**Strategies for Growth in Entrepreneurial Environments**
Presented by Pedro Perez
Tuesday, March 8, 2016
12:30pm – 2:30pm

**Pre-Lecture Exercise**

Opportunity recognition is the starting point for all entrepreneurial endeavors… This is an exercise designed to flex your “opportunity recognition” muscles.

During the days before our time together on **Tuesday March 8th, 12:30 pm**, please conceptualize and write down three original (or, at least, as original as possible) business ideas. The format is as follows:

**Idea / product**
Please try to describe a novel idea / product that you believe would be successful in the marketplace in such a way that its uniqueness becomes clear;

**Market**
Identify a target for this idea / product. *Try to be as specific and focused as you can*, while preserving a minimum required market volume. Do not conform yourself with “teenagers”, or “fast food chains.” Specify: “teenagers spending at least 20 hours a week with multiplayer Internet based role playing games,” or “regional ethnic restaurants based in the Southwest.” On the basis of this definition, eyeball a likely demand and market share for your product.

**Revenue model**

**Price point**: Specify a likely price point for your product. It can be an educated guess; the objective is to commit to a price. Remember to specify the unit being priced (can, volume, hours…)

**Income stream design**: Consider as possibilities “per unit sold”, “subscription”, “Ad / supporter driven”, or any combination of these. The objective here is to try to go beyond just slapping a price on a good. Startup backers really like subscription models, as they guarantee an income stream…

**Startup cost**
Consider here both the *initial investment* as well as a *rough estimate of monthly / annual expenses*. The wisdom of defining a tight segment will become apparent here, as the tighter the segment the more appropriate and attractive these numbers will appear. Again, try not to over-specify. When defining investment, think of the “big” items (remember the 80/20 rule: 20% of the investment items will define 80% of the investment.) When thinking about expenses, just try to make sure that you have factored both supplies and labor…
IMPORTANT

We will share these ideas with each other during the Program. Therefore, try not to include ideas that you know you will feel uncomfortable sharing. On the other hand, your experience and knowledge of your industry is your strongest asset in identifying viable business opportunities! Maybe you can think in terms not so much of your own firm or the industry it belongs to, as in terms of your suppliers and customers. What kind of new businesses would you like to see there? Would they be viable? Just some suggestions…

And, your materials packet will include some notes on segmentation, targeting and positioning, pricing, and breakeven point. I hope that they will be useful…

Please feel free to contact me with any observations or questions. I will ask that you send your queries via email, to pdp5@cornell.edu and copy em626@cornell.edu. And, I look forward to see you all!!!!!
Pre-Lecture Exercise
Business Idea Form

Please write or type down each one of your ideas in this form... This will allow us to make copies and share your ideas for the active learning part of the lecture... Thank you! PP.

Name ___________________________________________________________

<table>
<thead>
<tr>
<th>Idea #</th>
<th>1</th>
<th>2</th>
<th>3</th>
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Product Description

Targeted Market

Price Point

Revenue Model

Initial Investment

Estimated Operating Costs
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