



 **interprize**
GROUP

PASSION. BALANCE. PURPOSE.

The Interprize® Workshop

University of Pisa

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The interpreneurship process

1. Aspire without limits
2. Define your interlectual property
3. Frame your Grand Ambition: the Interprize
4. Create an execution plan
5. Incorporate sustainability
6. Unveil your Interprize to the world
7. Implement
8. Correct and perfect

Sci-Tech Bootcamp

Intellectual Property

Product

Market

Competition

Execution Plan

Finances

Pitch

Interprize Workshop

Interlectual Property

Project (grand ambition)

Opportunity

Threats

Execution Plan

Budget

Unveil

Balance

Session I

Your Intellectual Property



IP = key resources

Natural strengths, styles, abilities, and skills

+

Education, knowledge, and work experience

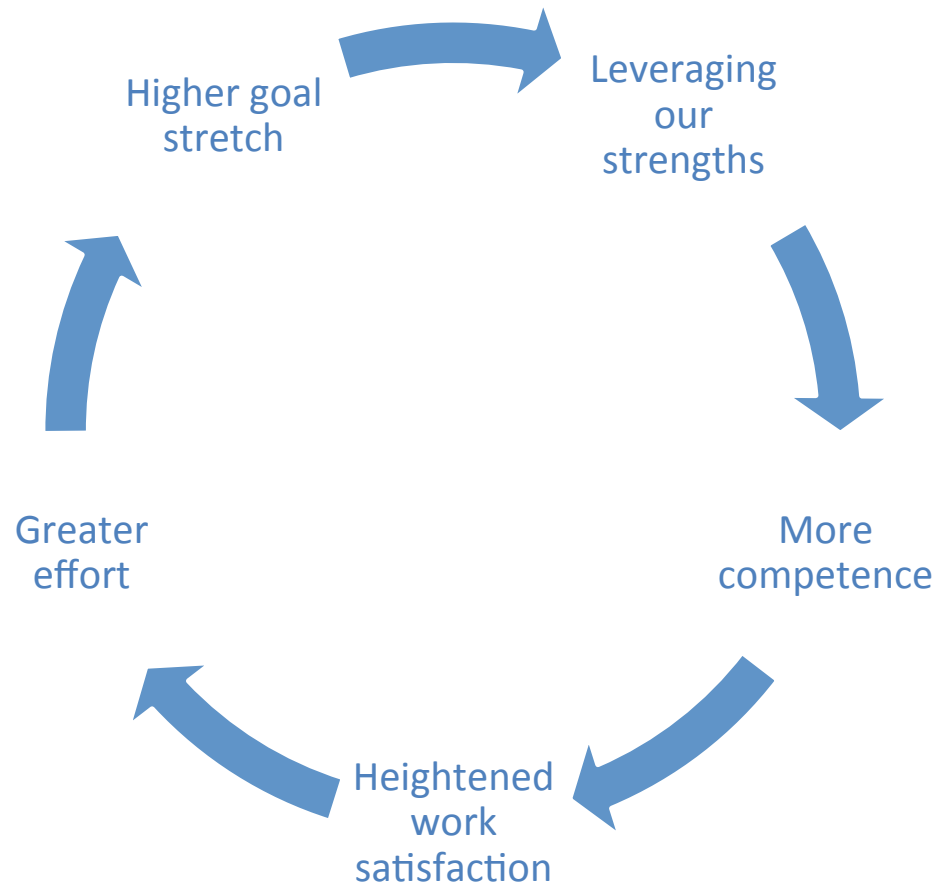
+

Other intangible assets: networks, reputation,
publications, accolades, languages

+

Tangible assets: special tools, visas, money

Play to your strengths



24 Signature Strengths

1. Curiosity
2. Hope, optimism
3. Fairness, equity
4. Gratitude
5. Capacity to love, be loved
6. Forgiveness and merci
7. Appreciation of excellence, beauty
8. Humor and playfulness
9. Zest, enthusiasm
10. Kindness, generosity
11. Honesty , authenticity
12. Love of learning
13. Perspective, wisdom
14. Social intelligence
15. Creativity
16. Perseverance
17. Spirituality, sense of purpose
18. Teamwork, loyalty
19. Open-mindedness
20. Self control
21. Leadership
22. Modesty, humility
23. Bravery and valor
24. Caution, prudence

