

**FOWLER**  
FOWLER  
**BUSINESS**  
BUSINESS  
**CONCEPT**  
CONCEPT  
**CHALLENGE**  
CHALLENGE

# *Business Concept*



# *Key Dates*

# *Social Venture*



The Fowler Business Concept Challenge

## Business Concept

- Traditional commercial ventures
- Typically for-profit models
- B2B, B2B or Tech-based
- 4 Awards, 15K first-place
- 5-page summary (see folders for sample & details)



## Social Venture

- Ventures solving significant social problems
- Non-profit with revenue-generating arm, for-profit or hybrid models
- 4 Awards, 15K first-place
- 5-page summary (see folders for sample & details)

# Fowler: An “entry level” competition to get you started!!

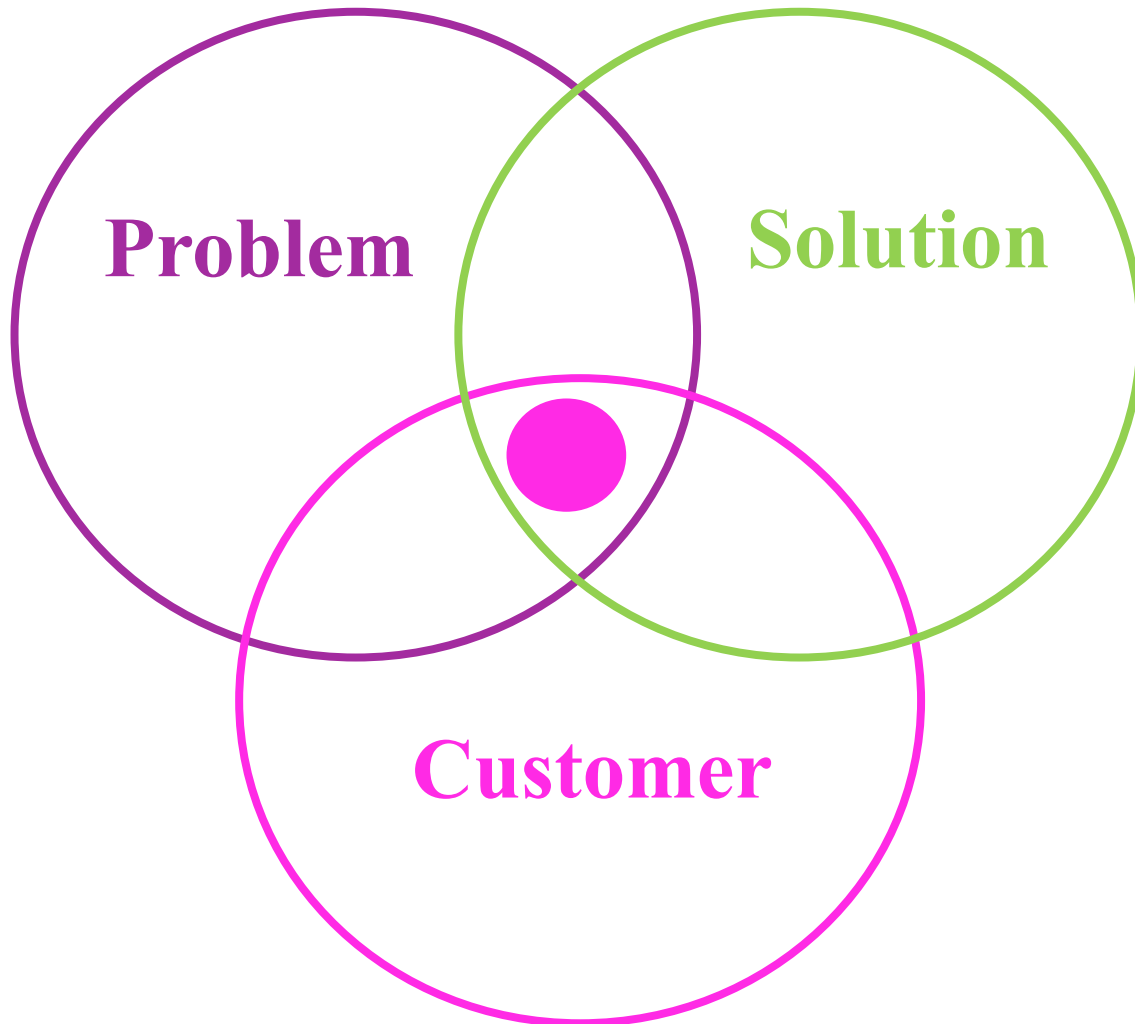
## **Business Track submission (5 page summary)**

