



Kim Kelsall Dossett  
***Story Teller***

# THEJONASPROJECT

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# Is my business (idea) viable?

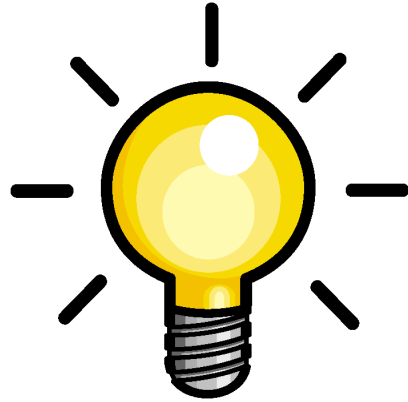
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# Good ideas...

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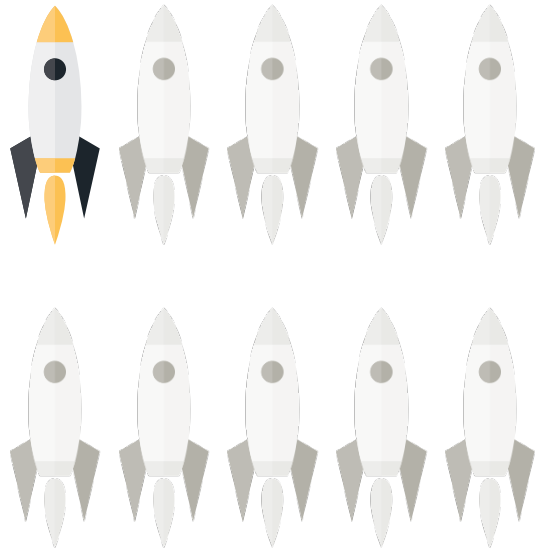


Now that we've got  
your great ideas out of  
the way...

Let's talk about what's  
really going to  
happen.

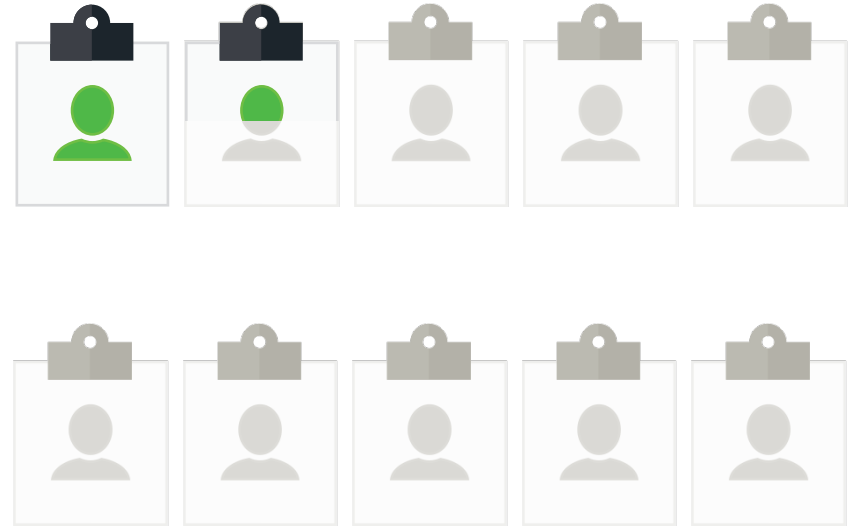
9 *out of* 10

all new products  
**fail**



8.5 *out of* 10

**fail** as 1<sup>st</sup> time  
entrepreneurs



# 1009

Times Colonel Sanders was turned down when he tried selling his fried chicken recipe



# 1500

Times Sylvester Stallone was rejected when trying to sell his script "Rocky"



# 5126

Times James Dyson created failed prototypes of his vacuum cleaner before succeeding

