

Trajectory Series Bootcamp – Session 1

Dave Parker

www.dkparker.com

@DaveParkerSEA



Overview

- Week 1 & 2 – January 29 & 31
 - Intro, telling your story, market & competitive analysis
- Week 3 & 4 – February 5 & 7
 - How startups make \$\$, GTM, roadmaps
- Week 3 – February 12 & 14
 - Fundraising fundamentals, deal structures, financial modeling
- Week 4 – February 19 & 21
 - Your presentations and feedback
- Week 5 – Office Hours

Session 1 Agenda

- ▣ Intro
- ▣ Telling Your Story in 10/12 Slides
- ▣ Research & Competitive Analysis
- ▣ Value Propositions
- ▣ Markets
- ▣ Awkward Co-Founder Discussions

Part 1

Presentation & Resources

All Slide, resources, and recordings will be at:

- ▣ <https://www.dkparker.com/naha-startup-academy/>
- ▣ <https://www.DKParker.com/blog>
- ▣ <https://www.amazon.com/~e/B00288QXJE>

About Dave

- 5X founder, Board Member, former SVP Programs at UP Global (Startup Weekend + Startup America)
 - Startup Next creator and Startup Week
- Senior Partner, Fearless.fund
- Author – "[Trajectory: Startup – Ideation to Product Market/Fit](#)"
- >15 transactions – 8 sell side, 2 buy side now with [NextPath Advisors](#)
- WTIA Startup Programs Board Chair



Dave's Madlibs Pitch

Hi, I'm <your name here>, and my company <your Company name here> the problem I'm solving is <insert problem here>. Our product <insert product info here> is designed for our target customer of <insert target customer here>. We make money by <insert method here> and our team is the right team because <insert why you're awesome here>. I need help with <insert help needed here>.

Categorizing Your Solution

	Product	Service
B2B	Salesforce	Consulting
B2C	Games	For profit school

Rules of the Road

- ▣ Ask questions as we go – especially if I talk too fast!
 - ▣ Meta questions please! Not just about your company
- ▣ Don't Ramble – I'll interrupt
- ▣ Virtually...
 - ▣ Network – you need to build you network for the future starting today
 - ▣ #GiveFirst – you have complimentary skills around you

Score Yourself

1-4

Team: Why you, balanced team (talents, diversity), domain experts, serially successful founders, great company experience

Idea: Are you solving a problem? New or existing problem, big category (vs tool), early/late continuum, technical achievable, pain pill or vitamin

Product: do you have a product, how mature, customer first, solid design, clear roadmap to scale

Market/Customer: big market (TAM/SOM), cash available, new or nascent market?

Competition: How many incumbents, funding status, are you incremental better or 10X better?

Traction: Customer validation, revenue, improving unit economics?

Timing: Why now? Are you late, early, too early?

Revenue Model/Finance: How will you monetize your idea? Do you have a basic budget on spending, big or small economics

IP/Moat: Is your idea defensible? Can you build a moat over time?

Clear Ask: What do you need help with? Advice, funding, introduction, help finding staff?

