

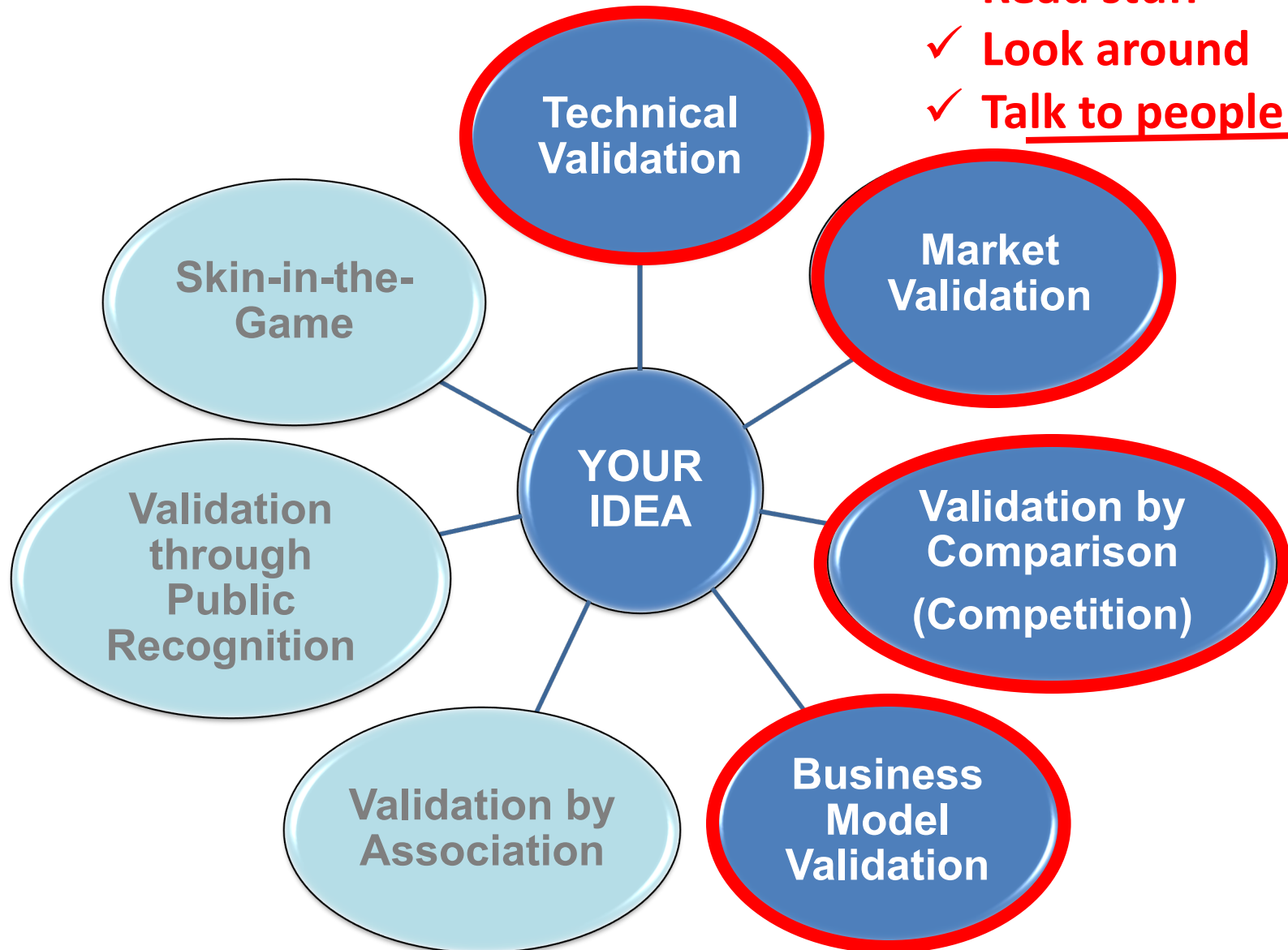
Friendly Input

Quick, Upfront Validation

**Checking the assumptions that might
make or break the idea**

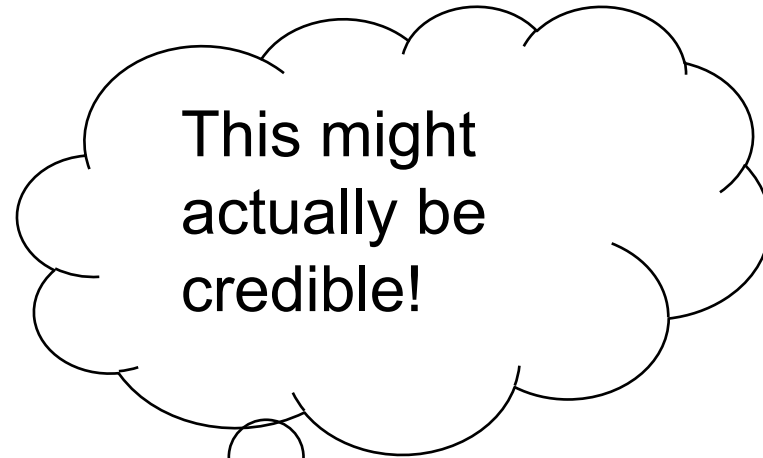
Validation *long before* there's Revenue?

- ✓ Read stuff
- ✓ Look around
- ✓ Talk to people ! ←



Idea-Advancement requires **Believing**

(And believing better start objectively with YOU)



Potential

- ✓ Customers
- ✓ Investors
- ✓ Partners
- ✓ Employees

- ✓ Subject Matter Experts
- ✓ Similar Founders
 - Failed
 - Successful

Friendly Input

Prove the critical theories behind your idea

Conduct **exploratory conversations** with all types of constituents



These are not sales calls – Do not try to sell.
*You are there to **listen!***

Build your **network of contacts**. Request intros to others

Example

Consider this **Wannabe Tycoon** scenario:

- ✓ **Career in Medical Devices with larger companies.**
- ✓ **Time to invest in my own business!**
Not too much entrepreneurial experience.
- ✓ **Will focus on “Foods, Beverages, Food services.”**
Not too much Food & Bev experience.
- ✓ **Has some money to pay Outstanding Opportunity Analysisiologists™ for some help and coaching.**

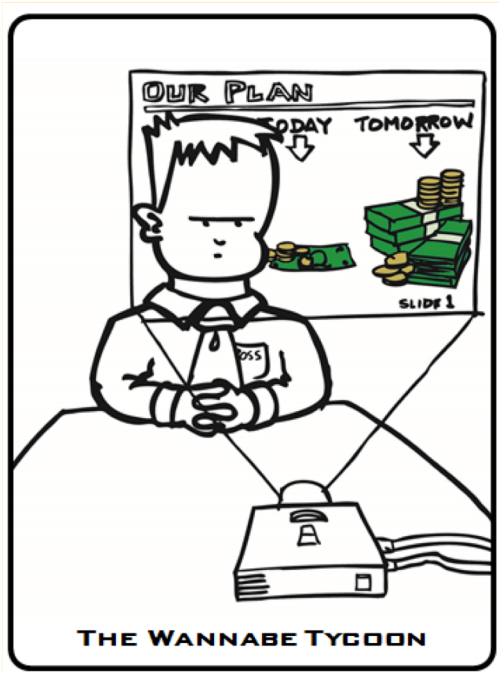
Today’s Cast of Characters:

Wannabe TycoonMark W. Wilson
Outstanding Opportunity AnalysisiologistsYou All



IDEA-O-METER

FINDING THE KINDS OF IDEAS THAT ARE "RIGHT" FOR US



IMPORTANCE

TO US

Product A♠ WHAT'S THE PRODUCT?

K♠ ~~HOW PROTECTABLE IS IT?~~
unique



Market A♥ IS THERE A PROBLEM TODAY?

_____ *Can we grow this idea HUGE!*

K♥ ~~HOW MANY PEOPLE HAVE THIS PROBLEM?~~



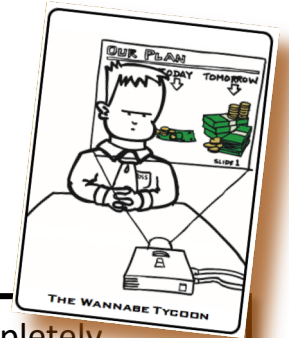
Team A♦ WHO'S ALREADY COMMITTED?