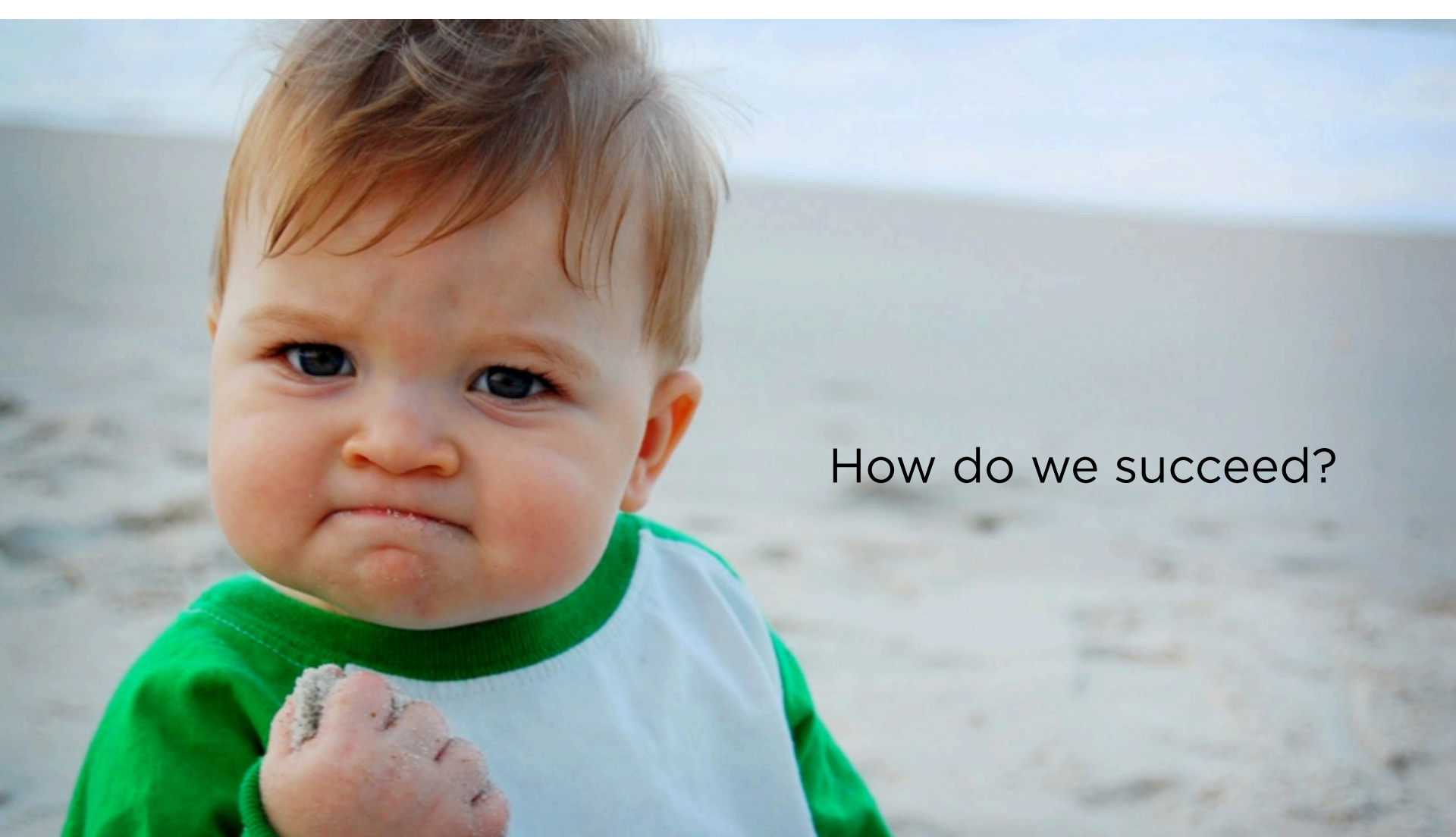


# 10,000

Times Thomas Edison created failed prototypes of his electric bulb before succeeding







How do we succeed?

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# Start here...

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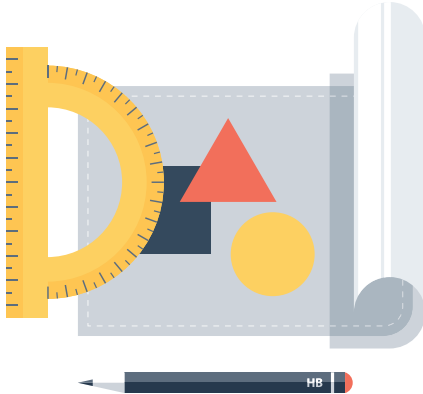
## Customer



## Competition



## Company





# Customer

**Customer**



Competition



Company



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# Customer

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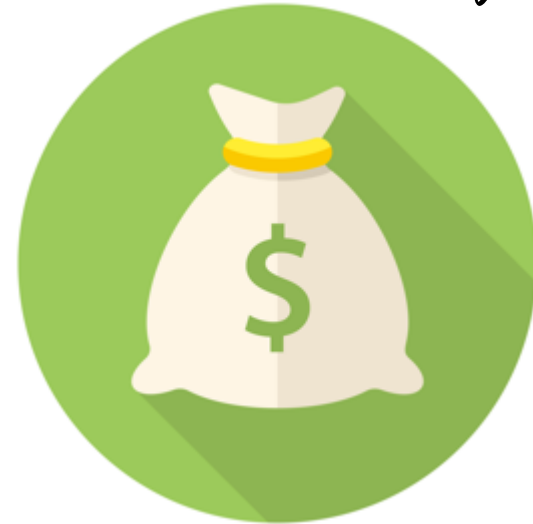
Ideal *customer*