- A concise description of the proposed business and why it is unique/compelling.
- Target Market – who is your customer? What problem or pain point are you addressing for them?
- Proposed Solution – what is your product or service? How is it different from and superior to other solutions in the market?
- Market Opportunity – a preliminary estimate of the size of the potential market (number of customers that can be reasonably addressed).
- What is your business model? – How will you deliver this solution to your customer affordably and effectively, and how will the venture make money (revenue model)?
- Why Should Someone Invest in Your Venture? Explain why you will be successful.

## **Social Track submission (5 page summary)**

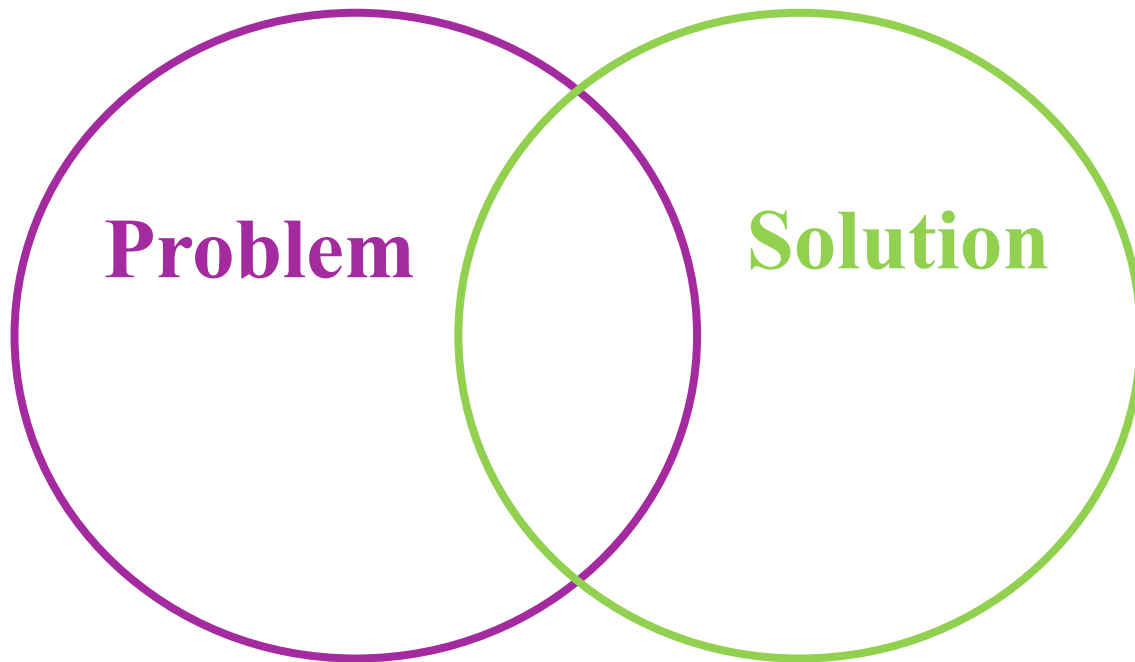
- Problem - What is the social problem you want to help solve (e.g. reduce food insecurity in the Twin Cities; reduce waste on college campuses, etc)
- Solution - What product or service will you offer to address the problem?
- Who will you serve, i.e., who is impacted by the problem? How do they experience the problem today? How will they be impacted by your solution?
- Compelling advantage - How is your solution different from and superior to other solutions in the market?
- Business model – How will you deliver this solution to your customer affordably and effectively, and how will the venture make money (revenue model)?
- Potential social impact – How many people can you impact, or how many customers can you reasonably address?
- Why are you the right people to make this happen? Why will you succeed?

