Starting a Business

What is a good idea?
Preparing young people with the skills and mind-set that companies of tomorrow require is what we are doing today.
FAST PACED

FUN

VALUABLE

CHALLENGING
YOU

YOUR IDEA
PROBLEM SOLVING

SALES
You have an online company selling jeans to 18-25 year olds. You don't have an actual shop. You are struggling to get people to get on your website.

What are you going to do about it?
SALES
SALES IS TRUST
ONE MINUTE SALES CHALLENGE
Your School or College
YOU
YOUR IDEA
What do you Love?
What do you Hate?
One Idea

Why this Idea?
GUT FEELING
IS THIS FOR YOU?
NAME TWO OF YOUR CUSTOMERS
WHAT PROBLEM ARE YOU SOLVING?
WHAT OTHER COMPANIES ARE SOLVING THIS PROBLEM?
HOW MANY BENEFITS DOES YOUR IDEA HAVE FOR YOUR CUSTOMER?
HOW ANGRY BIRDS STARTED
or How Many Tries Are Behind the 2-Billion Download Game

3 guys start a company
made 51 games
went almost broke
wanted to make 1 more game
sketched 10 ideas a day
one day sketched this

THERE IS NO FAILURE EXCEPT IN NO LONGER TRYING.
Elbert Hubbard
HOW AIRBNB STARTED
Or How 3 Guys Went From Renting Air Mattresses To A 10 Billion Dollar Company

2007
- Joe and Brian thought to rent out air mattresses on floor to people and serve breakfast.
- Nathan made a simple website (a blog with maps) called airbnb.com.
- Two men, one woman showed up, paying $80 each. After quests left, they thought this could be a big idea.

2008
- Brian invited former roommate as a co-founder to build the site.
- Launched at SXSW - got two bookings.
- (Fried), I hope it's not the only idea you are working on.

2009
- Went door-to-door in NYC and took photos of listed houses. One week later, realized photos of places were not pretty. Were making $200 a week for months, not growing.
- Were rejected by a famous VC in New York (Fred Wilson).
- Bury Manhewns (a famous singer) drummer rents an entire house.
- Sold "Obama Oat" cereal before the election, for $40 each making first money 30,000.

2010-2011
- Made $400 a week. Started to grow.
- Were rejected by a famous VC in New York (Fred Wilson).
- Raised $600,000 seed round from Sequoia.

2014
- Raised $72 million, then $112 million from many investors and Ashton Kutcher.
- $10 BILLION VALUATION

Based on reports in Telegraph, WSJ, and The Atlantic
HOW INSTAGRAM STARTED
Or How Two Guys Made an App in 8 Weeks

(Kevin)
- learned to code at night after work
- built an HTML5 prototype called Burbn
- gave it to friends to use
- met investors at a party, showed them Burbn
- took the jump and quit his job
- got $500,000 in funding

(Mike)
- went back to the old version (Burbn)
- built a pretty awful photo app
- prototyped a photo sharing app from scratch
- decided to focus on one thing: photos
- looked at what they had - an app that did everything from check-ins to photos
- found a co-founder

213
- made Burbn into an iPhone app, but it felt cluttered
- threw out everything, only left photos
- renamed it Instagram
- launched on a Monday
- became #1 photo app

as told by Kevin Systrom at Quora qf.ae/vkt3N
“Everybody has a plan until they get punched in the face”.

Building your Business Plan
My Uber has been ordered
It arrives in one minute
Tell me about your business idea