*Problem* to solve



Willing to *pay*



# Customer

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## **Purchasers**

*those who make the decision or write the check*



## **Influencers**

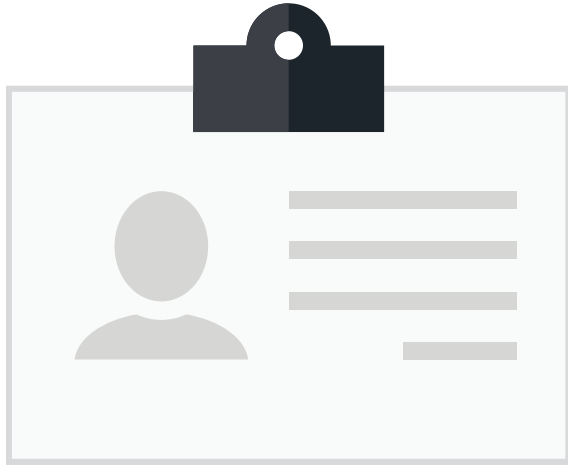
*the individual, organization or group of people who influence the purchasing decision*



## **End Users**

*the person or group of people who will directly interact with your product or service*

# Customer



## Customer Profile or Persona

Age:

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Gender:

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Marital Status:

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Family:

---

Income:

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Location:

---

Hobbies/Interests:

---

Lifestyle:

---

Education:

---

Occupation:

---

Pain points:

---

# Customer



# Competition

Customer



Competition



Company



# Competition

- 1 Who are they**  
*Direct, indirect or tertiary*
- 2 What price do they charge**  
*Luxury vs. necessity, price-based decisions*
- 3 What services do they offer**  
*USP, differentiators*
- 4 Where are they located**  
*Geography, online, market area*
- 5 Can the market handle more competition**  
*Saturation*





# Company

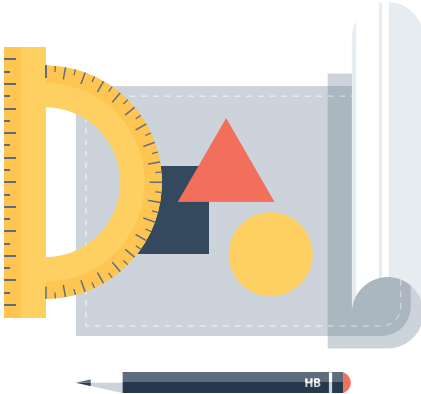
Customer



Competition



**Company**



# Company

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- 1 Estimate sales for first year**  
Based on size of market, level of competition, your price, marketing, and trends..
- 2 Manufacturing, purchasing, production**  
How you will make or acquire the goods, or produce and deliver the services you plan to sell.
- 3 Potential suppliers**  
Who are your raw material suppliers or subcontractors, and find a back-up.



# Company

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4

## **Resources**

Employees, office space, equipment, vehicles, inventory, supplies, etc.

5

## **Cash flow**

When will you need cash? Gap between money in and money out.

6

## **Work/life balance**

Is this good for you, your family, and your life goals.



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# Segway: Innovation without customer insight

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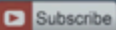
Beer: a beer for every type of beer drinker

Two bottles of Bud Light beer are chilling in a silver bucket filled with ice. The bottles are condensation-covered and feature the Bud Light logo. The background is a blurred scene of a boat on the water with people in the distance.

**THE PERFECT  
BEER FOR  
WHATEVER  
HAPPENS.**

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THEJONASPROJECT

Beer: a beer for every type of beer drinker



Beer: a beer for every type of beer drinker





# Dollar Shave Club: disrupting a mature market



DOLLAR SHAVE CLUB

[DOLLARSHAVECLUB.COM](https://www.dollarshaveclub.com)



Late night: competition for share of wallet and day part



Late night: competition for share of wallet and day part



[FOURTHMEAL.COM](http://FOURTHMEAL.COM)

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# Ask yourself...

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- Is this product or service going to satisfy a market need?
- Who are my potential customers, and where can they be found?
- What competition is out there?
- How distinct is my product from what is being offered by the competition?
- Can the product stand the test of changing trends or take advantage of it before it dies out?
- Does the law of the land allow for such a business to be established?
- At what prices are consumers prepared to buy my product, and can I make a profit at any stage?

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