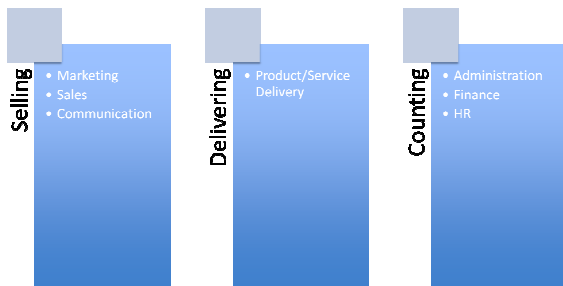




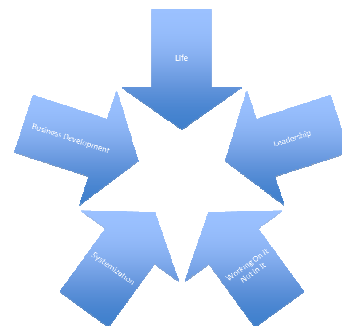
Kansas or OZ?

The Opportunity Assessment

A Review - Business 101



The Five Core Principles



Life

Your business should be a way to get more of what you want out of life.

Know your “why”

Leadership

In order to lead your company in the future, you must have a clear and compelling vision that inspires you and your staff.

Being the leader means demonstrating your passion, commitment and enthusiasm with action.

Working on It Not in It

Working on your business means building your business as a franchise prototype, even if you never plan on franchising.

Systemization

In an ideal business, systems run the business and people run the systems.

From an Investor’s Perspective:

If you want to create a business that provides you with a high-equity return, you need to create a proprietary business system.

Business Development

Business development is the secret to realizing your vision.

It's the methodology behind working *on your business not just in it.*

It's a continuous cycle of Innovation, Quantification and Orchestration.

The Opportunity Assessment

Why do you think your product or services has value for the consumer?

What work have you done and will do to validate your product in the marketplace?

Why do you think that investors will write you the cheque?

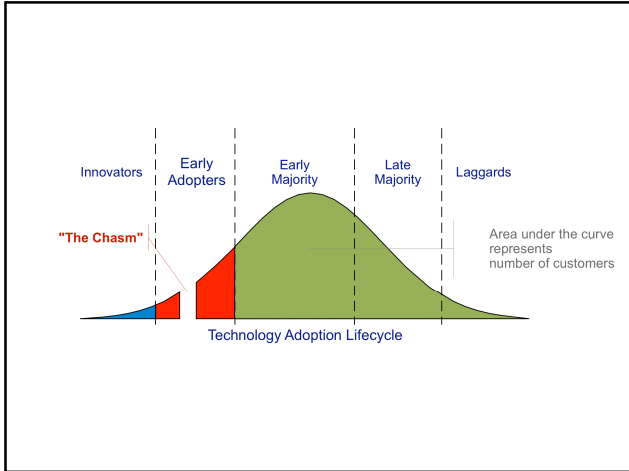
Validating Your Plan

Investors are going to ask at least 188 questions before parting with their money. Make sure you have the answers.

What is that value proposition that is going to trigger people to throw money at you?

Are you innovating or competing?

- VHS vs. Beta – Sony vs. the world
- Mp3 players – Creative Labs vs. MAC
- MAC vs. Microsoft – VISTA a crack in the MSFT machine
- Cola Wars.....who is number 3?



SWOT Analysis

- Strengths
- Weaknesses
- Opportunities
- Threats

Marketing

- Market Research
- Positioning
- Validate
- Re-validate

