VENETAWORKS
Energizing Entrepreneurs

ID8 Lite Workshop

Sponsored by the Veneta-Fern Ridge Chamber of Commerce and the City of Veneta
presented by RAIN Eugene

Prepared by 7x Strategy · Tactical
ID8 WORKSHOP

Timeline
Kickoff
  ● October 30th - Mentor Kickoff Meeting
Presentations and Mentoring
  ● November 6th - ID8 Lite Session #1 - Developing Entrepreneurial Discipline
  ● November 13th - ID8 Lite Week #2 - Knowing Your Real Estate
  ● November 20th - ID8 Lite Week #3 - Putting It All Together

ID8 Lite Workshop Presented By RAIN Eugene
VenetaWorks, and its partners the Veneta - Fern Ridge Chamber of Commerce and the City of Veneta, are proud to sponsor ID8 Lite. This fast-paced and exciting program introduces startup founders and entrepreneurs to the basics that they need to know to get their company, business, or product off of the ground.

Joe Maruschak, Executive Director of RAIN Eugene, guides the participants through their journey during this three week program: Each member of the Veneta ID8 cohort will be empowered with new skills. The cohort will be armed with an understanding of their product and their market. Mentors who have been there before will be there to answer the tough questions. Participants will create a new executive summary for their company and leave with the confidence to launch or grow their business.

Participants are asked to bring an executive summary (preferred) of their business to the first meeting. They may also bring their business plan or their “elevator pitch”. Joe and the mentors will provide feedback and guidance to the cohort at the end of the first meeting.
ID8 Lite Session #1 - Developing Entrepreneurial Discipline

The first session will start with Joe introducing what KPIs (Key Performance Indicators) are meaningful to a startup, and not vanity KPIs like the infamous Facebook or Twitter “Like”. After touching on how to measure performance, the conversation will shift to what is a “value proposition”.

Joe will give examples of **10 different types of innovation** emphasizing that the *product* is not the *business*. These lessons will then be used to illustrate for the participants importance of determining what a product and/or company’s value proposition is, and how to organically arrive at an honest value proposition.

From there, the workshop moves onto the use of tools like the Business Model Canvas (BMC), the need for and impact of processes on startups with a focus on lean processes, and then the resources to help founders tie this all together. Together the group will delve into customer development research and how to avoid leading questions and false validation when interviewing or surveying prospective customers.

For the last part of Joe’s first presentation, he looks at the *product* and how it *unlocks sales* by *solving a problem* in the market. This will be a bit of a history lesson, as Joe traces the evolution from the 90’s to today; showing how new products shape the market, and how new markets spur innovative products.

**Break out session:**
Executive summary review
ID8 Lite Week #2 - *Knowing Your Real Estate*

What determines the success of any business? Sales is the obvious answer, but before a company tries to sell its product or service, they must first determine whether there is a market or a need for their goods or services. Joe will dive in depth into the often overlooked, but imminently important element of *market analysis*.

Everyone will come to understand the importance of a market opportunity evaluation and how it often saves entrepreneurs from making marketing assumptions that are costly and time consuming. Another important facet of knowing your real estate is evaluating your competitors by understanding the competitive matrix and your business or product’s place in the jungle of competition in which you are trying to become king.

This will become even more evident as *unit economics* enters towards the end of the lecture. Following that, all of the material Joe uses in the presentation will be directly applied to the cohort’s businesses during the breakout session.

**Breakout Session:**
Executive summary review (Focus on competitors and comparables)
ID8 Lite Week #3 - *Putting It All Together*

In the final workshop of the ID8 Lite series we will put everything learned in the first two sessions (and then some!) when Joe goes through the intricacies of how to **pitch your company to investors or prospective customers**. You will immediately understand how this impacts of this exercise, as you clarify the **your vision for the future your company**. This will become even more evident as you learn how to put together 10 and 15 slide “pitch decks” that spotlight your company, its products, and how it differs from others in the same market landscape.

**Breakout Session:**

3 month plan (with 30 day incremental targets)