Signature style

Task-oriented,
reserved

Control

Analyticals

Drivers

Slower,
Deliberate

Ask

Tell

Faster,
Impulsive

Amiables

Expressives

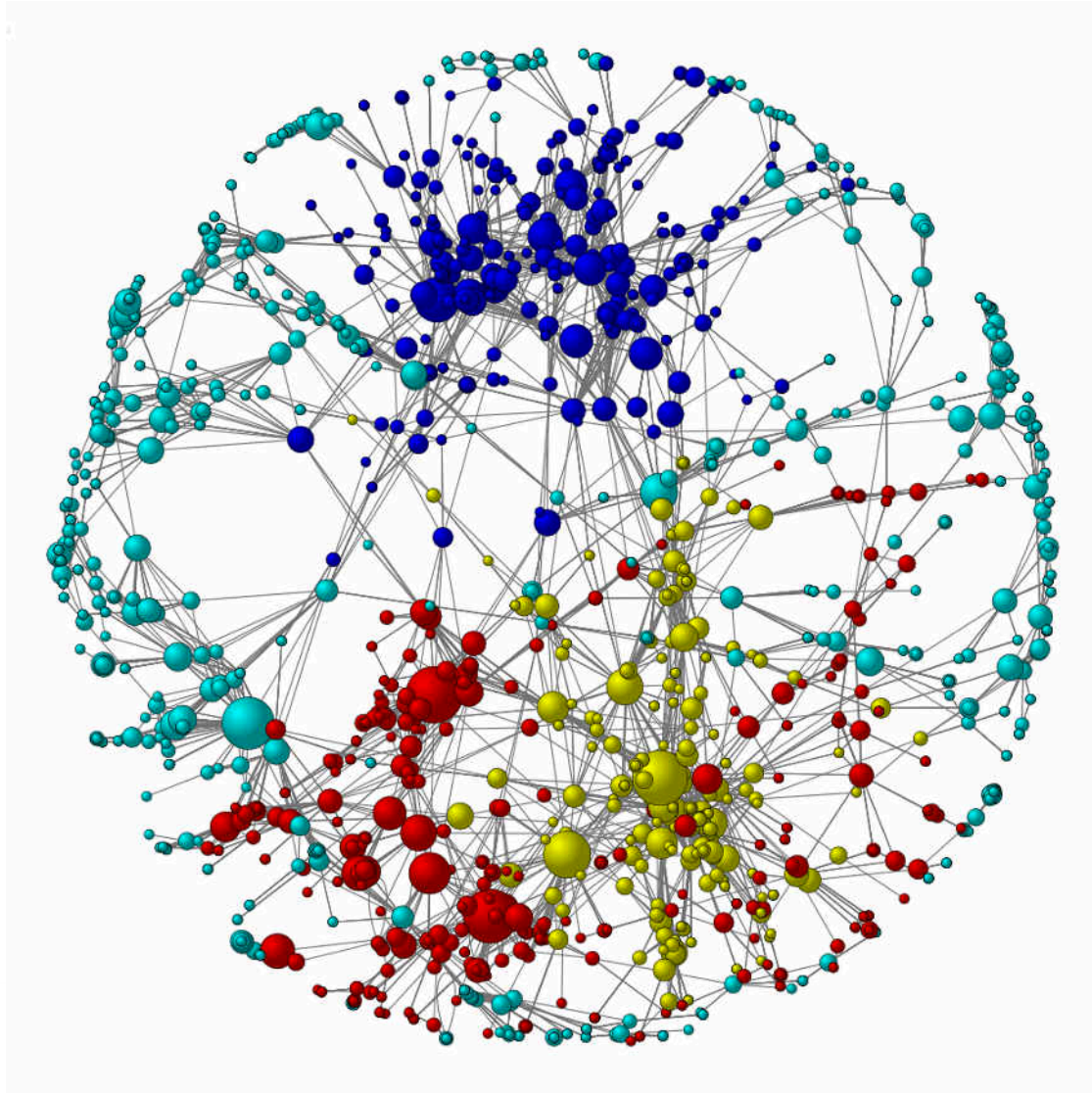
Emote

People-oriented,
animated

From A.....	to D	A	B	C	D	From 1.....	to 4	1	2	3	4
Quiet	Talkative	A	B	C	D	Cold	Warm	1	2	3	4
Supportive	Challenging	A	B	C	D	Calm	Excitable	1	2	3	4
Compliant	Dominant	A	B	C	D	Reserved	Animated	1	2	3	4
Act slow	Act fast	A	B	C	D	Task oriented	People oriented	1	2	3	4
Ask questions	Make statements	A	B	C	D	Eyes serious	Eyes friendly	1	2	3	4
Cooperative	Competitive	A	B	C	D	Talk only business	Also talk of personal life	1	2	3	4
Introverted	Extroverted	A	B	C	D	Reserved	Outgoing	1	2	3	4
Slow, deliberate	Fast, impulsive	A	B	C	D	Want or use facts	Want or use opinions	1	2	3	4
Non-assertive	Assertive	A	B	C	D	Non-emotional	Emotional	1	2	3	4
Constrained	Open	A	B	C	D	Non-responsive	Responsive	1	2	3	4
Count:		\bar{A}	\bar{B}	\bar{C}	\bar{D}	Count:		$\bar{1}$	$\bar{2}$	$\bar{3}$	$\bar{4}$
Count:		$\bar{A}+\bar{B}s$		$\bar{C}+\bar{D}s$		Count:		$\bar{1}+\bar{2}s$		$\bar{3}+\bar{4}s$	

Box directions: In the box below, fill in the quadrant that represents the letter sums ($\bar{A}+\bar{B}s$, $\bar{C}+\bar{D}s$) and number sums ($\bar{1}+\bar{2}s$, $\bar{3}+\bar{4}s$).

As+B_s	Cs+Ds	
<div></div>	<div></div>	1s+2s
<div></div>	<div></div>	3s+4s



The Power of Positive Emotions



Happiness and longer lives

- Sister Cecilia O'Payne: "God started my life off well by bestowing upon me grace of inestimable value ... The past year which I spent as a candidate studying at Notre Dame has been a very happy one. Now I look forward with eager joy to receiving the Holy Habit of Our Lady and to a life of union with Love Divine."
- Sister Marguerite Donnelly: "I was born on September 26, 1909, the eldest of seven children, five girls and two boys ... My candidate year was spent in the motherhouse, teaching chemistry and second year Latin at Notre Dame Institute. With God's grace, I intend to do my best for our Order, for the spread of religion and for my personal sanctification."

Happiness and richer lives

Work: higher income, greater productivity, better quality.

Social life: longer marriages, more friends, richer interactions.

Physical health: stronger immune system, more energy, less pain.

Emotional health: less stress, more creative, charitable and confident.

Happy people interpret life events and daily situations in ways that maintain their happiness.

Unhappy people interpret these events in ways that reinforce unhappiness.



