

Re-inventing Your Venture... the Right Way

What better time than right now to step back and take a deep look at your business model? To revisit every critical assumption in your business model, value chain, supply chain? The world has changed – so should we.

Now IS the perfect time to look at different facets of your business. Local expertise, global expertise is at your fingertips. We have identified Idaho's very best at each of the vital strategic tools for new and small business (lean, design thinking, stakeholder mapping, MVPs, etc.) It is time to put them at your fingertips.

We have some of Idaho's very best willing to take part in sharing their wizardry. We have some of the world's best equally willing. Are **you** interested in learning from the best?

Ready to get started? ¹

Start with Diagnostics

Session on re-thinking the entrepreneurs' critical assumptions that underlay their business model, supply chain, value chain, etc. Start with these as a teaser.

Old school tools, eg, external environments scan, Strat Mesh [cross-impact matrices]

Use BMC and VPC – for each 'box', what has changed? etc.

This will prepare you for our master class on entrepreneurial strategy.

¹ Want to DIY it? Take a look at the great Steve Blank's recent blog posts: <https://bit.ly/SteveBlankReinvent>; <https://steveblank.com/2020/04/01/the-ceo-playbook-for-keeping-your-company-alive/>; <https://steveblank.com/2020/04/07/customer-discovery-in-the-time-of-the-covid-19-virus/>

Master Class: Entrepreneurial Strategy

Who are THE best & brightest at each of the popular entrepreneurial strategy tools (like lean, design thinking, etc.)?

We've asked each of these All-Stars to do a short video lesson:

- > 2-3 minute teaser, then
- > 15-20 minute lesson (with homework)
- > supporting material
- > information on how to connect with this expert for more in-depth training/consulting

Imagine a 'sizzle reel' of 15 of the teasers

Get sponsors plus nominal registration fee to cover time & tech.

Offer experts the opportunity to do lessons with live audience viaZoom for now.

Value Prop for Experts: Each presenter can offer longer programs that they can charge for (plus Good housekeeping Seal of Approval from IWBC).

Value Prop for Sponsors: Association with THE best & brightest on entrepreneurial strategy.

Value Prop for Entrepreneurs: Learn from the best, short lessons for free and preferred access to the experts.

Value Prop for IWBC, et al.: Library of lessons that can be done ad hoc or as a "training day" course offered as distance or blended.

Creates a library of these lessons to form ultimately a master class! Already doing this at IWBC for existing trainings.

We have identified the VERY best people locally plus a good number of the very best nationally/globally and they have already agreed in principle.

Could start immediately.

“Entrepreneur Training Day”: Essential entrepreneurial learning

- Engage absolute best local trainers AND the best globally. Build THE master class
- Videos/livestream/LMS as needed
- 30 minute intro (mini-master) □ 60-? minute master class (interactive)
- Use latter as train-the-trainer and expand inventory of best-in-class local trainers
- Do 2 per week in logical pairs over 8 weeks [could do a subset as a day-long event!]
- Certificate/badge for mini-master, Formal cert for full master class, Trainer cert for TTT
- Beam to Idaho K-12, CCs (Zoom, G-Hangouts or ??)

<u>Topic</u>	<u>Local #1 Expert</u>	<u>Global Expert</u>
• Lean/Canvas	Sheila, Karen, Tanner	Suresh Kumar
• MVPs	Jeff Reynolds	Wilcox/Winkel
• Design Thinking	Christy S?	Jessica diBella, Stanford
• Designerly thinking/creativity		Andy Penaluna, Brazeal, Kickul
• The Pitch	John Williamson/VCO	someone from Techstars
• Care/Feeding of Investors	Jolene Anderson	
• Market Projections	Stephen Heath?	EMSI
• Financial Forecasting	Cheryl Adams NK?	Troy S/Preferred CFO
• How to Interview Customers	Ric Tener? Mahler?	Sav Peterson
• Mapping Customer Journeys	ET Hansen! Ken Johnston?	
• Finding/Being Great Mentor	J Sayer, Tener, Bonocore	
• Informal Advisory Boards	“	
• Industry/Situation Analysis	NK	Connie Gaglio
• Stakeholder Mapping	NK	Tim Putnam
• Go To Market strategies (OI)	Almir G	Miles M
• Supply Chain	Joe Bonocore, Kaz	
Also??		
• Agile Basics	Hundhauser/Miceli	
• Project Management	??	
• Stage-Gate	Tim Hatten	
• Team Building	M Bryant?	
• Mastermind groups	Sheli G, Ashley S	
• HR in 21 st century	S Cilley? J Osterman	