

TRUST YOUR CRAZY IDEAS CHALLENGE



THE
BREESDREAM
FOUNDATION



Junior
Achievement™
of Greater New Orleans

JA IDEA ACCELERATOR CREATING THE PITCH



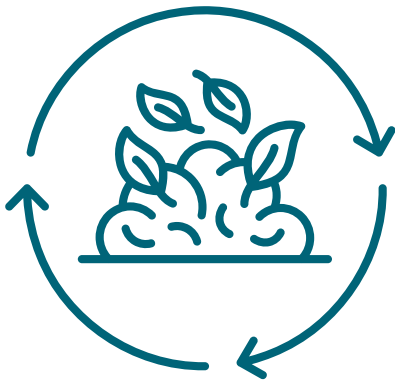
STUDENT GUIDE

THE INNOVATORS OF TOMORROW SOLVING THE PROBLEMS OF TODAY.



We are challenging our young entrepreneurs to look at the environmental and social problems of today: rising coastlines, warmer climate, pollution, clean water, and more; and create a Big Idea that tackles these issues head-on!

Social Entrepreneurs build businesses around social and environmental solutions.



For example, Schmelly's Dirt Farm is a local composting company. Customers pay a monthly fee to have their compostable organic trash (greens, eggshells, coffee grounds, dead leaves, and more) collected. Schmelly's composts this organic trash into highly rich soil and sells it to gardeners. Companies like Schmelly's prevent tons of organic trash from going into landfills in plastic garbage bags that will take years to decompose.

WHAT PROBLEMS CAN MY BIG IDEA SOLVE?

- Waste Management (landfills)
- Single-Use Plastics (water bottles, shampoo containers, toothpaste tubes)
- Energy Saving/Efficiency
- Access to Healthy Foods & Neighborhood Food Deserts
- Efficient Transportation
- Protecting Biodiversity: Protecting Bees and Other Pollinators; Plants and Animals
- Deforestation: Protecting Wildlife/Ecosystems
- Natural Disaster preparedness: Fire, Flood, Excessive Heat, Ice
- And So Many More!

For more information on sustainable business building, check out this blog from Harvard Business School: <https://online.hbs.edu/blog/post/business-sustainability-strategies>

JA IDEA ACCELERATOR: SESSION OVERVIEW

SESSION 1

Introduction to Creating the Pitch+ Public Speaking for Entrepreneurs

Objectives:

- Students can identify funding resources for start-ups.
- Students understand the purpose of a pitch and pitch deck.
- Students can demonstrate public speaking tactics and present an elevator pitch.

SESSION 2

Problem+ Solution

Objectives:

- Students can identify their problem and customers' pain points.
- Students can identify their MVP (minimum viable product) and clearly list their solution's unique value proposition

SESSION 3

Market

Objectives:

- Students can identify their beachhead market and create customer personas.
- Students can conduct customer interviews to test their assumptions about their idea.

SESSION 4

Competition +
Go To Market + Business Model

Objectives:

- Students can identify their competitors and competitive advantages.
- Students can construct a 'go to market' (GTM) strategy for their product.
- Students can describe their business model and revenue streams

SESSION 5

The Ask + Summary

Objectives:

- Students can research their cost structure and create their "Ask" slide.
- Students can write a summary and conclusion for their presentation.

JA IDEA ACCELERATOR: SESSION 1

Student Guide

Welcome to the JA Idea Accelerator curriculum! The purpose of these sessions is to help you refine your Big Idea and create a pitch. In our first session, we'll talk about what makes up a pitch and why it's such an important skill for entrepreneurs to develop.

For additional information, please refer to the **Trust Your Crazy Ideas Challenge website**: <https://www.trustyourcrazyideaschallenge.org/idea-accelerator>

Over the next few sessions, you'll be refining your Big Idea and creating a pitch for a chance to compete against your peers for \$15,000 in scholarship money and \$7,500 for your school. Before we get started, it's important for you to understand what a pitch is and why it's an important skill for you to learn.

	Personal Savings	Friends, Family, and Fools	Crowd Funding*	Accelerator, Incubators, and Pitch Competitions	Angel Investors	Venture Capital
Pros	You own 100% of your company	You own 100% of your company	You own 100% of your company	<ul style="list-style-type: none"> Prize money Making Connections Mentorship 	<ul style="list-style-type: none"> Usually invests at very early stages Provides mentorship and advice 	<ul style="list-style-type: none"> Able to invest much more money, typically when a company wants to grow Provides connections and advice
Cons	You may not have enough money to grow quickly.	You run the risk of losing their money or having to pay them back, depending on your agreement.	Running a successful campaign is time consuming and may fail.	May take a percentage of ownership.	<ul style="list-style-type: none"> Difficult to get Smaller Investment Will take a percentage of ownership 	<ul style="list-style-type: none"> Difficult to get. Take a higher stake Higher expectations for ROI and expect a greater role in decision making

Most entrepreneurs seek equity funding from angel investors and venture capital funders when they need to grow fast. When presenting an idea, entrepreneurs often use a pitch and pitch deck instead of a traditional business plan. Like a business plan, your pitch and pitch deck should tell investors all about your idea and how you plan to run a successful company. Over the next few sessions, we'll break down each piece of your pitch and help you refine your big idea.

BY THE END OF THIS PROGRAM YOU WILL HAVE:

- Refined your Big Idea and Business Model
- Created a compelling pitch story that tells investors all about your Big Idea and how you plan to run your business.
- Created a visually compelling pitch deck (slide show).
- Created a 1-minute commercial.

Don't Panic! You'll have several weeks, advisors and mentors, as well as your team to get these things done!

SESSION PREP

MATERIALS:

- Laptop with internet access and a projector
- Access to YouTube
- Student Accelerator Guide
- Sticky Notes

Objectives:

- Students can identify funding resources for start-ups.
- Students understand the purpose of a pitch and pitch deck.