Value of positive emotions

Momentary experiences

build

Lasting interlectual property



Intellectual

- Problem solving
- Assimilating new information

Physical

- Coordination
- Strength, cardio health

Social

- Strengthen existing bonds
- Establish new bonds

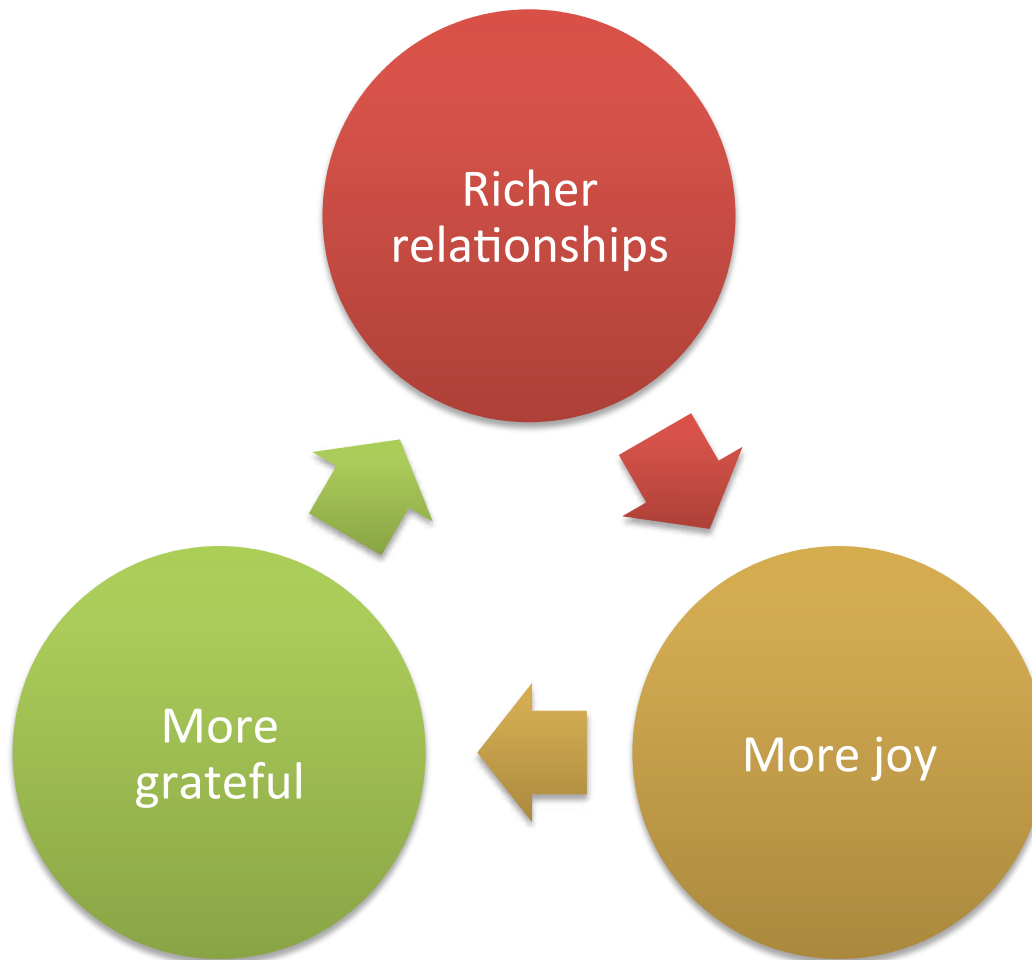
Psychological

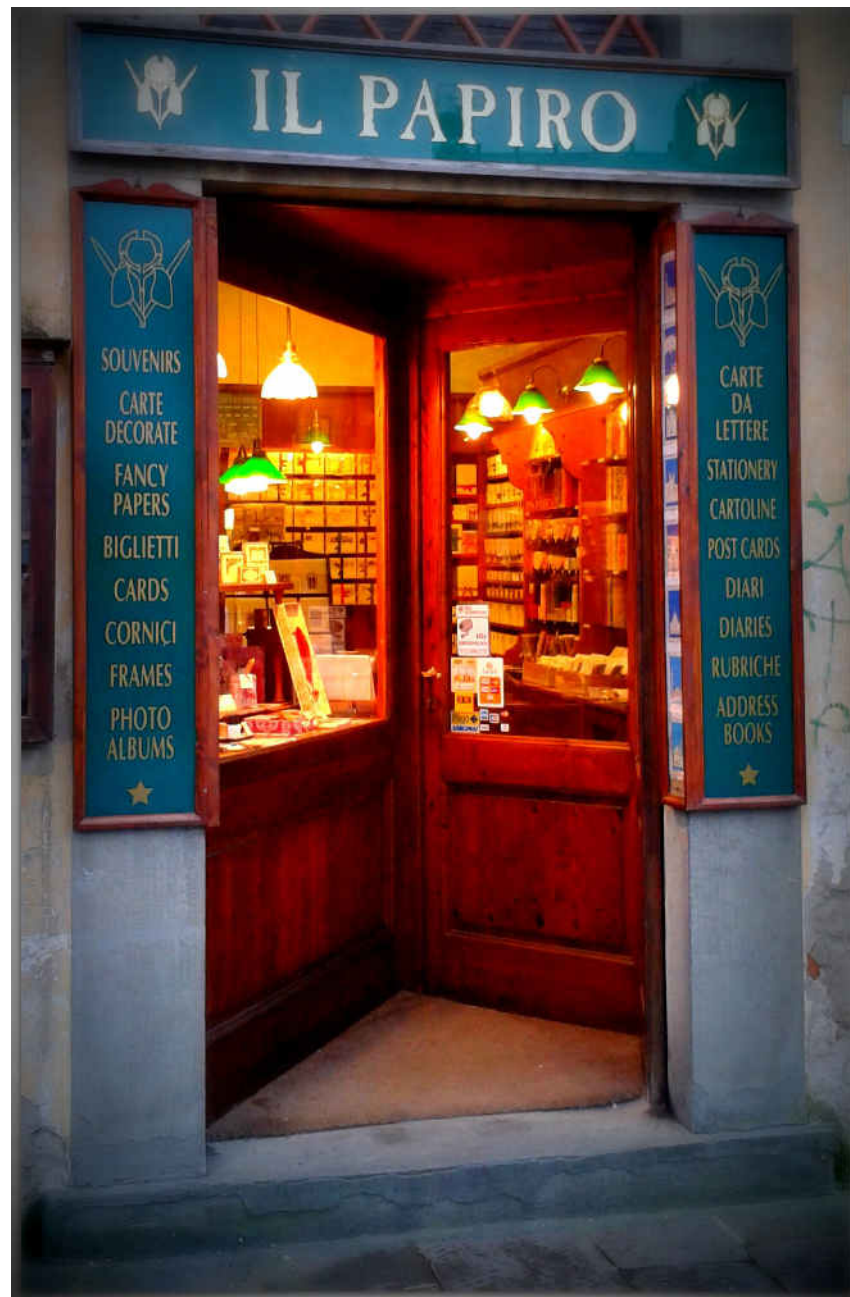
- Resilience, optimism
- Identity and goal orientation

6 suggestions to sustain happiness:

1. Express gratitude
2. Reinforce self-esteem
3. Practice kindness
4. Pursue meaningful life ambitions
5. Engage deeply family, friends, life
6. Savor positive experiences

