



# Entrepreneurship Club

2023 Kickoff

# Apex Center

- Kickstart
  - Pitch and idea and win \$\$\$
  - From \$500 to \$1500
- Startup Hokies Incubator



PAMPLIN COLLEGE OF BUSINESS  
APEX CENTER FOR ENTREPRENEURS  
VIRGINIA TECH.



Need feedback on an idea or new venture from seasoned tech professionals? How about seed money to get your idea off the ground?

KickStart VT events are for aspiring student entrepreneurs working on an early-stage concept. Come hear what other students are building, get feedback on your idea, and apply for equity-free seed \$ grants ranging from **\$500- \$1,500**.

It's easy to get started!

Visit [apex.vt.edu/kickstart-vt](https://apex.vt.edu/kickstart-vt) or scan the QR code below.

UPCOMING KICKSTART EVENT

**WED SEP 27**

APPLICATION DEADLINE:

**WED SEP 20  
MIDNIGHT**



# Table of Contents

- About me and my experiences / journey in entrepreneurship
- Pitching Tips
- Valuable Skills
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- Value creation frameworks
- MVP
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- Ideation Exercise
- Resources

# Selling Candy



# First Startup

- Lack of digital infrastructure in Ethiopia
- Telegram sellers
- 30% of buyers would flake
- E-commerce platform
- Learning to code



# Taking out trash

## The Problem:

- Students don't want to walk all the way to the dumpsters to take out trash
- RAs get pissed off because the dorms are full of garbage

## The Solution:

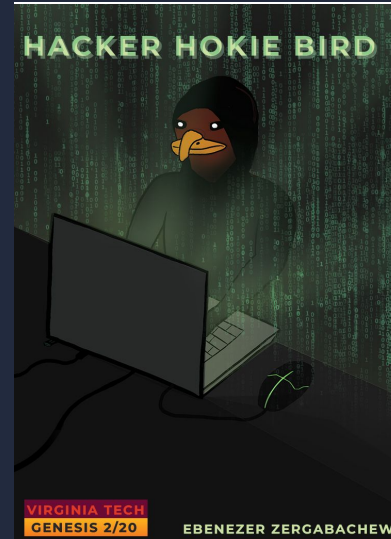
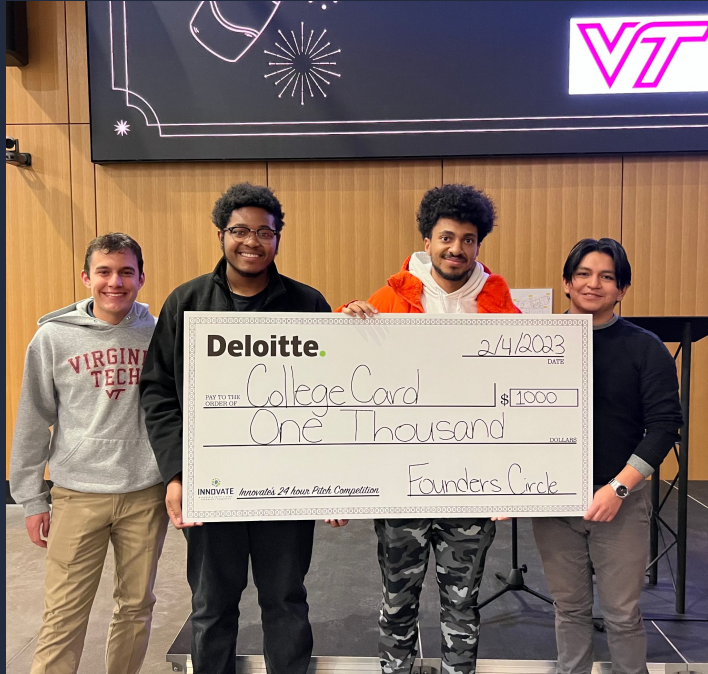
- Taking out garbage for \$\$\$

# Stickers





# College Cardz





# Pitching

- Tell a **story** and appeal to emotion
- Address the **problem**, solution, and market
- Communicate the **value** clearly
- Don't talk about features!
- Talk about benefits!