Key Terms:

- Angel Investor: a high net worth individual who invests smaller amounts of money in a startup at an early stage for a percentage of ownership, or stake, in the that company.
- Venture Capital (VC) firm or fund: pools investment money from several sources to provide larger investments to start-ups for a stake in that company.
- Return on Investment (ROI): money that investors expect to make once the start up is successful.
- Pitch: an organized presentation that describes how your business will function and grow.
- Pitch Deck: the PowerPoint slides that go with your pitch.

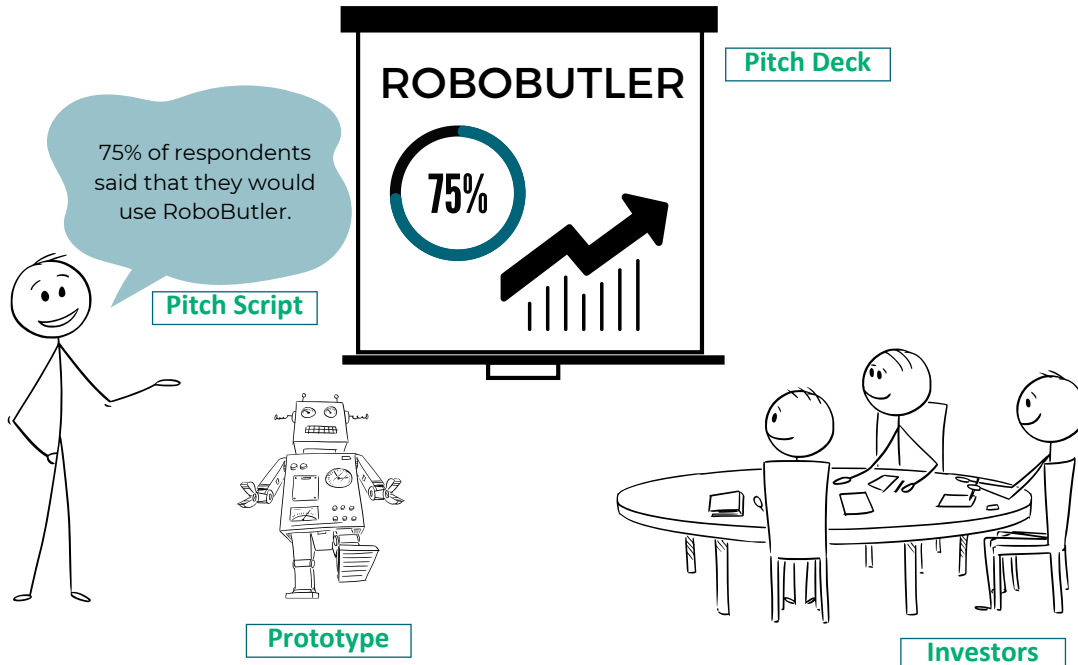
Video links have been compiled at:

<https://www.trustyourcrazyideaschallenge.org/idea-accelerator>

What is a Pitch?

A pitch is an oral presentation of a business plan and should explain what problem you are solving for your customers, who your customers are, how large your potential market is, how your product works, and how you plan to produce your product, market, and ultimately make money from your product.

DIAGRAM OF A PITCH



Your Pitch Script is what you will say during the pitch. It should tell a compelling story of why your big idea is a game changer, while convincing investors that you have a solid plan for success. Investors hear hundreds of pitches each month and it's your job to stand out.

A Pitch Deck should be about 10 slides and your pitch should be engaging and well researched. Remember, you don't want your audience reading your slides instead of listening to you, so use this space to add emphasis to your statistics.

You may choose to create a Prototype of your product. This can be a functioning prototype (like a double-sided peanut butter jar) or a design prototype that gives judges a sense of what you will be creating.

Notes:

JA IDEA ACCELERATOR: SESSION 2

Student Guide

In this session, you'll focus on the first three slides in your deck: Title, Problem, and Solution. You'll learn about validating your ideas and testing your solutions with your customers. As your Big Idea evolves, you'll revisit these slides and use the same research/testing tools that we'll talk about in this session.

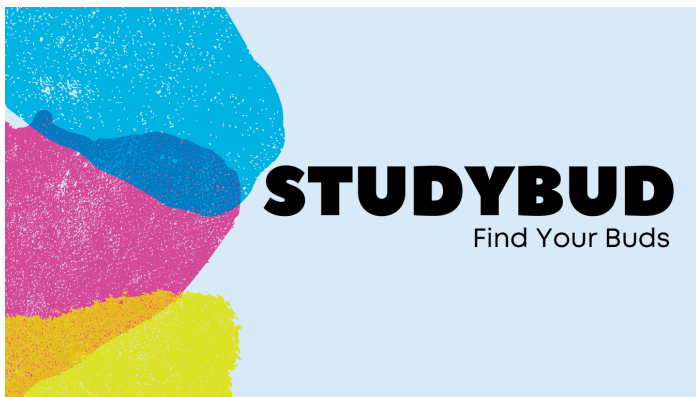
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Building Your Pitch

Over the next few weeks, you'll build your pitch with your team. We'll look at each slide and deep dive into what information you'll need to provide and how to do the research. We'll also give you the tools you'll need to continue testing your product so that you can create ground-breaking innovations and solve your customers' pain points.

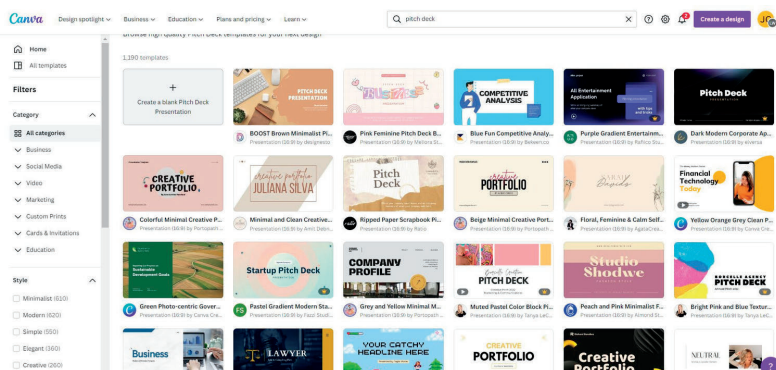
Slide 1: Title/Cover

Your Title slide should be simple and easy to read. You can add a catchy tagline that sets a tone for your presentation.