Virtuous cycle of gratitude



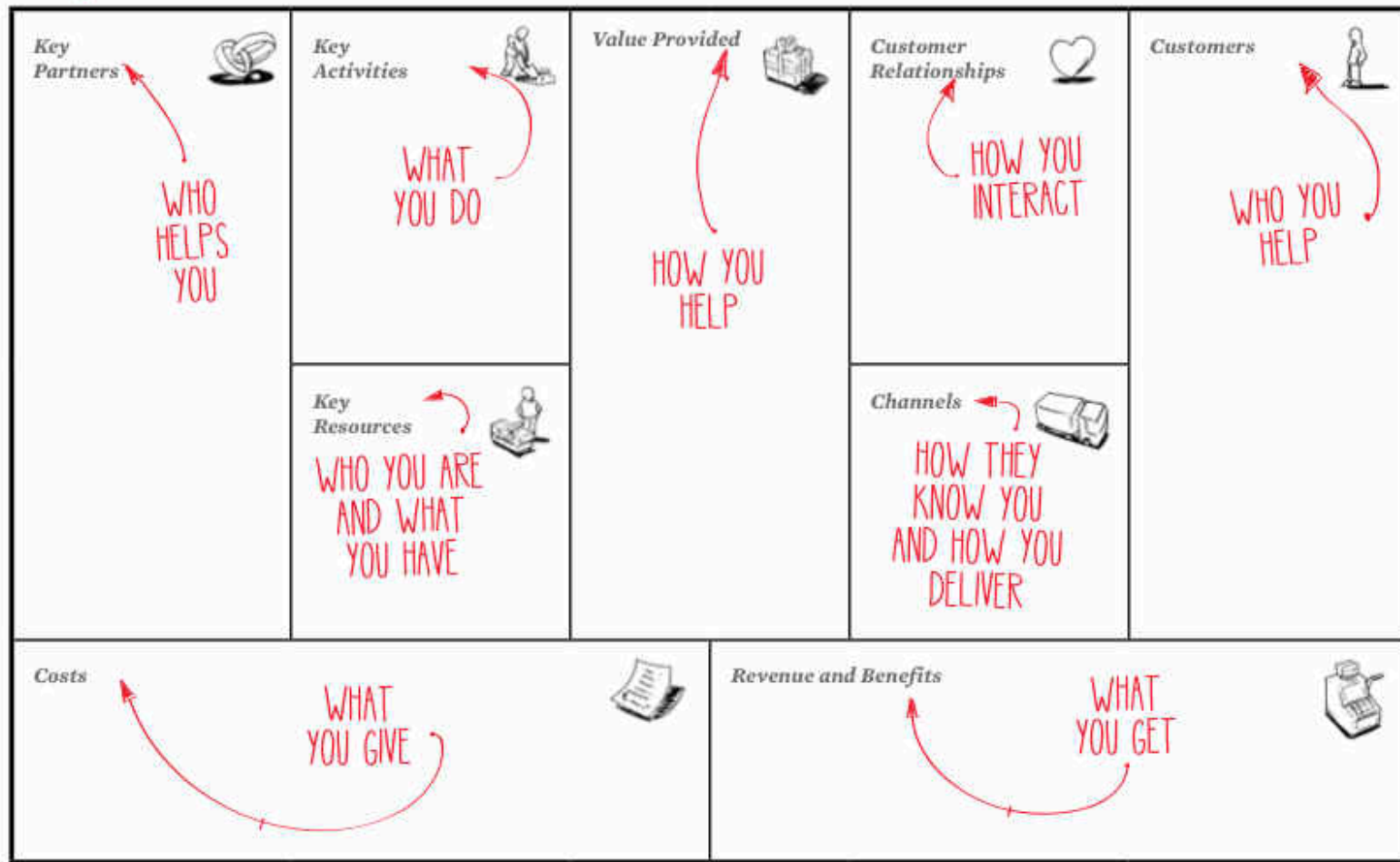


Session II

Your Grand Ambition



PERSONAL

The Business Model Canvas

In1

Customers (who you help?)

- Who benefits most ?
- Are there secondary customers?
- Are there communities?
- Which internal team members rely on your product/service/talent to accomplish their own ambitions?

Value provided (How you help?)

Positioning statement

For coffe lovers

Who want a café quality cup in their own homes

The Nespresso **is an** espresso machine

That delivers grand-cru quality in a simple, easily accessible product platform.

Differentiation

Unlike products from Gaggia or Delonghi

Our product is simple, reliable, and inexpensive.



Key activities (what you do)

- Review your Grand Ambition.
- Write a short paragraph defining more detail on your offering (your Product Requirement Document)
- Write a short paragraph defining your market (your Market Requirement Document)

Defining your ambition

Entrepreneurship	Interpreneurship
<p><u>Product Requirement Document (PRD)</u></p> <ul style="list-style-type: none">• Purpose and scope of the product?• How is the product/service used?• What are the functional requirements, user requirements, business requirements?• Who are the key stakeholders: users, developers, partners?	<p>Your offering:</p> <ul style="list-style-type: none">• The scope of your ambition?• In what setting is your offering consumed?• How is it configured?• Who are the stakeholders that enable the vision?
<p><u>Market Requirement Document (MRD)</u></p> <ul style="list-style-type: none">• Who is the target customer/market?• How does the product meet their needs?• Who are the key competitors?• How are you unique/better?	<p>Your market:</p> <ul style="list-style-type: none">• Who is your serviceable customer?• What value do they gain from your offering?• Who are your competitors?• How are you unique/better?

Cover story exercise

Imagine that in 5 years from now a MAJOR news outlet is featuring a story on you:

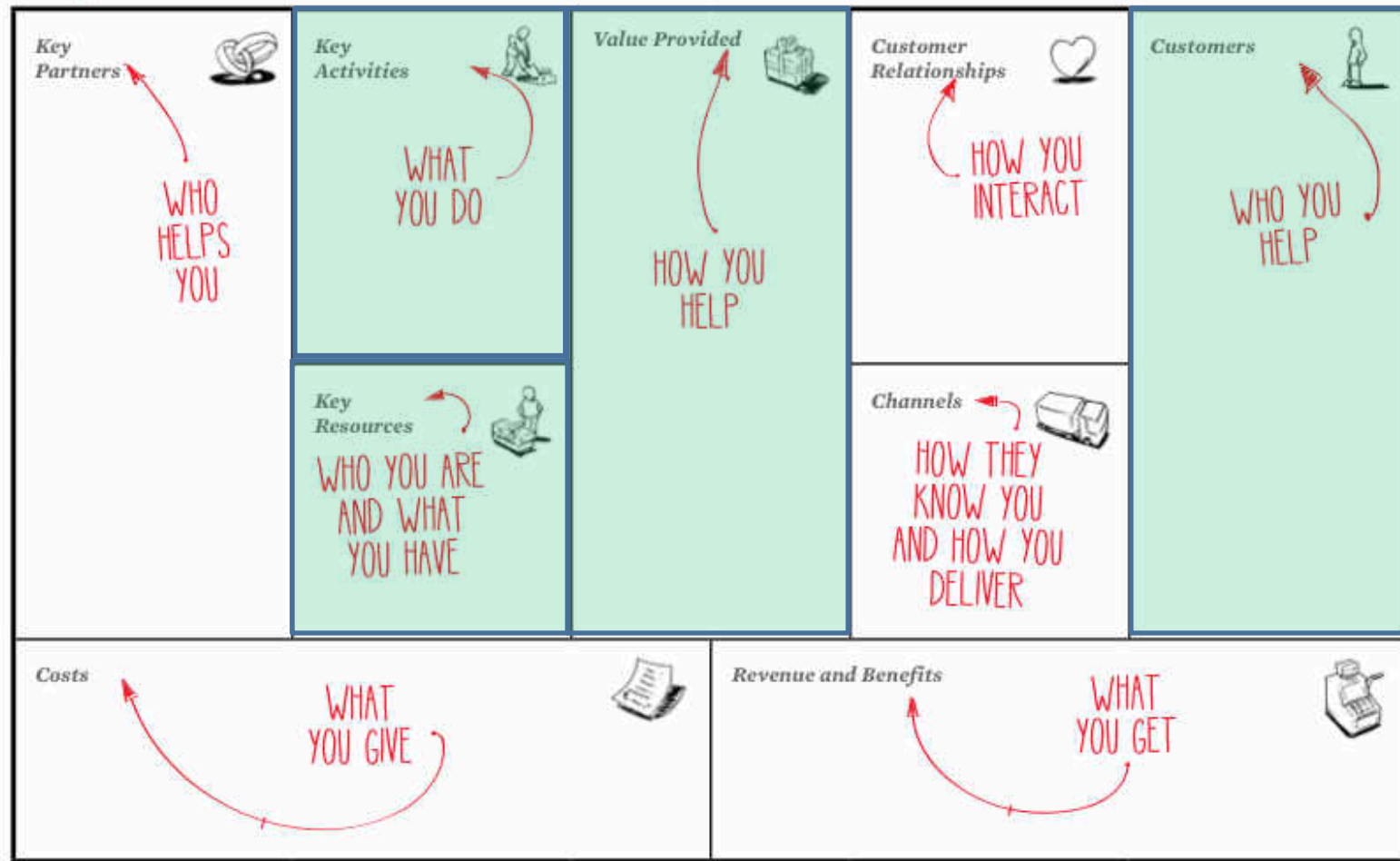
- What is the name of the media outlet?
- What is the story about?
- Why are you featured?
- Write some quotes from the interview
- Optional: Create a collage with these quotes, plus your photo and other items.