# The starting point of entrepreneurship

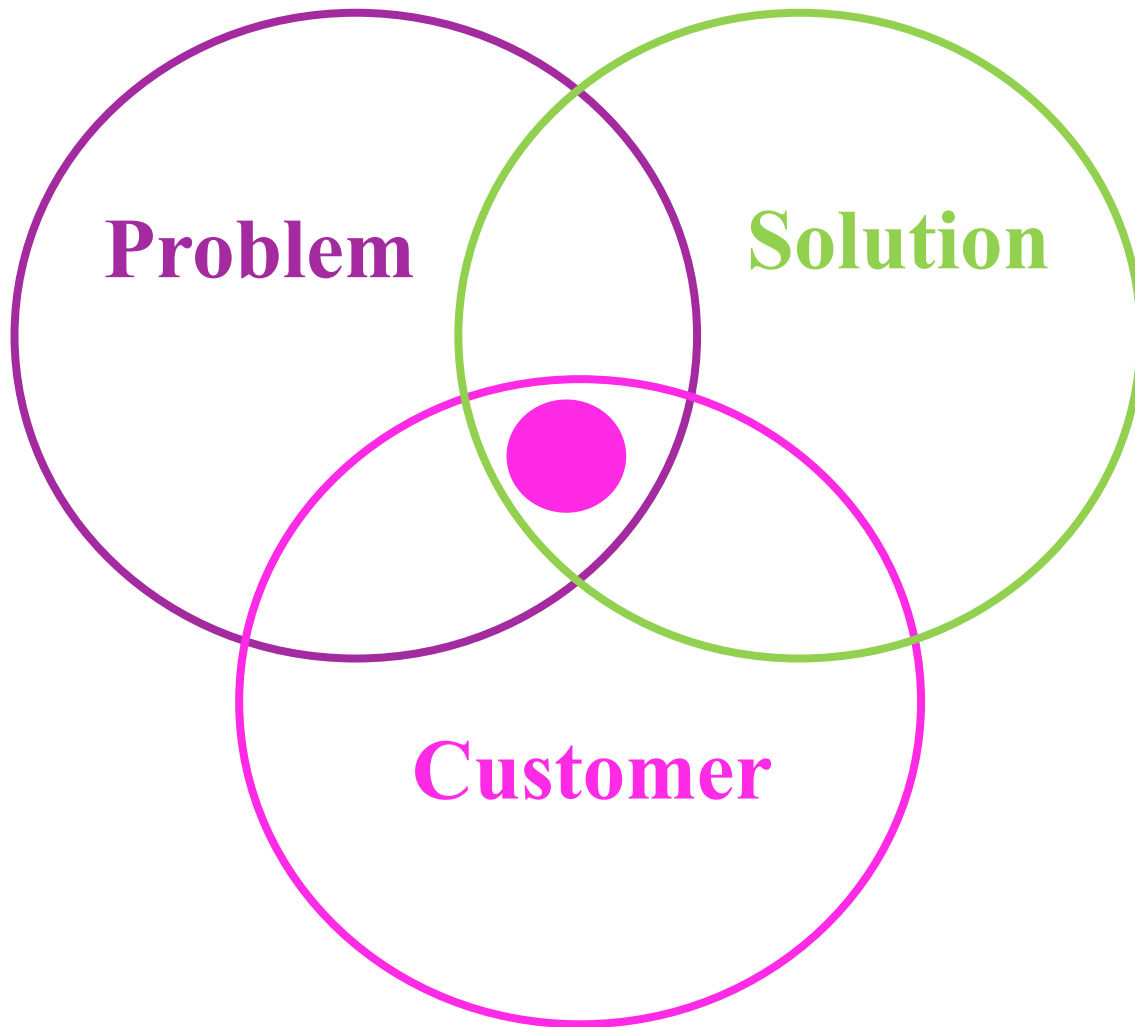


Problem	Need or Want	Features	Benefits	Existing products	Barriers
Working photographers find it cumbersome to share large DSLR images to Instagram	Want - an annoyance. If the right solution at the right price caught me at the right time, I would buy.	Adobe LR plugin - watermarks and communicates with my phone over wifi, accesses Insta app, puts image in Inst resolution, allows me to craft post text in LR - upload to Insta from LR via my cell phone.	Improves my efficiency and convenience of managing Social Media, lets me spend more time on what I love - making images with my DSLR.	<a href="https://www.lrinstagram.com/">https://www.lrinstagram.com/</a>	Photo editors, phones, social platforms, security.