Canva and Adobe Creative Cloud have thousands of pitch templates that you can use to create a beautiful pitch deck. Remember, your deck should reflect your business. So, for example, if your company is a luxury brand, you'll want to choose a more formal design.

Check out designs on www.canva.com or use your Adobe Creative Cloud account to find your design! There are thousands of templates you can use on Canva. If you have any trouble, reach out to Jordan at jordan@jagno.org.



SESSION PREP

MATERIALS:

- Laptop with internet access and a projector
- Access to YouTube
- Student Accelerator Guide
- Sticky Notes

Objectives:

- Students can identify funding resources for start-ups.
- Students understand the purpose of a pitch and pitch deck.
- Students can define their customer segments and create customer surveys to validate their Big Idea.

Key Terms:

- Validating the Problem: market research done to confirm your beliefs about your potential customers' pain points.
- Minimum Viable Product (MVP): the simplest version of your idea that features your unique value proposition.

Video links have been compiled at:

<https://www.trustyourcrazyideaschallenge.org/idea-accelerator>

Find Your Template at <https://www.canva.com/>

Need Help with Canva?
Check out the Tutorial Below:
<https://youtu.be/kunvwC1AMkU>

Slide 2: Problem

Your Problem Slide is the opening of your pitch. The first thing you need to establish for investors is that your problem is a good problem to solve. Ask yourself:

- Does this problem affect many people (potential customers)?
- What specific pain points are potential customers reporting? Are those solvable pain points?
- Is there a current solution to the problem?
- Will customers pay for a better solution?

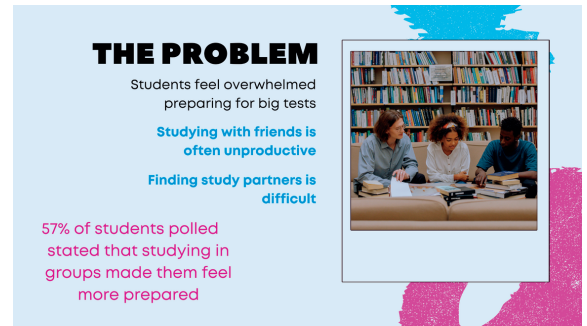
If you can answer "Yes!" to those questions, you might be on to something! Remember, entrepreneurs use a scientific process to evaluate their ideas. For now, your problem is a hypothesis. You won't know if your problem is truly valid until you test your hypothesis with your potential customer.

YOU SHOULD TELL US:

- Clearly explain the problem you are trying to solve.
- Make a compelling argument for why that problem matters.
- Explain why your customers can't solve this problem on their own.

YOUR SLIDE SHOULD SHOW US:

- The main problem you are trying to solve (you can use images to illustrate this)
- Any specific pain points your solution specifically addresses.
- Any data or statistics that make a big Impact.
 - Ex: 3 out of 5 students feel unprepared for tests.

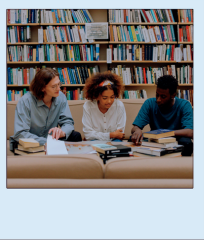


THE PROBLEM
Students feel overwhelmed preparing for big tests

Studying with friends is often unproductive

Finding study partners is difficult

57% of students polled stated that studying in groups made them feel more prepared



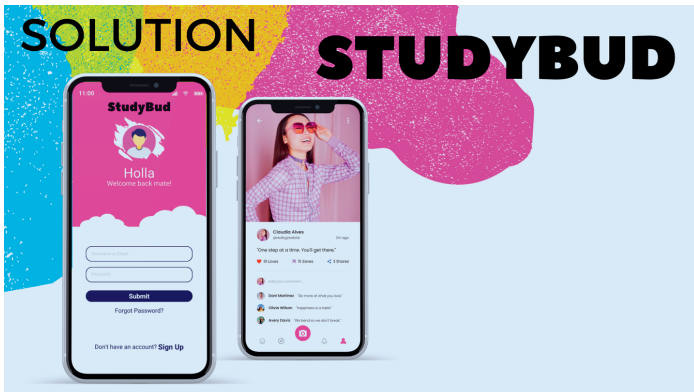
Notes:

Activity 1: What's Your Problem?

Describe the Problem you are trying to solve.	What specific pain points does your product solve for your customers?
How are your potential customers solving the problem now?	Why is your solution better than their current solution?

Slide 1: Solution

Your Solution slide should explain what your product is and how it solves your potential customers' pain points.



This is a great place to add mock-ups or prototypes of your product and really show off your design chops!

Be sure that you explain how your product works and clearly describe it's features.

YOU SHOULD TELL US:

- Clearly explain what your product or service is.
- Clearly show what your unique value proposition is for your customers.
- Clearly explain how your product or service solves your customers' problem and specific pain points.
- Explain why your solution is the best possible solution for the product.

