ENTREPRENEURSHIP 101:
Essential Ingredients for Success

EIR Workshop
Tim Hoerr
WHO IS SERRA VENTURES?

A PROVEN TEAM

The best coaches are former players. Serra is a team of former tech executives who have worked together for over a decade.

WITH A PROVEN TRACK RECORD

The Serra team has produced top quartile, "best in class" performance in its suite of venture funds.

SERVING UNDERSERVED MARKETS

The maturing but underserved markets of the Midwest and selected regions of the West Coast offer exceptional deal quality at favorable economics.
EXPERIENCED FUND MANAGEMENT TEAM

- Core team has worked together for over a decade
- Over 50 years of combined venture capital experience
- Over 120 years total entrepreneurial and business experience
- Exceptional Midwest and West Coast network of relationships
- Keen operational insight as former technology executives and CEOs
MY ENTREPRENEURIAL STORY

HIGH TECH

SOURCEGEAR 2000-2001
iCYT 2001-2009
IMMUVEN 2009-2011
CBANA LABS 2009-2014

LOW TECH

LIFEVISION 1998-2008
GAMEDAY SPIRIT 1999-2014
BEDLOFT.COM 2004-2013
JIMMY JOHNS 2010-PRESENT
ESSENTIAL INGREDIENTS FOR ENTREPRENEURIAL SUCCESS

- Offer a compelling solution to a large problem
- Diligently do customer discovery
- Develop a great team
- Develop a capital funding plan
- Execute strategically
- Build good infrastructure
- Surround yourself with key advisors and strategic partners
- Develop yourself as a leader
OFFER A COMPELLING SOLUTION TO A LARGE PROBLEM

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OFFER A COMPELLING SOLUTION TO A LARGE PROBLEM

find a big pain point in the marketplace [MISSION] and provide a compelling solution to it

point the business toward [VISION] an inspiring picture of the future

embrace core [VALUES] (excellence, integrity, innovation, quality) that will guide all interactions
Diligently do customer discovery

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Diligently do customer discovery

Define your **value proposition**: What distinctive offering are you bringing to the marketplace?

**Interact** with 50 to 100 potential customers to share your value proposition and receive their feedback.

Iterate and refine your value proposition and **business model** based on customer feedback.

Determine the most likely **market entry** point based on findings in customer discovery.
SELECTING THE RIGHT MARKET AND MARKET ENTRY POINTS

TECHNOLOGY

POSSIBLE MARKET ENTRY POINTS

CUSTOMER DISCOVERY!

MARKET X

MARKET Y

MARKET Z
DEVELOP A GREAT TEAM

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DEVELOP A GREAT TEAM

build a team of **DIVERSE STRENGTHS**: it will make or break you

create a **THANK GOD IT’S MONDAY** culture

communicate **OPENLY AND OFTEN**

know that **LOVING AND SERVING** people is at the heart of great leadership
DEVELOP A CAPITAL FUNDING PLAN

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DEVELOP A CAPITAL FUNDING PLAN

prepare a **PROJECTION MODEL** that forecasts the next 2 to 3 years

develop a **CAPITAL FORMATION PLAN** that identifies types and sources of capital that best fit your enterprise

the **CEO** must own the capital formation plan

the heart of a good capital formation plan is good **STORYTELLING**

the plan must be **WORKED NON-STOP**, even when capital isn't needed per se
STORYTELLING TIPS

1. Be interesting
2. Be brief
3. Be likeable
4. Be authentic
5. Be memorable

BE INTERESTING
BE MEMORABLE
BE AUTHENTIC
BE LIKEABLE
BE BRIEF
Execute strategically

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Develop yourself as a leader
EXECUTE STRATEGICALLY

hear what your CUSTOMERS ARE SAYING and adjust strategy correspondingly

REVISIT YOUR STRATEGY frequently to examine what is working and what isn’t

be as CAPITAL EFFICIENT as possible in the execution of strategy
BUILD GOOD INFRASTRUCTURE

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BUILD GOOD INFRASTRUCTURE

implement systems in each area -- Sales/Marketing, Finance, HR, Operations, Customer Service, R&D -- to measure **QUALITY, PRODUCTIVITY AND PERFORMANCE**

**KEY PEOPLE** should own the key systems

insist on **TIMELY REPORTING** from the systems

take **CORRECTIVE ACTION** when results are sub-optimal
SURROUND YOURSELF WITH KEY ADVISORS AND STRATEGIC PARTNERS

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SURROUND YOURSELF WITH KEY ADVISORS AND STRATEGIC PARTNERS

CAREFULLY SELECT your investors, advisors and strategic partners

develop TRANSPARENT COMMUNICATION with each stakeholder

build TRUST with each stakeholder

ACCOUNTABILITY is hard, but it will yield powerful results
DEVELOP YOURSELF AS A LEADER

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DEVELOP YOURSELF AS A LEADER

**SELF-AWARENESS** is the highest correlated attribute of successful leaders

leading by example - **WALKING THE TALK** - will inspire others to do their best

**TAKING RISKS** is necessary to propel the business forward

**EMBRACING FAILURE** and responding with resilience will make you a winner in the long run
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