# Share: What is your problem and solution?



# Who is your customer?



# Who is your customer?



Customer Segment	# of Stores
Small business customer who has specific needs related to growing sales and increasing the profitability of his or her business	24
Affluent professional who wants the best technology and entertainment, and who demands excellent service	16
Family man who wants technology that improves his life - and that lasts	16
Busy suburban mom	12
The young, active early-adopter	11

# Brainstorm 3 possible segments

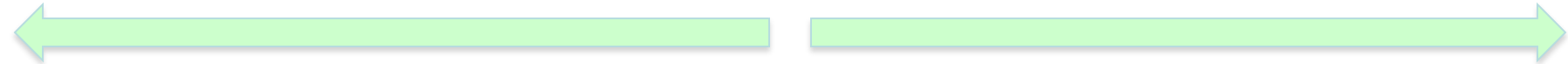
Customer Segment	
Customer segment 1 .....	
Customer segment 2 .....	
Customer segment 3 .....	

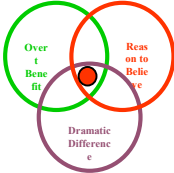

# How do I know if my great idea can lead to a viable business?



## Internal Value Chain

## Customers



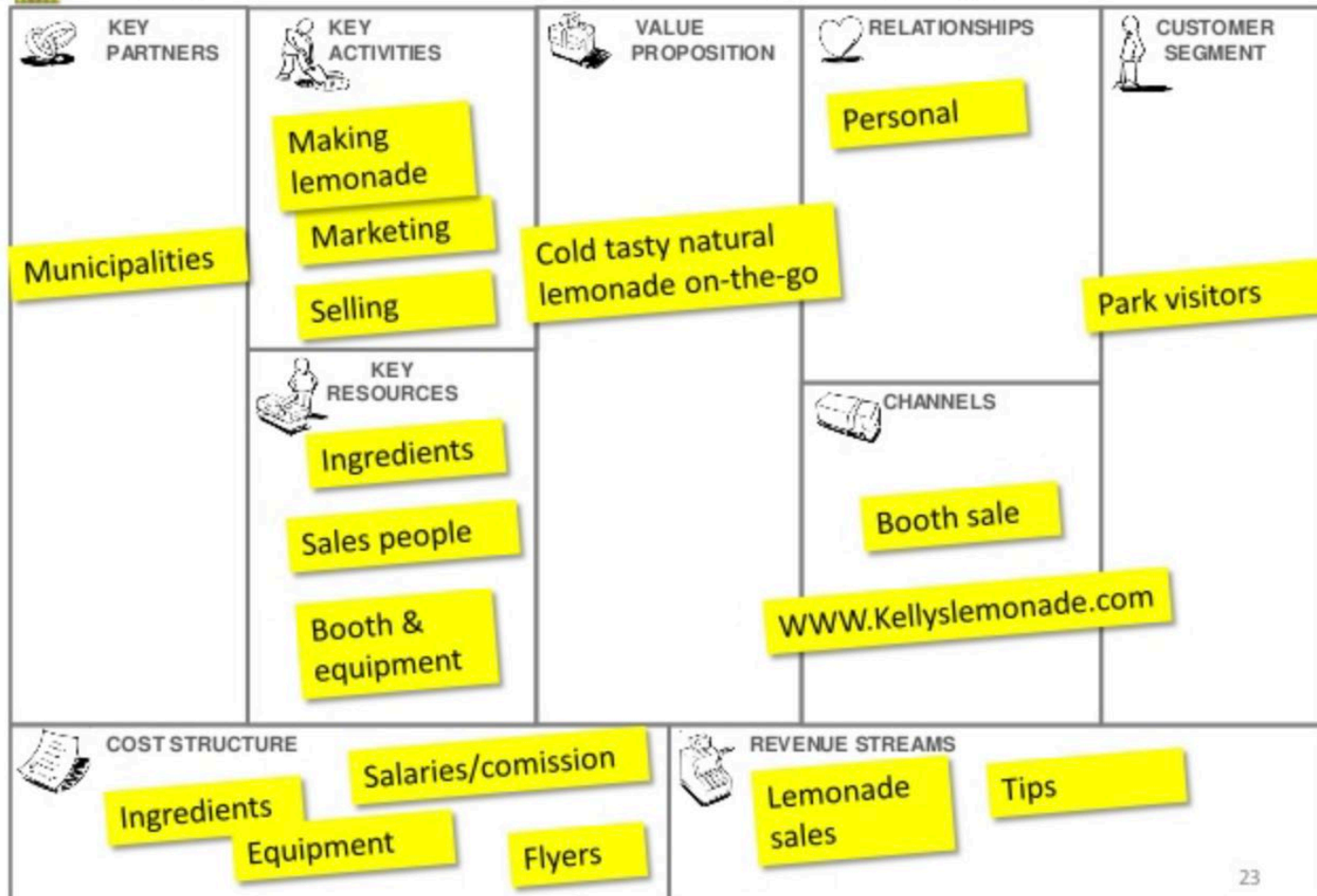
<b>Key Partnerships</b>  Critical suppliers or other partners	<b>Key Activities</b>  What are the most important things we do?	<b>Value Proposition</b>  	<b>Customer Relationships</b> How to: Get Keep Grow	  <b>Customer Segment(s)</b>
	<b>Key Resources/Capabilities</b>  What resources are required? What unique capabilities can we build?		<b>Channels</b>  Direct ←--→ Indirect	
<b>Cost Structure</b>  What are the most important costs/investments? Most expensive activities/resources?		<b>Revenue Model</b>  Unit price? Usage fee? Subscription? Rental? "Freemium"? Advertising? Licensing?		