YOUR SLIDE SHOULD SHOW US:

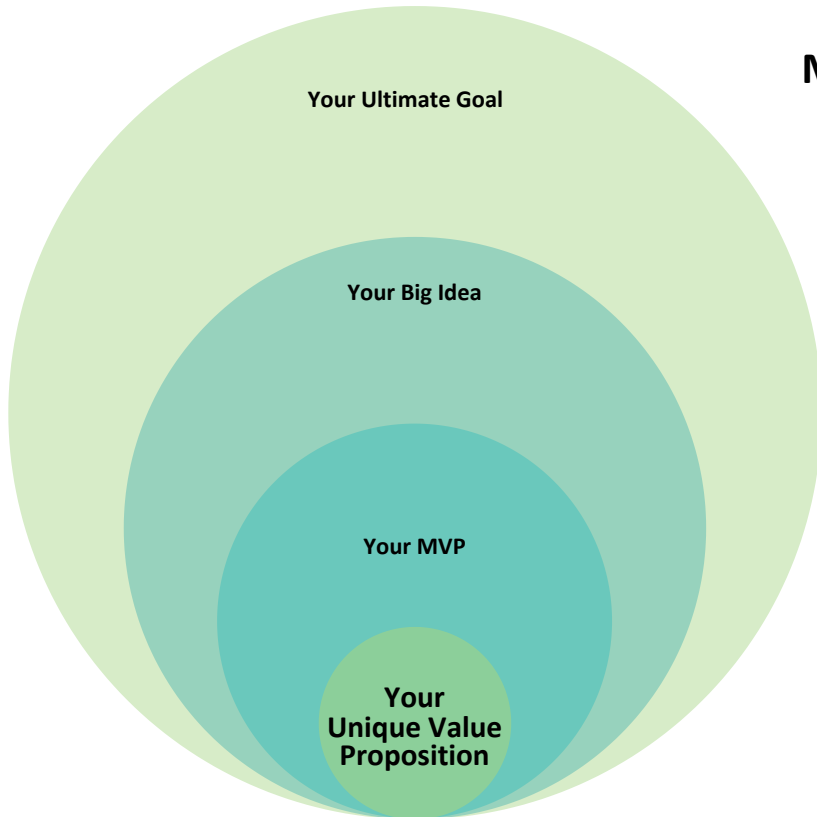
- A bulleted list of features or values you provide to your customers.
- An image or prototype of what your product will look like.
- Any additional data you want to share with investors.

Minimum Viable Product: Your Idea's Most Basic Building Block

In order to test your ideas, you need to have a solid MVP or minimum viable product to test with your customers. Your MVP is the simplest version of your product or solution that still demonstrates your unique value proposition or the specific features that are most valuable to your customers and exclusive to your product.

Now, let's talk about testing your MVP and how entrepreneurs use these tests to learn from their customers and develop more innovative products.

Developing your MVP is critical to testing your product/idea. Remember, your MVP is the simplest version of your product that still solves the customers' pain points.



Minimum Viable Product Checklist:

- **Is this the simplest version of my product?**
- **Does my MVP feature my main unique value proposition?**
- **Am I solving my customers' most important pain points?**
- **Is my MVP something that can be created at a relatively low cost?**

Activity: What's Your MVP

Work in your groups to determine your product's MVP. Remember, your MVP should still provide the basic function of your solution and directly address your customers' specific pain points.

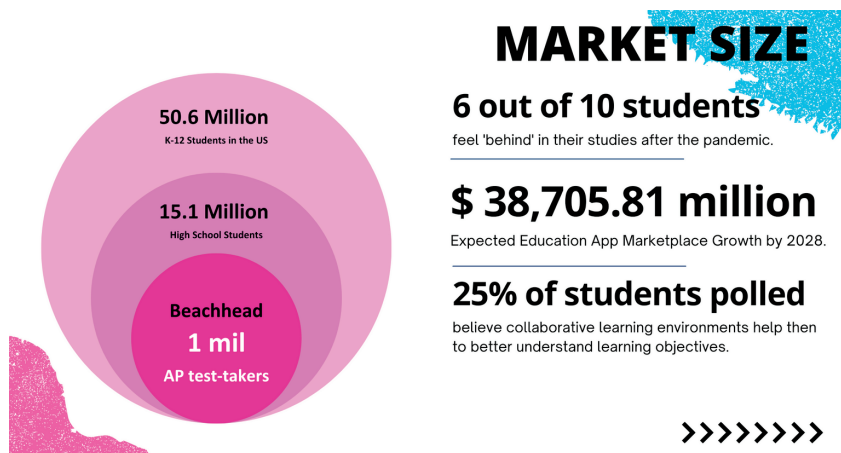
JA IDEA ACCELERATOR: SESSION 3

Student Guide

SET-UP

In this session, we'll focus on the relationship between customers and the product/service itself. You'll learn how entrepreneurs test their ideas and why it is so important to focus on your customers. You will learn how to use user interviews and develop ways to test your MVP's.

For additional information, please refer to the Trust Your Crazy Ideas Challenge website: <https://www.trustyourcrazyideaschallenge.org/idea-accelerator>



YOU SHOULD TELL US:

- How big is your potential market?
- What is your Beachhead Market?
- How does this problem affect your customers?
- How do they solve the problem currently?
- Why is your solution better?

YOUR SLIDE SHOULD SHOW US:

- Specific data points that highlight the size of your market.
- The approximate size of your Beachhead Market.
- How much your industry is expected to grow.

It's important that you show your investors how big your potential for growth really is. Researching the market size for your product is essential.

Like any good entrepreneur, we are not taking on every possible customer for the product. Instead, we'll focus our efforts on finding a perfect market fit with the sub-section of the market most likely to be our first customers, we call this our Beachhead Market.

SESSION PREP

Materials:

- Laptop with internet access and a projector
- Access to YouTube
- Sticky-Notes

Objectives:

- Students can identify their customer segments and create customer personas.
- Students can conduct customer interviews to test their assumptions about their idea.

Key Terms:

- Value Proposition- specific features of your product that your customers want or value.
- Market Fit or Product-Market Fit: When the right product successfully meets the demands of the right market.
- Beachhead Market- the customer segment or segments most likely to be early adopters of your product.
- Persona - A fictional representation of your potential customer.
- Customer or User Interviews: interviews conducted to learn more about your customers' pain points. Often used to test assumptions made about your customers.

Video links have been compiled at:
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Please be sure to preload all video content in this session prior to getting started.

