

Brainstorm Session



Mike McCann,
VP, Programs &
Partner Engagement



CBUS STUDENT HACK

CODING FOR COMMUNITY

organized by FRANKLIN UNIVERSITY and



MISSION

HELP ENTREPRENEURS BUILD
GREAT COMPANIES

BEST-IN-BREED: PART ACCELERATOR,
PART VENTURE CAPITAL FUND



**COMPANY-FOCUSED
STARTUP PROGRAM**

	PRE-CONCEPT	CONCEPT	SEED	SEED+/EARLY
PRODUCT	Is the product differentiated?	Does the prototype fit market need?	Can you build the full product?	Can you iterate on the product?
MARKET	Is there a serviceable market?	Do early customers value the product?	Can you execute/close early customers?	Can you expand market share?
BUSINESS	Is there potential for high-growth biz model?	Do you have a positive unit value proposition?	Can you manage to the financial model?	Is there a path toward profitability?
TEAM	Can the team validate the concept?	Can the team execute against a time-constrained plan?	Can the team hire key talent?	Can the team scale?
CAPITAL	Is the company fundable?	Can the team effectively use the capital?	Will the capital get the company to the next phase?	Will raising additional capital accelerate likelihood of an exit?

PRE-CONCEPT

PRODUCT	Is the product differentiated?
MARKET	Is there a serviceable market?
	Is there potential?

Roll up your sleeves.
Let's work!

Problem
Solution

User, buyers, and
suppliers

PROBLEM STATEMENT

Break your problem into two parts:

1. At a high level, what pain are you alleviating, or opportunity you're seizing (1 sentence)
2. What specific ways does this problem present itself (several bullet points)

SOLUTION STATEMENT

Describe your solution and it's competitive advantage in two parts:

1. At a high level, what solution do you offer your customer (1 sentence)
2. How do the benefits sum up to provide this solution (several bullet points)

USER BUYER SUPPLIER

USER:

- Who will use the product?

BUYER:

- Who will buy the product?

SUPPLIER:

- Who will supply your product to Users/Buyers?
- Who will provide the raw material for the product?

Twitter Example

Netflix Example

Breakout:

State your problem.



Google

Internet content is being created at a rate significantly higher than humans can process and locate. Internet users need a much more effective way to search the growing available internet content to find what they are looking for.

State your solution.



Google

Google will utilize and analyze the index of all web sites by linking data, metadata, and patterns to create a search engine that will quickly get users the most relevant information they need. Our secret sauce is page-rank algorithm technology that hypothesizes: all things being fairly equal, the most popular content is more likely to be viewed as relevant to the user (e.g. ESPN is more relevant than Joe's sports & scores site on a search for "sports").

User

Who will use your product? For some businesses, this is also the buyer.

Buyers

Who will pay for your product?

Suppliers

Who will supply your product with what is used by users or bought by buyers?

Who will be hardest constituent to get: users, buyers, or suppliers?