# Valuable Skills

- Design
- Coding
- Sales
- Marketing
- Content
- **PROBLEM FINDING**

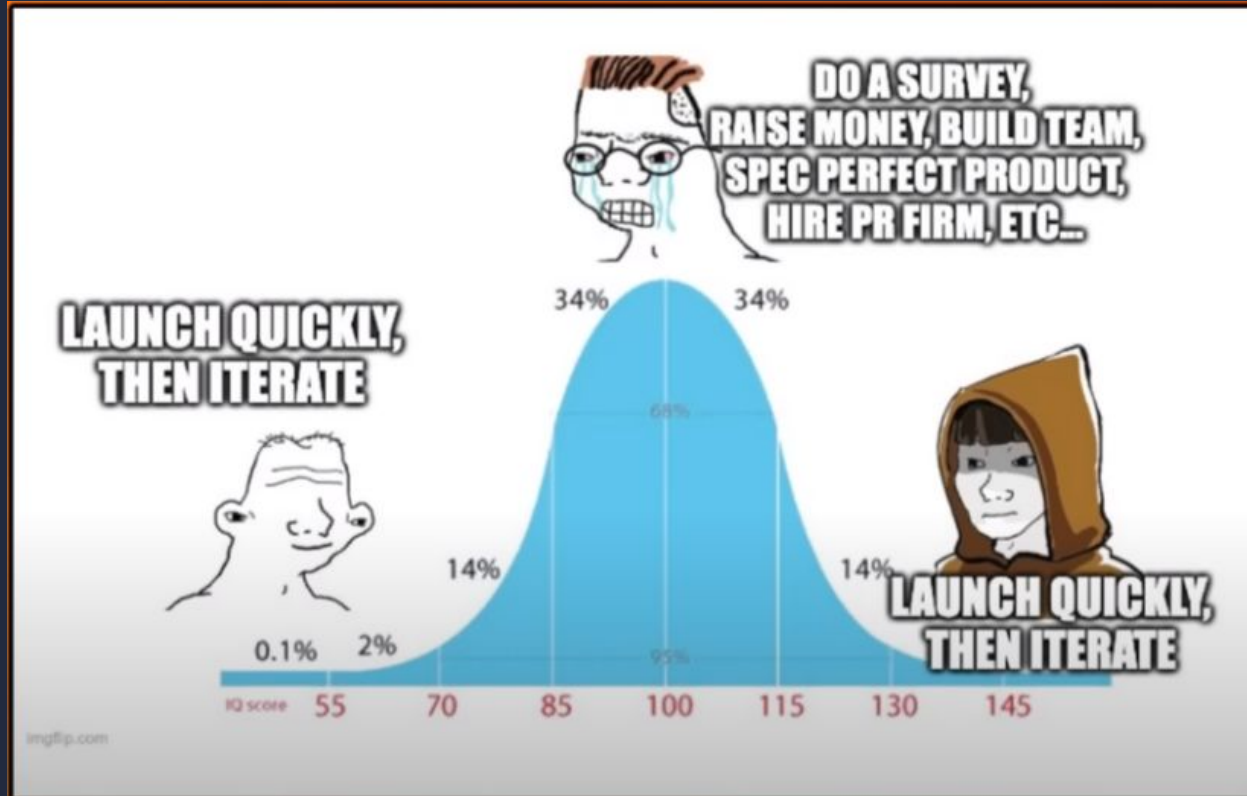
# The Perfect Problem

- A problem that a lot of people have
- A problem that is expensive, lethal, or frustrating
- A problem that has nonexistent or shitty solutions

# Frameworks for Value Creation

- **Democratization**
  - Knowledge, access, resources
  - Printing press
  - Google
  - Chat GPT
- **Information Organization / Content Curation**
  - Removing the hassle of finding and filtering information
  - [100+ no code tools](#)
- **Sell information**
  - Tutorials, guides, e-books, etc
  - [How I made \\$210,822 selling a pdf and a video on the internet](#)
- **Connecting two groups of people**
  - AirBnB
  - LinkedIn
  - Dating apps
  - E-bay
- **\$\$\$**
  - Patreon, shopify, gumroad

# Minimum Viable Product (MVP)





# Market Validation

## Market Validation

- Preorder sign ups
- Subscriptions
- \$\$\$

# Ideation

- What are the problems you've experienced as a college student?
- What do you hate? What do your friends hate?
- What groups are you a part of?
- What identities do you have?
- How can you connect businesses with their customers?
- How can you connect students and clubs with companies?
- What is too damn expensive?
- What are you good at?
- What would you like to get good at?

# Resources



Combinator



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VIRGINIA TECH™



Product Hunt



INDIE HACKERS

# Kickstart Application

[apex.vt.edu/kickstart-vt](https://apex.vt.edu/kickstart-vt)

Wednesday September 27

Application Deadline:

- Wednesday September 20 at midnight



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