- Description of service, tool, or service (detailed)
- Roles of corporate officers and background information
- Problem/issue/pain your trying to solve
- Market predictions with TAM/SAM/SOM
- Competitors if available
- Operations
- HR/Benefit structures
- Investor profile

Due Tuesday - Feb 16th, 2020