Session III

Your Market



PERSONAL

The Business Model Canvas

In1

Positioning statement

For (target customer)

Who (statement of need)

(Product name) **is a** (product category)

That (statement of benefit)

Differentiation

Unlike (primary competitive alternatives)

Our product (statement of primary differentiation)

Channels (How you deliver?)

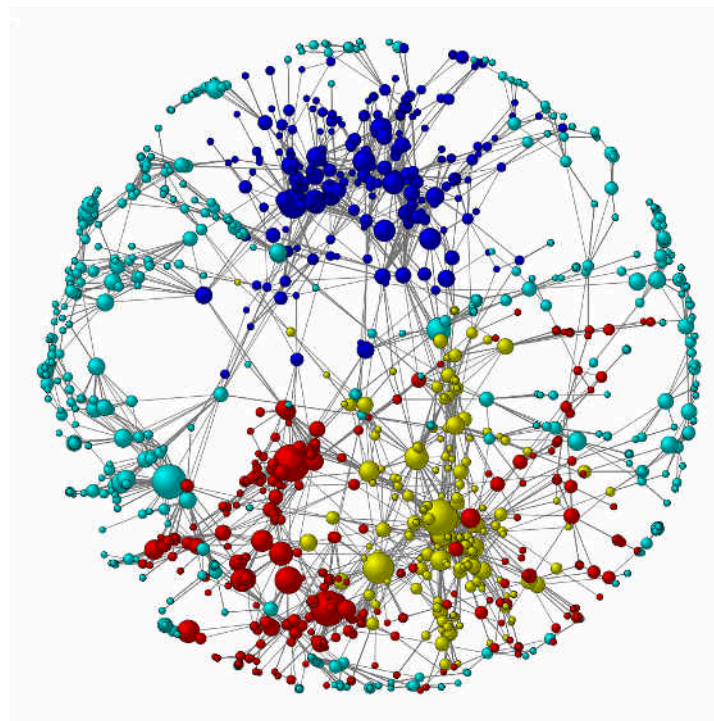
- How do customers discover you?
- How will they decide to engage you?
- How do they compensate you?
- How do you deliver it?
- How do you follow-up, ensure customer satisfaction?

Customer relationships (How you interact?)

- Are your customer interactions:
 - face to face?
 - email or phone?
 - single transactions?
 - ongoing transactions?
- Is the focus on:
 - customer acquisition?
 - customer retention?
 - both?

Key partners (Who helps you?)

- Who helps with motivation and advice?
- Who helps with other enabling resources?

