ID8 Lite Session #1
Developing Entrepreneurial Discipline
Joe Bio
How this is going work
Presentation Workshop
Presentation
Mentors
Teams
Executive Summary
Skill Development
Practice Makes Perfect
Making Mentor Meetings Effective
Efficient Meetings
Mentor Brain
49 Accelerator Alumni
8 Investments
9-10 New meetings every week
67
Get me up to speed quickly
Be prepared!
Capture Data
Prioritize
Lots of meetings
Lots of interactions
Capture the output
Track it on a dashboard (show example)
Consolidate learnings
Into ONE consistent format
the executive summary
4 things
What are you doing?
Who is the customer?

what is the problem they are experiencing?

how big is the problem?
What is your solution and where are you at now?
What are you doing next?

What problem do you need to solve or gap do you have to fill?
The Value Proposition
What is your business?
What is the value you are delivering to your customer?
What is the value you are delivering to your customer?
How are you delivering the value to the customer?
How are you delivering the value to the customer?
**Network**
Connections with others to create value

**Process**
Signature or superior methods for doing your work outside of operations

**Product System**
Innovating the product system (E.g. production or innovative use of byproducts)

**Profit Model**
The way in which you make money

**Structure**
Alignment of your talent and assets

**Product Performance**
Optimize extracting core products more effectively, to higher quality

**Service**
Support enhancements that support your core operations
<table>
<thead>
<tr>
<th>Product System</th>
<th>Channel</th>
<th>Customer Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Innovating the product system (E.g. production or innovative use of byproducts)</td>
<td>How you interact with stakeholders and access or create new markets</td>
<td>Distinctive interactions you foster, including joint ventures</td>
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**OFFERING**

<table>
<thead>
<tr>
<th>Product Performance</th>
<th>Service</th>
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<tbody>
<tr>
<td>Optimize extracting core products more effectively, to higher quality</td>
<td>Support and enhancements that surround your core operations</td>
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**EXPERIENCE**

<table>
<thead>
<tr>
<th>Brand</th>
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<tr>
<td>Representation of your business and how you create trust in your brand</td>
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How you communicate value to your customers.
How you communicate value to your customers.
Gold Rush Nugget Bucket - Deluxe Gold Panning and Prospecting Kit With Folding Shovel (Camouflage)

by Gold Rush Nugget Bucket

Price: $124.95 Prime

Only 4 left in stock.
Sold by Gold Rush Nugget Bucket and Fulfilled by Amazon. Gift-wrap available.

Color: Camouflage

- As seen on ABC's Shark Tank and Beyond The Tank. Deal made with Robert Herjavec.
- Simply Scoop in Dirt, Pour in Water, and let Gravity do all the work
- Breakthrough Design for the Gold Panning and Gem Prospecting Kit
- Recommended for all ages by the Gold Prospectors Association of America
- Everything Needed Stacks Neatly Inside this Easy-to-Carry, 7-Pound Kit

New (1) from $124.95 Prime

Visit the store for unique and innovative products
SAME-DAY SHIPPING AND FREE PRIORITY MAIL TO THE LOWER 48.

FUN FOR THE WHOLE FAMILY
Gold Prospecting Made Easy for Everyone!
Business Model Canvas
Startup Buzzwords

- Lean
- Bootstrap
Evolution
Time and capital efficiency
Business Plan
Plan - Build - Pray
Field of Dreams
If you build it, they will come.
Product - Market Fit
Spaghetti on the wall
At least you are looking at where it sticks.
Problem - Solution Fit
Validate the problem exists
Articulate the solution to the problem
Clearly
Concisely
Quickly
Questions?
How to meet
Being an entrepreneur

= 

Nonstop networking
I get it. I’m a complete introvert.
But, if you’re not up for networking?

Stop now.

Do not pass Go.

Do not collect $200.

In fact, do not collect any money. Ever.
Storyboard is designed to mediate and facilitate collaboration. That means, we offer up connections with incredible people with whom we have built trust.
Remember, you’re trading on our social capital. And if you screw it up, you not only burn your bridges, you burn ours. Meaning, you burn opportunities for every startup that enters Story Board from here forward.
I know you’re busy.
Busy building your business.

But you know what?
You’re never too busy to meet.
You’re never too busy to prepare.
You never know where serendipity will occur.
Okay. I’m being an overbearing a**hole. Let’s get started.
I average 20 meetings a week.
(Honestly, probably more.)
Most meetings? 20 minutes
But every meeting is different. And different environments can determine meeting timing.
Coffee? +20 min
Lunch? +45 min
Drinks? +60 min
Story Board? ?????
So. How do you meet?
~20 meetings x ~20 min prep

= 

~One work day/week prep
Every meeting. Every guest speaker. Every mentor. Every encounter. Requires homework.
But don’t you dare walk up to Joe or Shane and ask “Who is this person?”
Google, motherf*#ker. Do you use it?
Or LinkedIn.
Or Twitter.
Or Facebook.
Or... or... or...
It is not our job to help you research.
It’s not our job to bring you up to speed on mentors or meetings.

It’s yours.
So how do you do this?
Stalk social like it is your job.  
Because it is.
Use your peers.
Eugene is a small town.
There’s an app for that.
Practice your script.
Plan your attack.
And understand your goal.
Now, you’re at the meeting.
What do you want?
Take notes. Lots of them.
How can you help?
Offer. Thank.
Before they get back to work an email should be in their inbox.
How do you manage this craziness?
Calendars are your friend. However you choose to manage them.
Figure out a schedule for planning your weeks.
You’re going to struggle with Maker vs. Manager. Get used to it.
Use the tools that match your way of working.
And pick the right environment.
Additional reading

Meetings: How not to suck at them
Questions?
Workshop Session