Total out of 40

Venture Ready

Fast NO

- ▣ Market
- ▣ Team
- ▣ Product
- ▣ Traction

Slow Yes

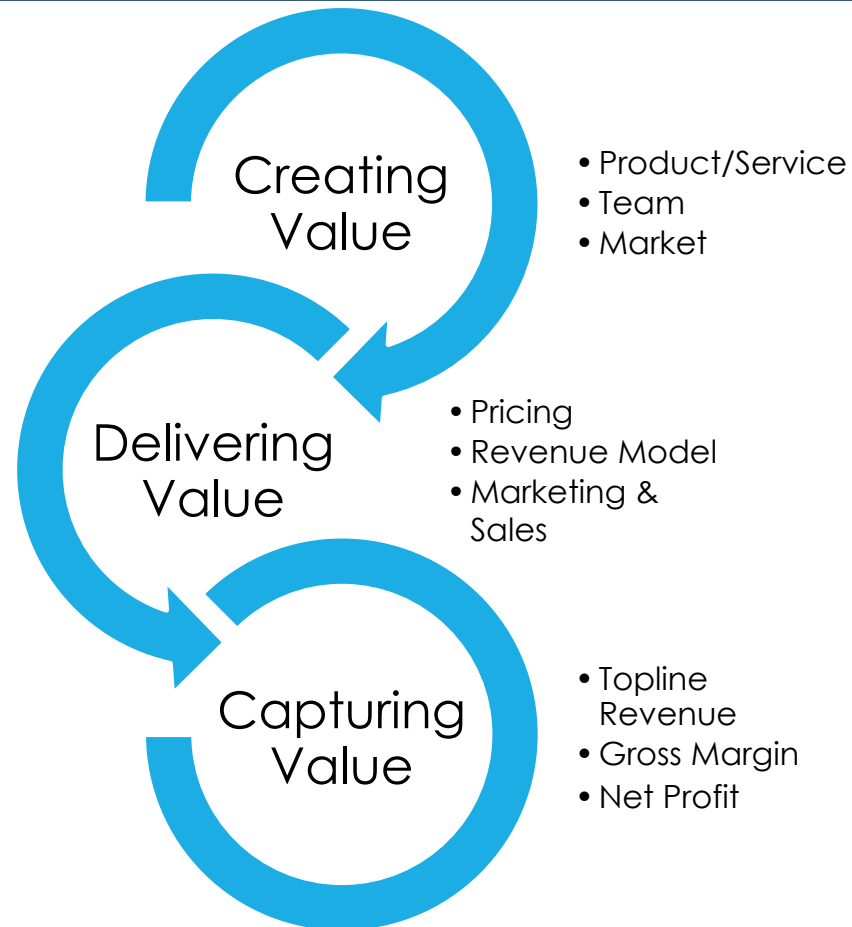
- ▣ Idea
- ▣ Competition
- ▣ Business Model/Finance
- ▣ Timing
- ▣ Intellectual Property/Moat
- ▣ Clear Ask

Addressing the Weaknesses

- ▣ Where were you weak
- ▣ How would you answer differently
- ▣ What can you change now – before final pitches?

- ▣ Don't ignore the elephant in the room – investors won't!

Business Model Breakdown



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Creating Value

- Product or Service or combination
- Cost to Build – Team
 - Engineering
 - Design
 - Hosting
 - Manufacturing
- Cost of Delivery & Support

Delivering Value

- Revenue Model
- Pricing
- Customer Acquisition Cost (CAC)
 - Marketing Methods and Spend
 - Sales Models
- Lifetime Value (LTV)
- Note Promotions are not pricing or revenue models (e.g. freemium is a promotion)

Capturing Value

- What's left over!
- Topline Revenue
- Gross Margins
- Net Profit

Two Startup Epochs

Epochs

- ▣ BC

- ▣ Pre Internet

- ▣ Pre Game of Thrones

- ▣ AD

- ▣ Post Internet

- ▣ Post Game of Thrones



You?