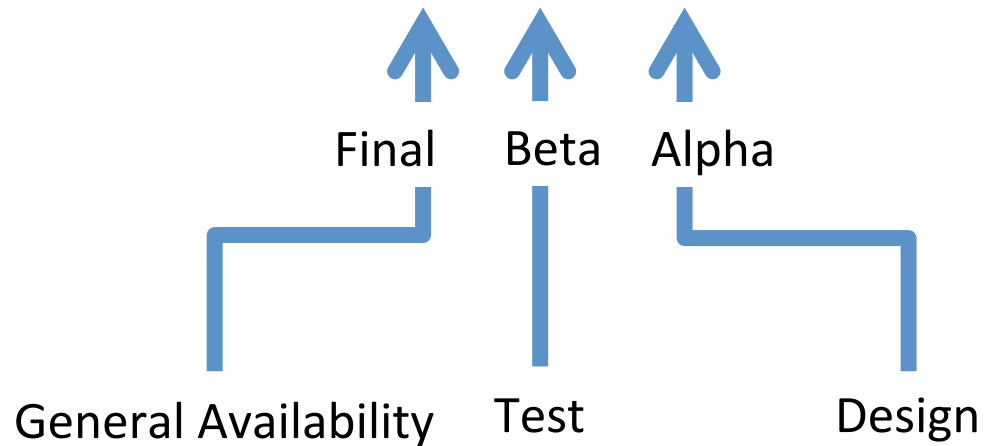


Customer validation meetings

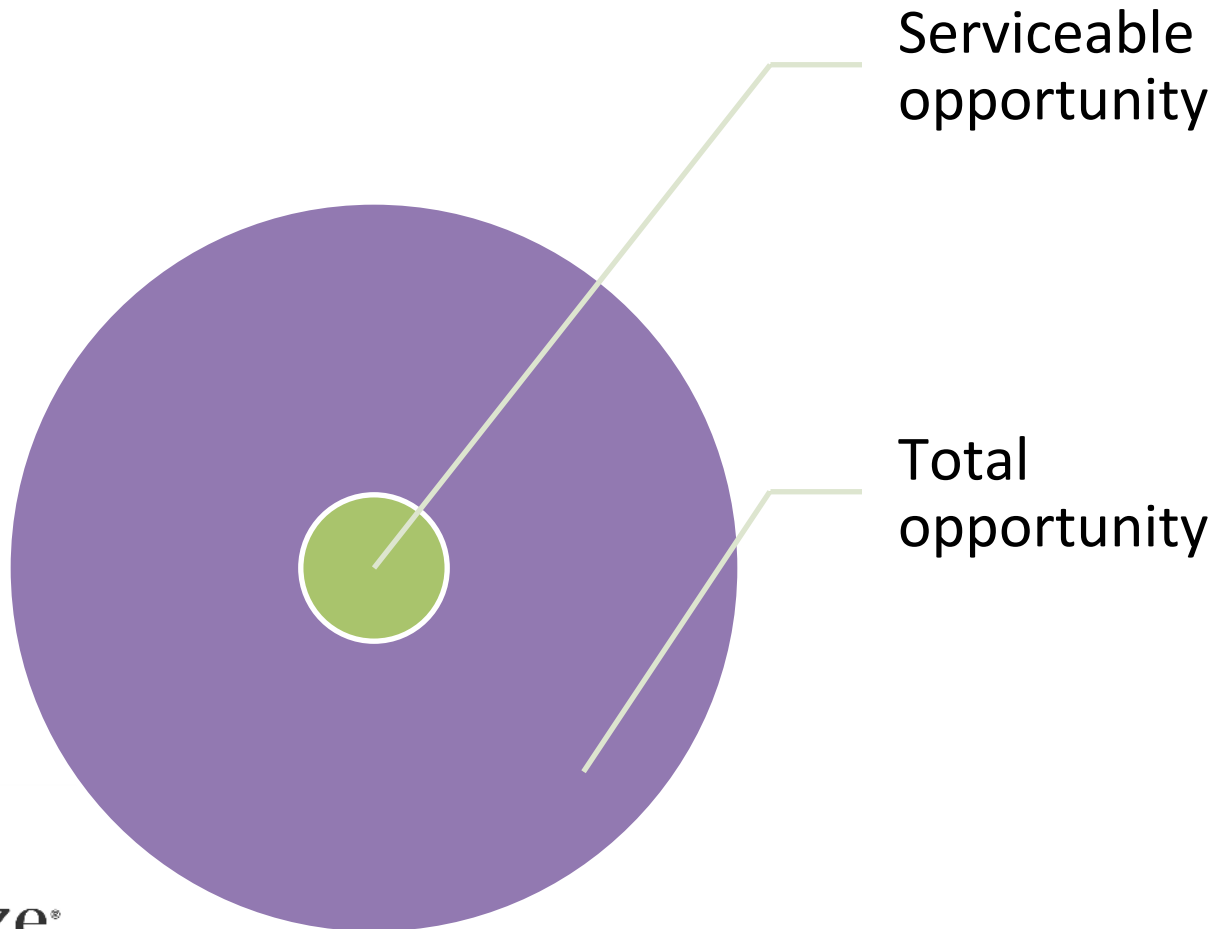
- They care about the problems you solve?
 - They will pay how much to solve it?
 - Your solution tightly aligns with their needs?
 - Your channel reaches them effectively?
 - Your cost base is covered by the modeled income?
-
- Recheck every block on Canvas and update.