Selecting your Beachhead Market

Your **Beachhead Market** is the first group of customers or users you'll plan to go after once you launch your company. These customers are critical to your success. They will be the first customers who will provide feedback and insight into their pain points, user experience, and preferences.

There are a few factors that go into identifying your Beachhead Market:

- **Do you have access to this group/How can you access this group?**
 - Consider how easily you can get your product into your potential customers' hands. Are they fellow students? Do you have a connection to reach them? Because you need to get feedback from these customers, you'll want someone you can talk to.
- **Are these customers in the market for a solution like yours?**
- **Can this group help get the word out to other potential customers?**
 - Word-of-mouth marketing is essential for new businesses. Think about a time when you tried something new. Did a good review from someone you trust influence your decision?
- **Can this group afford my product?**

Activity 1 Part I: Who is your Beachhead Market?

Use the space below to list your customer segments.

My Customer Segments	I have access to these customers	These customers are currently looking for a product like mine	These customers can help get the word out about my product	This group can afford my product
Zara's Ex: AP Students	Yes	Yes	Yes	Yes

CUSTOMER PERSONAS

Successful entrepreneurs need to learn as much as they can about their customers. Building customer personas helps entrepreneurs get into the minds of their customers. One of the ways they do this is to take data and turn it into a real person. This helps them to make better assumptions about their wants, needs, and behaviors. Take a look at Zara's customer persona below. She's based this persona off of a real friend to make it as accurate as possible.

ZARA'S CUSTOMER PERSONA



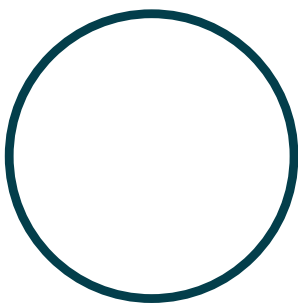
NAME Emily Lopez
AGE 15
LOCATION New Orleans, LA
OCCUPATION Student
MARITAL STATUS Single
KIDS NA
INCOME Medium Income

INTERESTS	Travelling, cooking, sports, reading books, psychology.
PAIN POINTS	Feels unprepared for tests; has difficulty studying alone; can't study with friends because it's unproductive.
CURRENT SOLUTION	Studies on her own.
WANTS	To find better ways to study.
GOAL	To make good grades and feel prepared for tests.
SOURCES OF INFO	TikTok, Instagram, Snapchat, New York Times website.
ADDITIONAL.	Emily doesn't like to study with music on and needs to find a place to study outside of her house because she has noisy younger siblings.

ACTIVITY 1 PART II: CREATE YOUR CUSTOMER PERSONA

Use the space below to create your own customer persona. Remember, this persona doesn't represent every one of your customers, but should be an accurate representation of your average customer.

YOUR CUSTOMER PERSONA



NAME
AGE
LOCATION
OCCUPATION
MARITAL STATUS
KIDS
INCOME

INTERESTS	
PAIN POINTS	
CURRENT SOLUTION	
WANTS	
GOAL	
SOURCES OF INFO	
ADDITIONAL.	

Customer/User Interviews

Now that you know who your beachhead customers are, you can start to use one of the most important tools that entrepreneurs have to validate their ideas: customer or user interviews.

Entrepreneurs identify real people that may be part of their beachhead market to talk to about the problem they are trying to solve and the solution they are creating. Done correctly, these interviews can produce incredible insight that can help you to discover truly unique innovations. Questions must be carefully constructed to gain the most insight without leading the customer to confirm your assumptions.

Quick Activity: Mock Customer Interview with Zara

Zara has put together three interviews with high school students she doesn't know personally. Read the transcript of her first interview with a partner.

ZARA Thank you so much for meeting with me today, _____! I am doing some market research on students our age who are taking Advanced Placement classes. I wanted to get your take on a few things. Just so you know, I won't be recording your name so your responses are completely anonymous. If you don't want to answer a question, that's okay, too. Let me know that you'd rather skip that question.

CUSTOMER 1 Sure! I'd be happy to participate.

ZARA So, how are you feeling about the AP tests coming up this spring?

CUSTOMER 1 Well, I am okay with my English class, but I am really worried about Chemistry. It's a super hard test.

ZARA It is! I took that one last year and barely made a 3. Do you have Mr. Tan for that class?

CUSTOMER 1 Yes, it's really hard. There's so much material to study.

ZARA Yeah, I know. I wouldn't have made it without my friend tutoring me.

CUSTOMER 1 I wish I had a friend who could tutor me! All of my friends are too busy. Plus, we never get anything done.

ZARA You don't get anything done when you study together?

CUSTOMER 1 No, we talk too much.

ZARA But you do think having a classmate's help would be good for you?

CUSTOMER 1 I guess so. But, it would be weird to ask random people to study.

ZARA What's your study style? Do you like quiet places like a library or busy places like a coffee shop?

CUSTOMER 1 I usually like to study in the library. I get distracted in coffee shops or places where there is a lot of noise.

ZARA There are tutors in the library after school. Have you used those?

CUSTOMER 1 They aren't for AP classes.

ZARA Do you use any study apps?

CUSTOMER 1 No. I know there are a few for AP classes, but they just go over sample problems.

ZARA What kind of apps do you use regularly?

CUSTOMER 1 Snapchat and TikTok mostly. There's actually a #studytok that gave me some good tips on notetaking.

ZARA That's awesome. Do you follow specific people?

CUSTOMER 1 Yes! There's a girl named Cheryl that I like. I showed her my tabbing system and she thought it was pretty cool.

ZARA So you have made friends through the app?

CUSTOMER 1 Kind of. We just talk about studying.

ZARA What do you think you need the most help with?

CUSTOMER 1 I am having trouble with Thermodynamics. I just don't get it. I am good at everything else!

ZARA Do you feel like you could help someone with other parts of the test?

CUSTOMER 1 Yes, I think I am really good with Kinetics and Chemical Reactions.

ZARA That's great. Okay, well that's all I wanted to ask you about. Thank you so much for your time!