- ▣ Pre Product-Market Fit

- ▣ Risk Capital

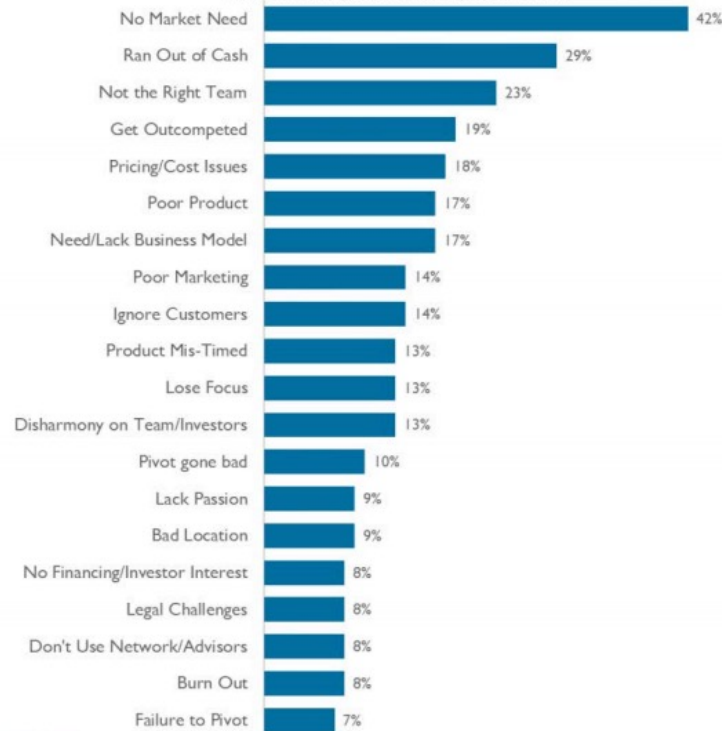
- ▣ Post Product-Market Fit

- ▣ Growth Capital

Why Startups Fail

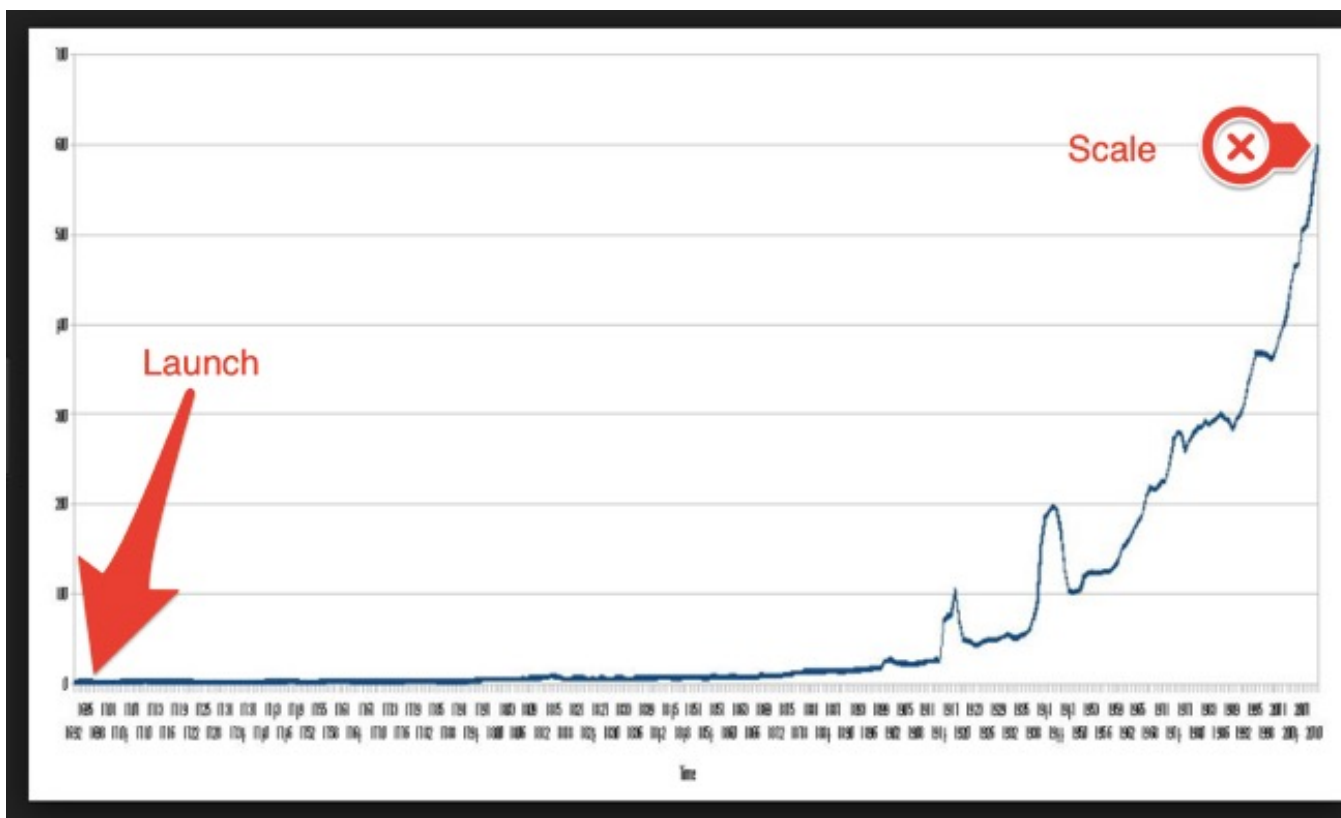
Top 20 Reasons Startups Fail

Based on an Analysis of 101 Startup Post-Mortems



www.cbinsights.com

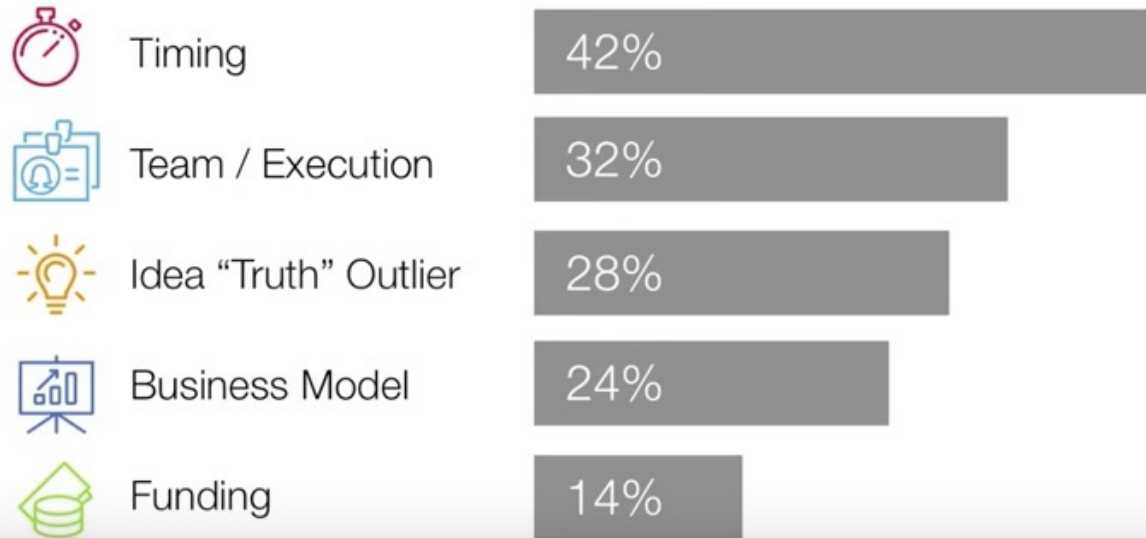
Launch & Survive



Judging a Startup – Bill Gross

Ultimate success – AT SCALE – Assumes good market

Top 5 Factors in Success Across More Than 200 Companies



Surfing Analogy

- ▣ The Wave
- ▣ The Board
- ▣ The Surfer
- ▣ The Trend
- ▣ The Product
- ▣ The Leader/Team

Market timing = bad waves

Small waves are bad

Bad product

Wrong person/team for the market

Are all three lined up for you?



Bring \$\$\$

What Problem/Opportunity

- ▣ What's the problem
 - ▣ Pain Pill
 - ▣ Vitamin
- ▣ What's the opportunity
- ▣ Solving for who?
- ▣ Can you create and capture value?
 - ▣ Who will pay?

Product & Companies

- ▣ Products aren't fundable – Companies are fundable
- ▣ Lifestyle businesses – won't funded
- ▣ Local vs. Scalable businesses

Which one will you be?

- ▣ Services vs Product
 - ▣ Exit multiples

Should you build it?

Belty, an internet-connected belt