Source: *Business Model Generation*, Osterwalder and Pigneur

# Example



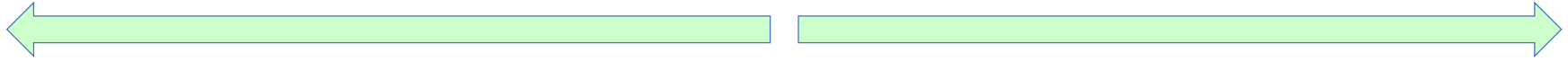
## Kelly's Lemonade Stand: Refreshing Lemonade



# What is your business model?

Internal Value Chain

Customers



<p><b>8. Key Partnerships</b></p> <p>Here's who we are going to ask to help us/work with us.</p>	<p><b>6. Key Activities</b></p> <p>Here's what we will do in order to make it happen</p>	<p><b>1.UVP</b></p> <p><b>Problem Solved:</b></p> <p><b>Benefit</b> --Here is what our customers will get out of this</p> <p><b>Real reason to believe --</b> Here is how the solution will deliver that benefit</p> <ul style="list-style-type: none"> <li>• Key features or elements of design of concept that make it clear we can deliver benefit</li> </ul> <p><b>Dramatic difference</b> - Here is how this is <i>different</i> and <i>better</i> than other solutions out there</p>	<p><b>4. Customer Relationships</b></p> <p>Here is how we will get/keep/grow our customer base</p>	<p><b>2.Customer Segment(s)</b></p> <p>Here is the specific customer we are targeting...</p>
<p><b>9. Cost Structure</b></p> <p>Here's the biggest costs we will have to incur to make this happen.</p>		<p><b>5. Revenue Model</b></p> <p>Here's who will pay for this and how.</p>		
<p><b>7. Key Resources/ Capabilities</b></p> <p>Here's the critical resources we will need in order to do those things.</p>		<p><b>3.Channels</b></p> <p>Here is how we will reach our customers:</p> <ul style="list-style-type: none"> <li>• communicating</li> <li>• delivering our product/service/experience</li> </ul>		

# Quick and dirty market sizing



TAM = how big is the universe

SAM = how many can I actually reach/serve with my offering

Target Market = Who is most likely to buy in next 3 years

## Example:

For my new athletic shoe:

TAM = global shoe market \$175 Bn

SAM = US athletic shoe market \$15Bn

Target = Women, serious athletes in Midwest, 5% share - \$15Mn

Can be in \$ or units

# So how do we find this information?

## Secondary Research

- IBISWorld
- Lexis Nexis/Trade Journals
- MediaMark
- Government
- Trade Groups

## Primary Research

- Customers
- Suppliers/Distributors
- Industry experts (eg, journalists, trade associations)

Useful resource:

<http://ultralightstartups.com/how-to/calculate-market-size/>