CUSTOMER 1 You are welcome!

JA IDEA ACCELERATOR: SESSION 4

Instructor Guide

SET-UP

In this session, you'll learn about creating a go-to-market Strategy and business Model. We'll start with how you plan to reach your customers through social media or other marketing and move into the revenue streams you'll create.

For additional information, please refer to the Trust Your Crazy Ideas Challenge website: <https://www.trustyourcrazyideaschallenge.org/idea-accelerator>

Learning from your competition and developing a strong competitive advantage is crucial for any entrepreneur. As we learned in the last session, our customers' wants and needs are the guiding light for everything we do in our business. So, the next step is to look at how our market is currently operating. How is this problem being solved now? What companies are trying to solve it. Are they successful?

Your competitive advantage is what you do that makes your product or company better than your competition. This can be a lower price, higher quality, or better features.

You may be tempted to tell yourself that you don't have competition, but that's simply not true! Nearly every big idea has multiple businesses vying for the market. Having competition means that you are looking to solve a problem worth solving, one that other people also see potential or opportunity in. Analyzing the competition is a great way to learn about your market: what is working and what isn't.

Your market research will help you look for opportunities to provide a better solution than your competitors have.

Look back at your MVP. What is the unique value proposition you are offering customers? As you look at your competition, you should ask yourself if that value proposition is good enough to beat their competition.

Direct Competitors	Indirect Competitors
<ul style="list-style-type: none">● Company Name● MVP description● Our Competitive Advantage	<ul style="list-style-type: none">● Company Name● MVP description● Our Competitive Advantage

YOU SHOULD TELL US:

- Explain who your direct and indirect competition is and why your value proposition is stronger than theirs.
- What your competitive advantage could be: cost, quality, new features, faster, more convenience or any number of advantages.

YOUR SLIDE SHOULD SHOW US:

- At least 2 competitors
- Show your competitive advantage
- What is their strategy, why is yours better?
- What are their features and why are yours better?
- What is their unique value proposition, why is yours better?

SESSION PREP

MATERIALS:

- Laptop with internet access and a projector
- Access to YouTube
- Student Accelerator Guide
- Sticky Notes

Objectives:

- Students can identify their competition and explain their competitive advantage.
- Students can construct a go-to-market (GTM) strategy for their product.
- Students can describe their business model and revenue streams.

Key Terms:

- Competitive Advantage- unique value that you offer your customers that makes your product better than your competition.
- Go-To-Market Strategy: Your plan for how you will attract customers and how your customers will purchase your product.

Video links have been compiled at:
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Activity 1: SWOT Competitive Analysis

Use internet to research 3 competitors for your product. You can also use the competitors you listed when you submitted your idea. Complete the SWOT Competitive Analysis for one of those competitors.

Competitors	Their main value proposition	Your competitive advantage

YOUR BIG IDEA
COMPETITION

STRENGTHS

What unique value do you offer your customers? Why is your solution the best for your customers?

COMPETITION

What is unique about your competitor's product? What actions are they taking to attract and keep customers?

WEAKNESS

What challenges do you face in trying to develop your product? Why might a customer choose your competitor's product over yours?

WEAKNESS

Where do you see room for improvement? What are they not doing well?

OPPORTUNITIES

Where can you innovate to make your product stand out? Where can you improve on your competitor's ideas? Are there any trends you can utilize?

OPPORTUNITIES

Is your competitor expanding? How are they growing? Are there any trends that they are responding to?

THREATS

What threats could harm you? Why might your competitor win customers over you?

THREATS

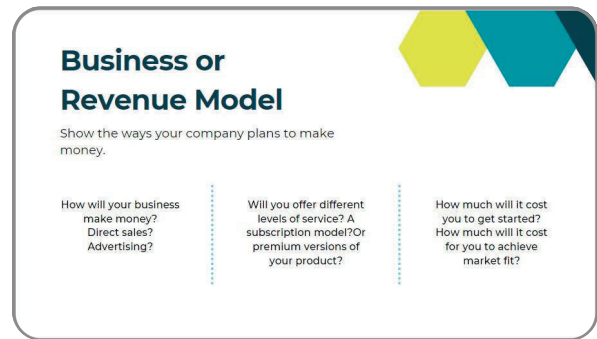
What challenges do you see your competitor facing?

Business Model + Revenue Streams

Your business model slide will tell investors how they plan to make money.

YOU SHOULD TELL US:

- How will you make money?
- Advertising? subscriptions? Direct Sales?
- Pricing
- Will you have different levels of service? Will you have a membership or monthly fee?
- Will you offer premium versions of your product, add-ons or special editions?
- How much will it cost you to get started?
- How much will it cost you to get to your market-fit?

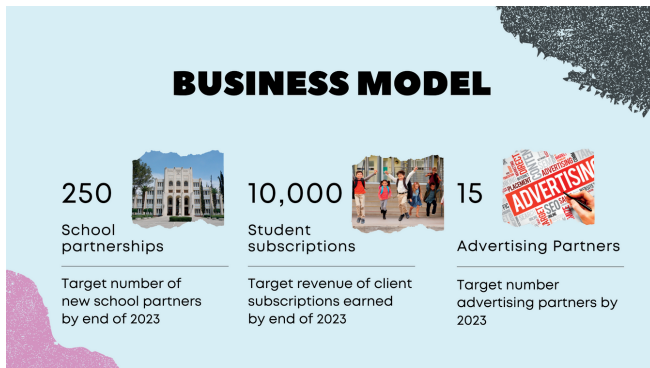


YOUR SLIDE SHOULD SHOW US:

- Your revenue streams
 - Is there one? More than one? a premium service?
- Any key activities necessary for you to offer your product.
 - Ex: Lower cost means cutting expenses.

Zara's Business Model Slide

Zara's has a 'freemium' business model. She'll offer a free version open to all users that has a lot of advertising and premium versions that doesn't. She'll also offer schools an enterprise version of her app that's exclusive to their students and has special features like school announcements. She knows that it will cost \$250,000 to launch her app and has broken down her costs so that investors know how she plans to spend their money.