Life cycle

v 0.0.00



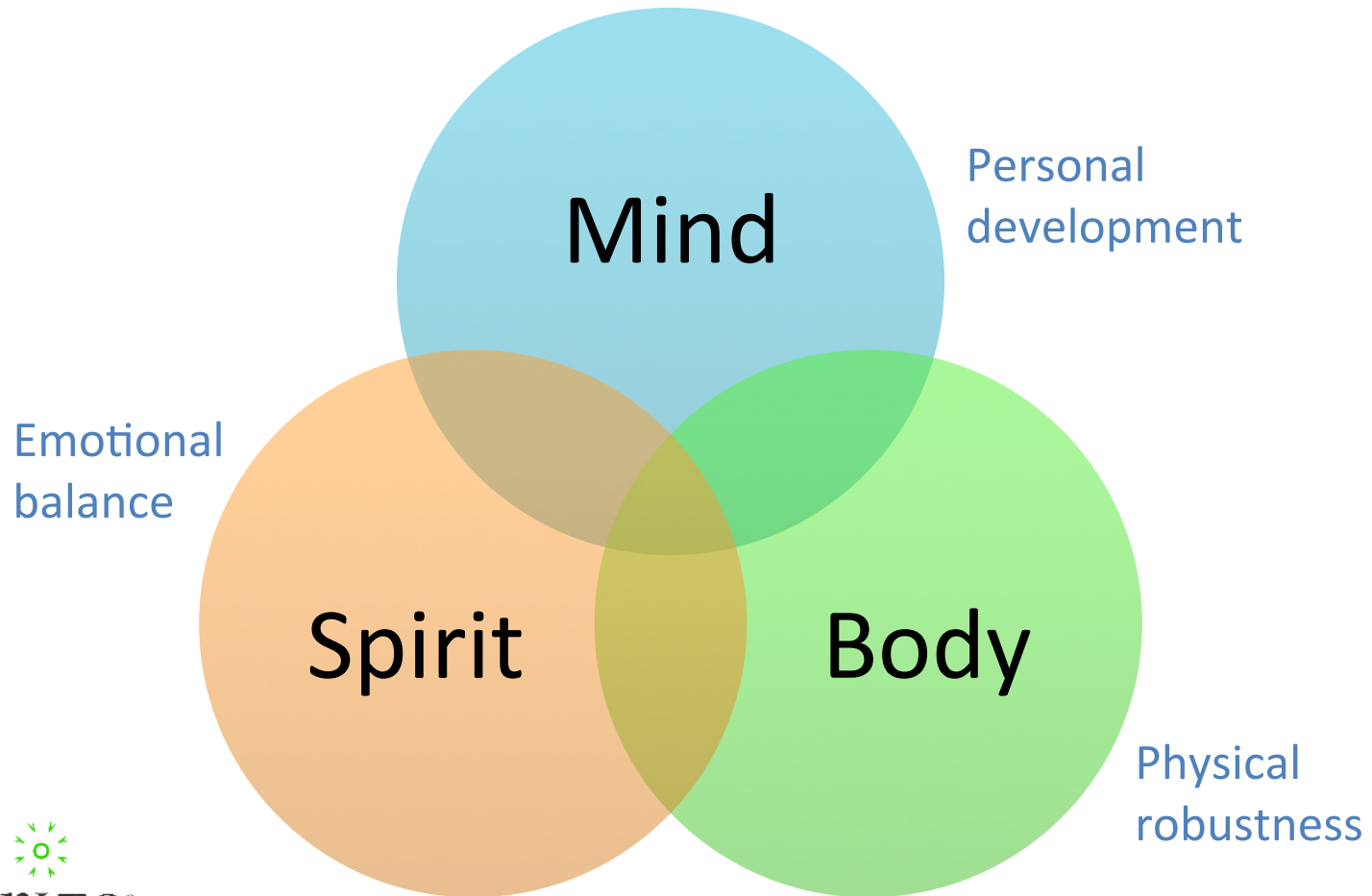
Sizing your opportunity



Session IV

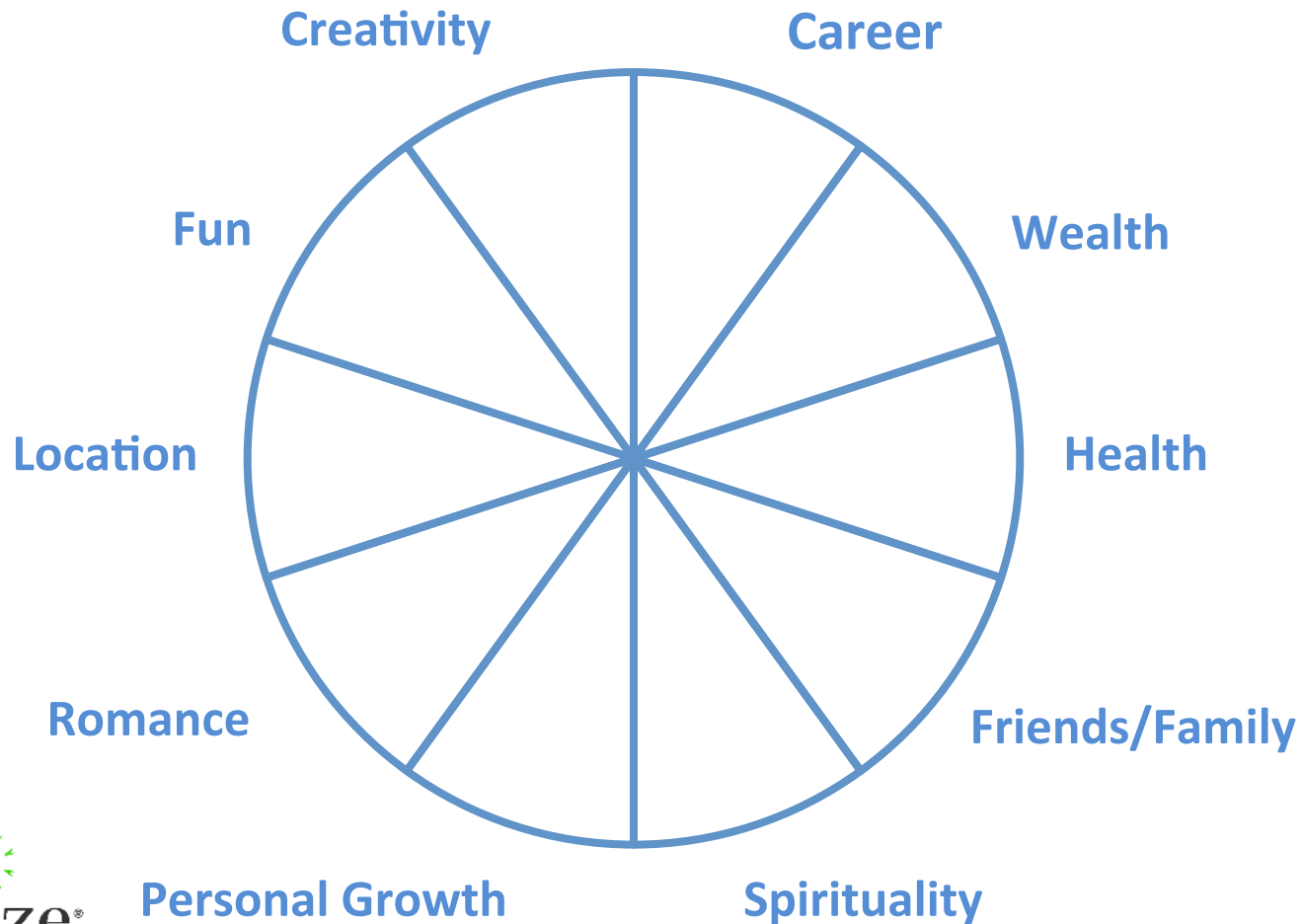
Balance and Sustainability

The holistic trinity





Wheel of life

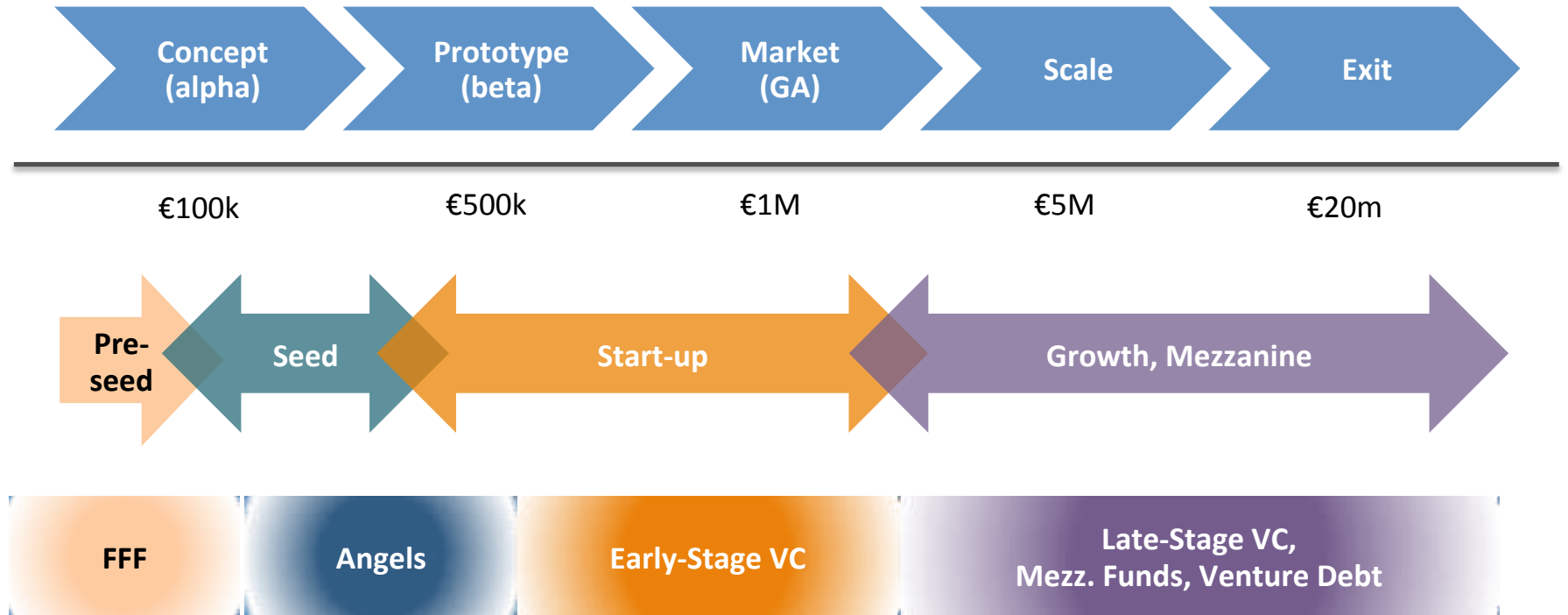


Session V

Presentation



Where to find money, when



Overcoming investor distraction



*Strong elevator
pitch needed here*



Typical VC rates:
100% into pipeline

20% into initial diligence

10% into final diligence

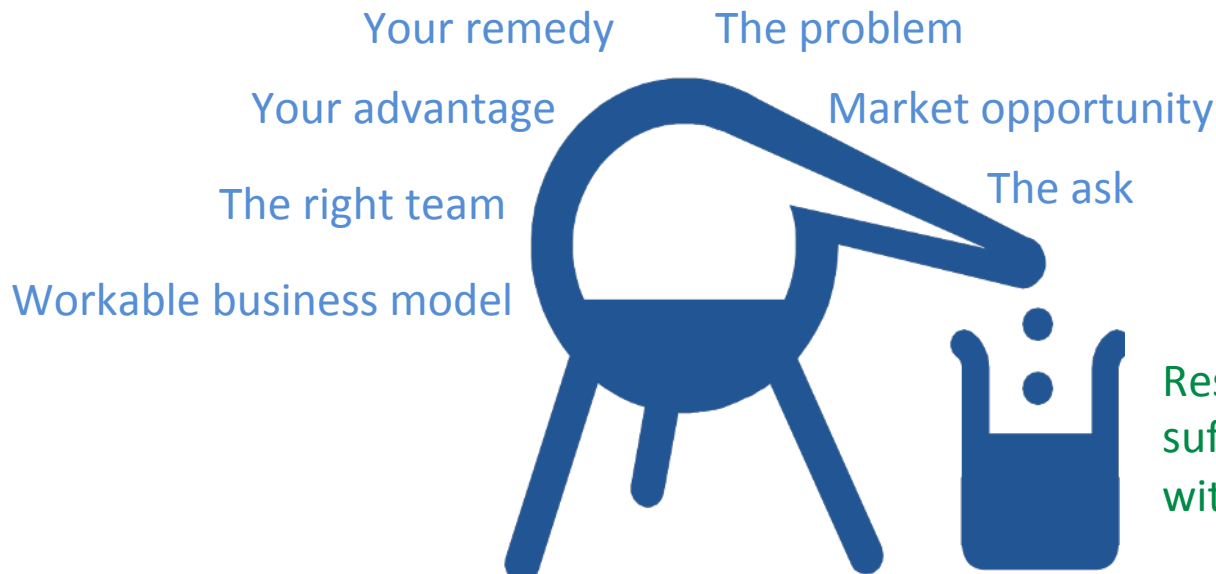
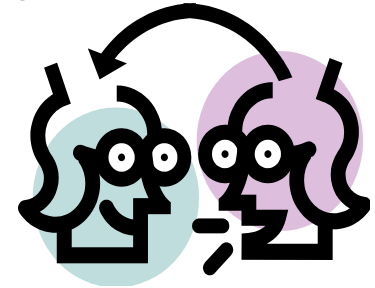
4% into negotiation

2% consummated



*Strong
PPT pitch
needed
here*

Elevator pitch: 60 seconds, verbal



Resolving real pain,
suffered globally,
with the best solution

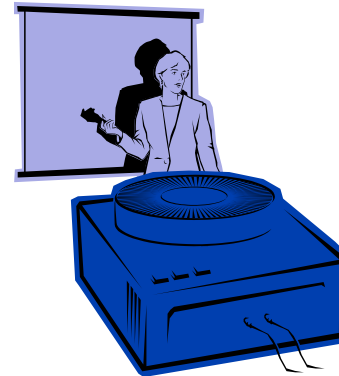
Executive summary: 2-pages, written

- Company logo
- Customers' pain
- Your remedy
- Your killer advantage
- Market opportunity
- Business model
- Team
- Key customers
- Enabling partners
- Current investors
- The promise (again!)
- The ask



Slide pitch: <15 slides, visual

1. Market pain/your remedy
2. Your killer advantage