K♦ *CAN A FULL TEAM BE ASSEMBLED?*

Business A♣ CAN EACH UNIT MAKE A PROFIT?

K♣ HOW LONG WILL THIS TAKE?





K♠ ~~HOW PROTESTABLE IS IT?~~
unique

(My generic Idea Filter)

Nothing new with menu or trade-dress. Many like this. (Pizza, McD's, Subway...)	Seems a trailing trend that is dying off	Minor new menu OR trade-dress. We will be joining a new trend.	Completely radically new menu OR trade-dress!	Completely radically new menu AND trade-dress! Wow!
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K♥ ~~HOW MANY PEOPLE HAVE THIS PROBLEM?~~

Can we grow this idea HUGE!

Hard to see this working across the country (or globe). Too much of a niche	Only works certain places. Maybe 20-50 locations	Me, too. In the pack. 200-500 locations	Top 50. 1,000 locations	Top 20 franchises in 10 years. >2,000 locations
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A♣ ~~CAN EACH UNIT MAKE A PROFIT?~~ (each location, after 6 months open)

Struggle to keep the lights on. <\$1M sales <\$100k profit	Not likely to make us wealthy. \$1 M sales \$100k profits	Not likely to make us wealthy. \$2 M sales \$200k profits	Not bad. \$3-4M sales \$500k profit	Laughing all the way to the bank! \$5M sales \$1M profit
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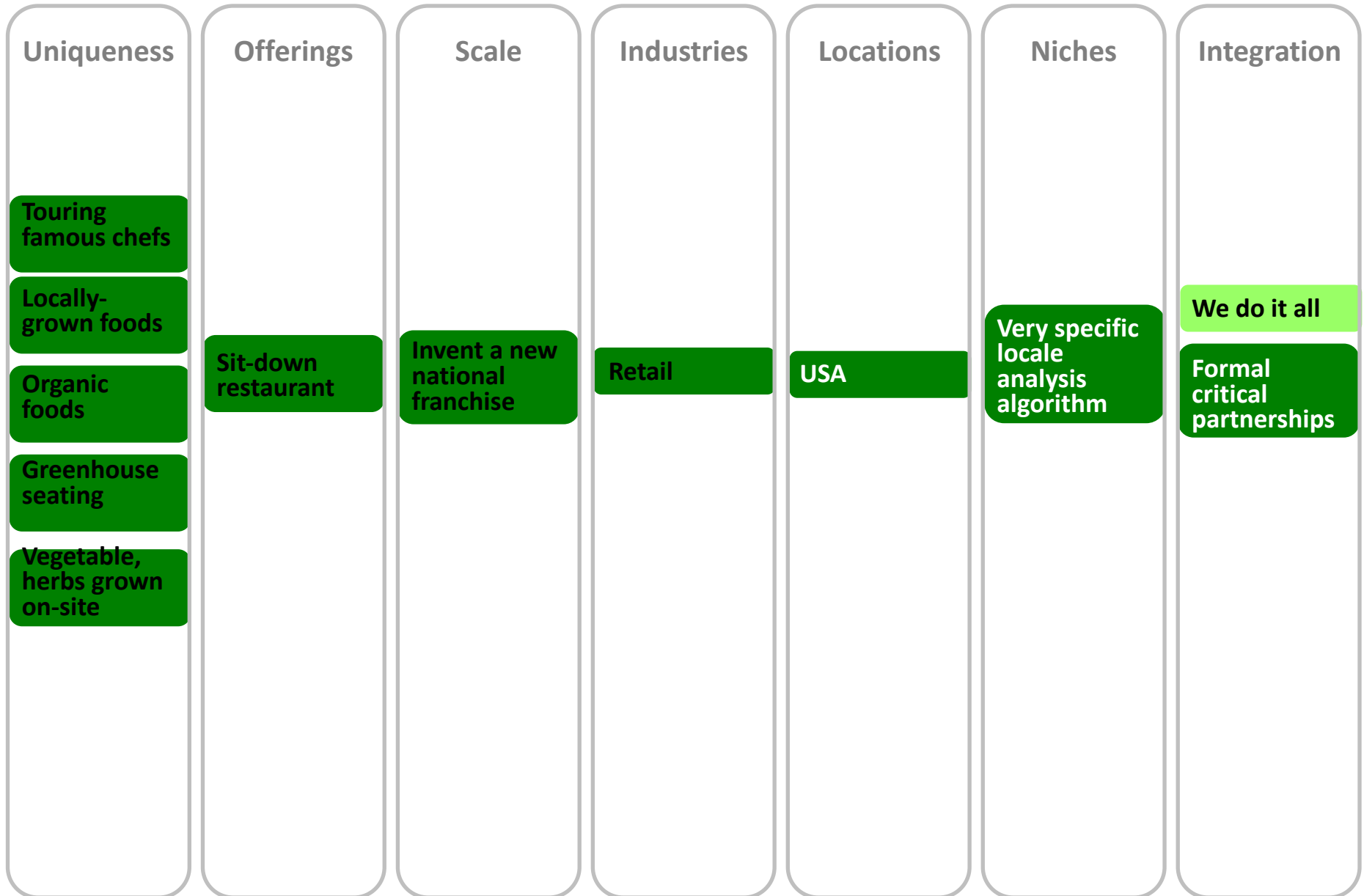
The specific idea I'm falling in love with! I need your help to do some validation:

Greenhouse-Organic-Traveling Famous Chefs Franchise

Uniqueness	Offerings	Scale	Industries	Locations	Niches	Integration
Upscale	Sit-down restaurant	One location				We do it all
Touring famous chefs	Catering	Several in local area		Little Falls, NY	Ridge Road	With one-off hotel
Famous chefs	Delivery	Selected national locations	Retail	Rochester, NY	Jefferson Road	With hotel chain
Locally-grown foods	Street cart	Invent a new national franchise	Wholesale	Portland, OR	East End	We Manufacture only
Organic foods	Food truck			Honolulu, HI	High Falls	We distribute only
Greenhouse seating	Branded foods	Be a franchisee (of something very similar)		Tokyo, Japan	Very specific locale analysis algorithm	(other people's branded products)
Vegetable, herbs grown on-site	Greenhouse coop			USA		R&D: organic
	Restaurant consulting			Global		Consult
						Formal critical partnerships

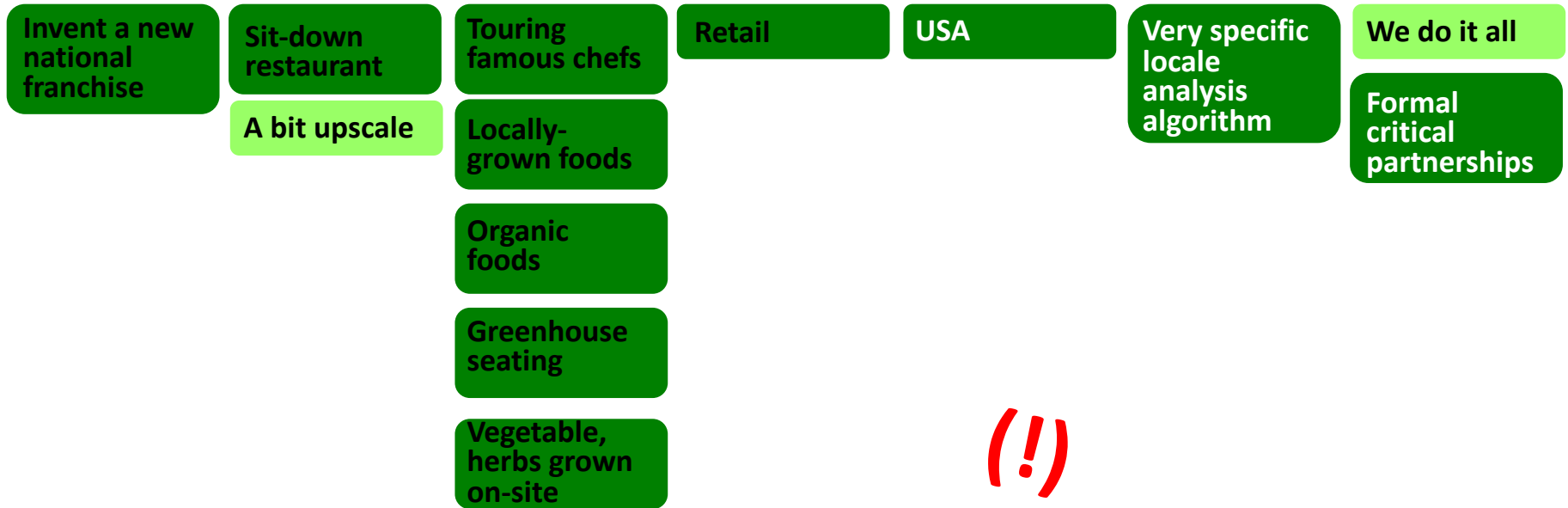
The Specific Idea:

Greenhouse-Organic-Traveling Famous Chefs Franchise



The Specific Idea:

Greenhouse-Organic-Traveling Famous Chefs Franchise



Getting ready to go pitch to a VC Group that specializes in Hospitality Industry, Entertainment, Hotels, Restaurants, Foods, Branded food products...

You all are my friendly-experts.

-- WRITE DOWN what I should “validate” --

Greenhouse-Organic-Traveling Famous Chefs Franchise



K♠ ~~HOW PROTECTABLE IS IT?~~
unique

Nothing new with menu or trade-dress. Many like this. (Pizza, McD's, Subway...)	Seems a trailing trend that is dying off	Minor new menu OR trade-dress. We will be joining a new trend.	Completely radically new menu OR trade-dress!	Completely radically new menu AND trade-dress! Wow!
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K♥ ~~HOW MANY PEOPLE HAVE THIS PROBLEM?~~ **Can we grow this idea HUGE!**

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Greenhouse-Organic-Traveling Famous Chefs Franchise

Invent a new national franchise

Sit-down restaurant

A bit upscale

Touring famous chefs

Locally-grown foods

Organic foods

Greenhouse seating

Vegetable, herbs grown on-site

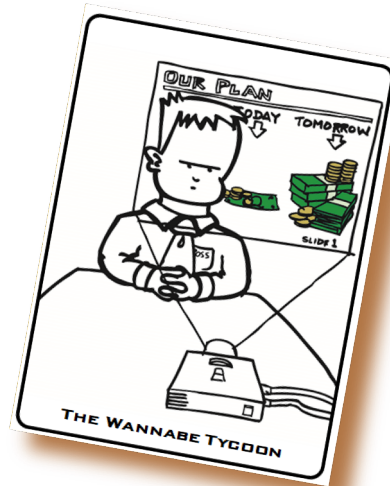
Retail

USA

Very specific locale analysis algorithm

We do it all

Formal critical partnerships



Completely radically new menu AND trade-dress! Wow!

UNIQUE !

Top 50.
1,000 locations

HUGE !

Not bad.
\$3-4M sales
\$500k profit

PROFITABLE !

Things I better

Validate

People to whom I otta'

Listen

How it should **not** go

Would you like to buy something from me?

It might be a product...but perhaps I actually offer a consulting service. It's related to your computer—we have H-wave optical processors and Kinibbler MEMS that actually write their own processing chips right inside your computer! Or maybe we sell it as an external add-on machine; we're not quite sure yet. We may even simply license all our technology to some large research institute or to Dell or Apple or someone.

Oh, and our devices don't exactly hook up to the web in the same way today's computer's do. But we have a special portal that all our users go to...which will create this hugely popular social networking site. Plus we'll probably have an upfront training package and some form of monthly service agreement.

All in all, it will cost you, probably, somewhere around a thousand dollars to get started, or maybe a hundred with some kind of monthly service fees. We're not sure yet.

So would you be interested?



ME

**SOMEONE TO
WHOM I
SHOULD BE
LISTENING**