Quick Activity: Business Model Canvas

Work in your groups and with your mentors to complete your business model worksheet. This worksheet will help you to map out your potential costs. Remember to research the average price for developing products like yours on the internet.

Business Model: Revenue

How Will You Make Money?	
One-Time Price	Most products or services will be sold for a specific price. This price generally does not change from day-to-day. Most items available in stores or services offered by companies will have a one-time price.
Monthly or Annual Fees	Subscription models are popular for services like composting pick-up or applications like Adobe Photoshop. Customers will pay monthly, yearly, or for a specific period of time.
Advertising	Some products are offered for free and rely on advertising revenue to support their business. Often, businesses offer a free version with ads (called "Freemium") and premium versions without ads. (ex: Spotify or YouTube)

Your Business Model

Go-to-Market Strategy

Your go-to-market Strategy tells investors how you plan to get your product into the market. This includes your marketing strategy, how you plan to reach your beachhead market, and how you plan to sell your product. Think about your business model canvas. Your customer channels, key activities, and key partnerships should be included!



YOU SHOULD TELL US:

- How will you reach your beachhead market? What initial steps will you take to reach these customers and develop a good relationship with them?
- How will you market your idea?
- Where do you plan to start selling your product? (online, in-store retailers, the app store, etc).
- What's your strategy for becoming the dominant brand in your market?



YOUR SLIDE SHOULD SHOW US:

- Your slide should emphasize each aspect of your go-to-market strategy.
- Remember to include any important data that you want investors to remember or that you think dramatically makes your point.
- Don't add too much text. You want your investors to be listening to you, not reading!

Zara's Go-to-Market Strategy

Zara's beachhead market is "high school students taking AP classes." She'll plan to market directly to those students by recruiting TikTok influencers whose focus is studying and college prep: #studytok. She'll put her app on the Apple App store, Google Play, and the Android marketplace and offer 4 months free access to her service to entice new customers.

It's not enough for Zara to post on social media and hope students download her app. She's out forging relationships with local high schools to set-up information tables at lunch. She's meeting with extracurricular clubs at each high school and she's made cool stickers with QR codes on them for students to use to demo her app. While these strategies are hard to scale, they'll help her gain traction in her market and get valuable insight from those first time users.

Go-To-Market Strategy

Quick Activity: Go-to-Market Strategy Worksheet

Use the chart below to map out your Go To go-to-market strategy. You'll list the steps you'll take for each section. Remember to use your business model canvas or submission to think about the best way for you to market to your beachhead market. Remember: you'll need to think of ways that you can get in front of your customers immediately

	Beachhead Market	Marketing	Channels	Strategy
Go-to-Market Strategy	<p>Ex: Zara Zara's beachhead market is high school students taking AP classes.</p>	<p>Zara will start by approaching social media influencers who are popular on #Studytok. She'll also contact schools to ask about being part of her pilot program. She'll host information sessions with clubs and at lunch.</p>	<p>Zara's app is available on the app store. She'll have a free version and premium model.</p>	<p>Zara will recruit students through local high schools and will gain more users through word-of-mouth and social media. She'll next partner with schools to offer school-based versions of her app.</p>
Go-to-Market Strategy				

JA IDEA ACCELERATOR: SESSION 5

Instructor Guide

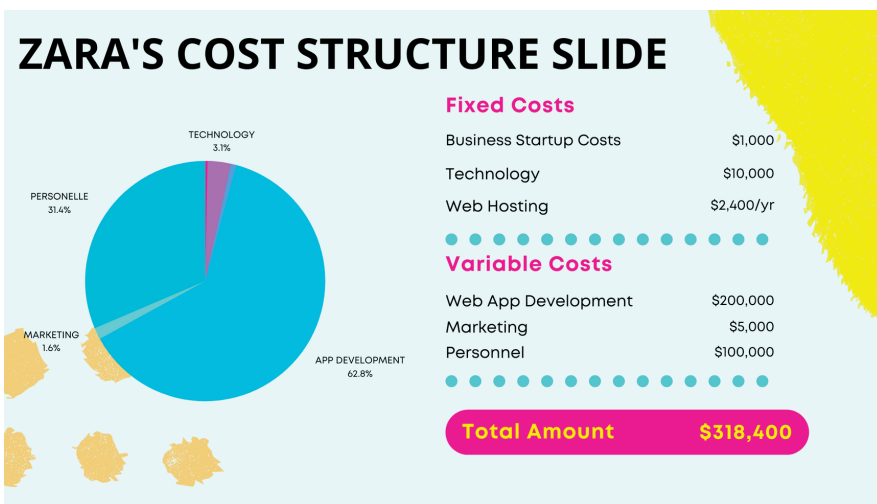
SET UP

In this session, students will build their "Cost Structure," "The Ask," and "The Team" slides.

For additional information, please refer to the Trust Your Crazy Ideas Challenge website: <https://www.trustyourcrazyideaschallenge.org/idea-accelerator>

Cost Structure

One of the more challenging pieces of your pitch will be putting together your Cost Structure. Your cost structure is a breakdown of everything you need to buy or pay for to get your business started. This should include any supplies, legal fees, employees, factories, shipping costs, website/app development, etc. You'll need to do research to get a rough estimate of what these amounts should be. Remember, this is an estimate, so don't panic if you can't find an exact number. A good place to start is to do a quick search of the cost structure for a similar product.



YOU SHOULD TELL US:

- Help investors understand how you would spend the money you are asking for.
- Tell us your approximate cost per unit and when you expect to turn a profit.
- Explain the categories you've chosen to show on your slide. For example, you may want to tell us your plans for hiring personnel.

YOUR SLIDE SHOULD SHOW US:

- A breakdown of costs by category. You don't need to tell us every single thing you'd purchase, but you should have good estimates for each.
- You can illustrate this with a pie chart or a list breakdown.
- Don't forget to include your personnel costs, including paying yourself!