Humans held their pants up just fine with leather belts for thousands of years. But now, there's a better way. According to its maker, the Belty smart belt automatically loosens when you've had too much to eat, using "an actuator that ensures your preferred level of comfort throughout the

And than there's this (\$120M)



It sounds like America's favorite \$400 juicer machine will be no longer.

Pre-Mortem

If Your Startup was to Fail, Why?

- ▣ What's the number one reason
 - ▣ Product
 - ▣ Customer Acquisition
 - ▣ Competition
 - ▣ Lack of funding
- ▣ Rank

10 or 12 Slides?

Two Use Cases - Two Decks

Slides for Stage – 4 Min

- ▣ 10 Slides
- ▣ It's a contrived event
- ▣ Check boxes for hitting required elements
- ▣ Supporting Slides

Slides for Conf Room

- ▣ 12 Slides
- ▣ It's about the dialog and understanding the investor questions
- ▣ Supporting Slides

10/12 Slides for Your Pitch

1. Title, Contact Info, Logo
2. **Presentation Overview***
3. Problem
4. Solution/Value Proposition
5. Market Size
6. **Competition***
7. Traction/Timing – why you, why now?
8. Product Roadmap/Demo
9. Go-To-Market
10. How You Make Money/
Pricing
11. Clear Ask/What do you need from Flat6
12. Team

*for conf room pitch. Supporting Slides
– Architecture, etc.

[Blog Post](#)