3. Truly available market opportunity
4. Business model
5. Customers/partners
6. Competition & threats
7. Key management
8. Financials
9. Call to action



How to kill:

Pitch Killers

Don't know your audience

Opening with team bios

Slide abuse

No hook/No power

Monotone/lecturing

Not prepared for Q&A

Bullshitting, overpromising

Weak closing

Killer Pitches

Know the audience

Opening with *The Promise*

Kawasaki's 10/20/30 rule

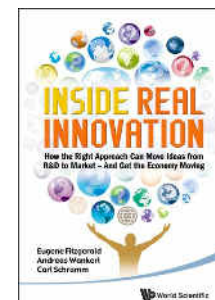
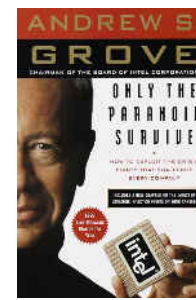
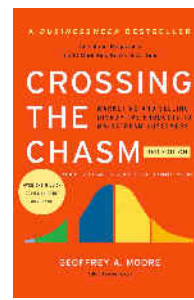
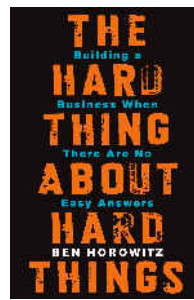
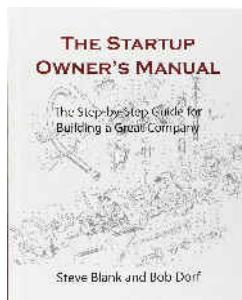
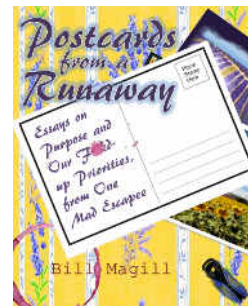
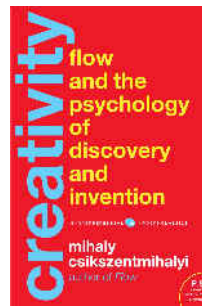
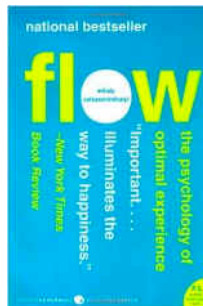
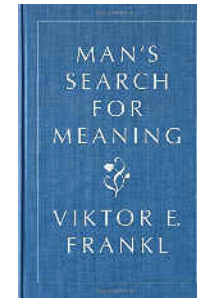
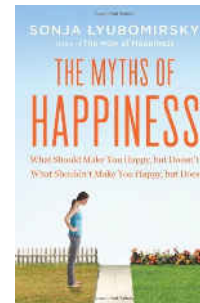
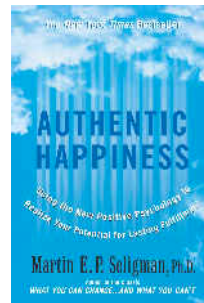
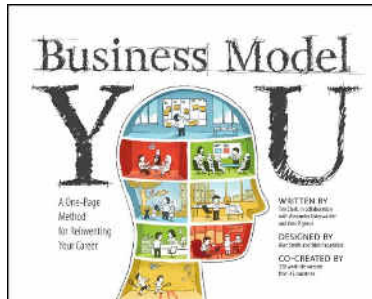
Driving home the need

Athletic presenting by 1 person

Prepared for Q&A

Credibility

Killer closing





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