SESSION PREP

MATERIALS:

- Laptop with internet access and a projector
- Access to YouTube
- Student Accelerator Guide
- Sticky Notes

Objectives:

- Students can research their cost structure and create their "Ask" slide.
- Students can write a summary and conclusion for their presentation.

Key Terms:

- Cost Structure: a breakdown of your start up costs.
- Fixed Cost: an amount that remains the same each month.
- Variable Cost: an amount that changes depending on usage, number of employees, or length of service.
- Scaling: a period of substantial growth during which a company rapidly expands its business.
- Pre-seed funding: early stage funding raised based on an idea, before a product has found its market fit.
- Angel Investors: Early stage investors who provide capital and guidance to a company for an equity stake.

Video links have been compiled at:
<https://www.trustyourcrazyideaschallenge.org/idea-accelerator>

Please be sure to preload all video content in this session prior to getting started.

Quick Activity: Cost Structure Worksheet

Use the space below to make a list of your start-up costs. Don't forget to include personnel costs including paying yourself a modest salary.

Fixed Costs

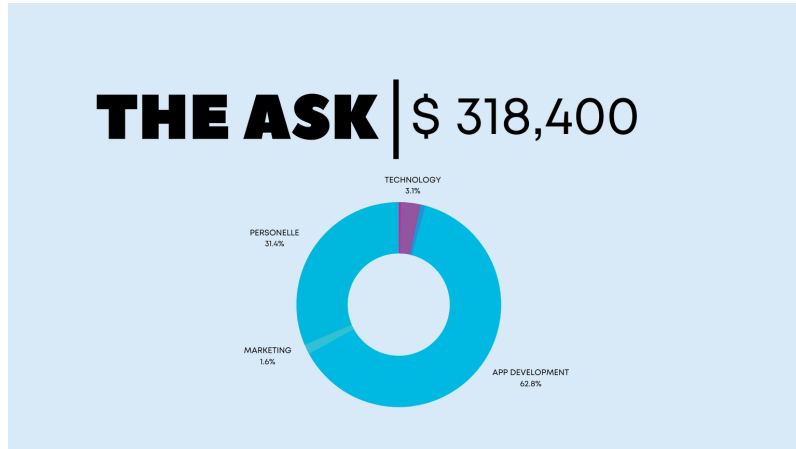
Item	Estimated Cost
ex: Warehousing	\$1000/month

Variable Costs

Item	Estimated Cost
ex: Warehousing	\$1000/month

The Ask

For the purpose of this program, you'll be asking for pre-seed funding that would typically be invested to help you get your business started. Unless you are able to fund your start-up yourself (through loans or savings), almost every growth stage of a new start-up will involve fundraising. Early-stage funding is very difficult to get. Often, this funding can only be obtained through angel investors or pitch competitions like this one. It's important that you justify the amount you need to get started, but also ask for enough money to reach your goals.



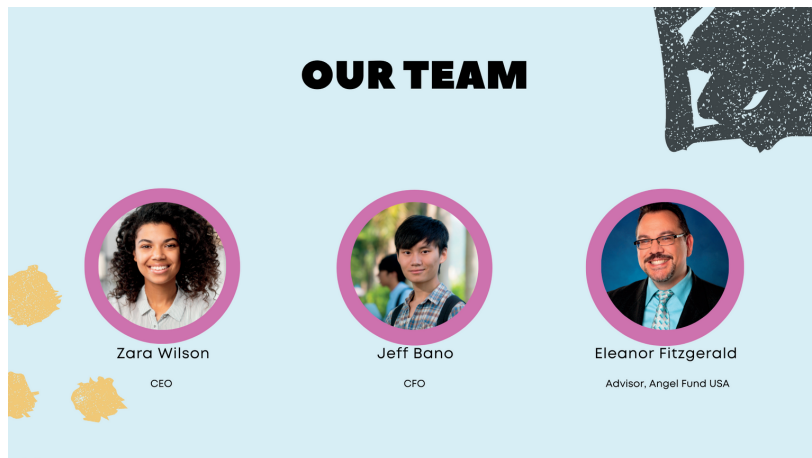
YOUR SLIDE SHOULD SHOW US:

- You can add a timeline of major milestones you plan to accomplish.
- You can show your cost breakdown graphic again.
- The amount you are asking for.

YOU SHOULD TELL US:

- How much money you need to reach your goal. This goal may be launching your company or "getting to the next level."
- Where you are now and where you see yourself going. The "Ask" slide is where you will ask investors to be a part of your journey, show them that you are a visionary!
- You can reiterate key points of your start-up costs as a way to justify the amount you are asking for. You can include a pie chart or other graphic to illustrate this.

Team Slide



YOUR SLIDE SHOULD SHOW US:

- Each member of the team and any advisors you'd like to highlight. Don't forget to ASK advisors if they would mind joining your team before adding them!

YOU SHOULD TELL US:

- Tell us what each team member brings to the company. This is a great place to highlight your experience, expertise, talents, and more!
- Any special advisors that have agreed to be part of your team.

Summary and Conclusion

You can do a variety of things at the summary and conclusion of your pitch. Remember to hit the main points of your pitch: the impact of the problem you are trying to solve, the unique value proposition you are offering, and why investors should invest now.



YOU SHOULD TELL US:

- Reiterate important points from your pitch:
 - Why is your problem so important to solve?
 - What makes your product the best possible solution?
- Make it memorable! Use a catchphrase or gimmick to catch your investor's attention.
- End with energy!

YOUR SLIDE SHOULD SHOW US:

- Your company's name.
- Your company's slogan.
- Your contact information.

Notes:

TRUST YOUR
CRAZY IDEAS
CHALLENGE



THE
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Canva User Guide



<https://www.canva.com/learn/a-step-by-step-guide-to-designing-from-scratch/>

