

Silicon Valley
◀ Young Coder's Club ▶



Session 3

Turning your Passion into a Business Opportunity

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Master Agenda

Session 1	April 23 rd	What is creativity? What is my passion?
Session 2	April 30 th	Behavior traits for a successful entrepreneur.
Session 3	May 7th	Turning your passion into a business opportunity.
Session 4	May 14 th	Steps needed for your startup ... 1, 2, 3 GO.
Session 5	May 21 st	Financials of the business opportunity.
Session 6	May 28 th	Presentation skills, successful pitches, what ideas got funded.
Session 7	June 4 th	Filing your patent, patent gotchas, successes and failures.
Session 8	June 11 th	Creating a business plan to pitch to VCs.
Pitch Fest	June 20 th	Annual Tech Day (Business Plan to VCs, Successful Entrepreneurs).

Week 1 and 2 Recap

Week 1

Passion

Creativity

Problem

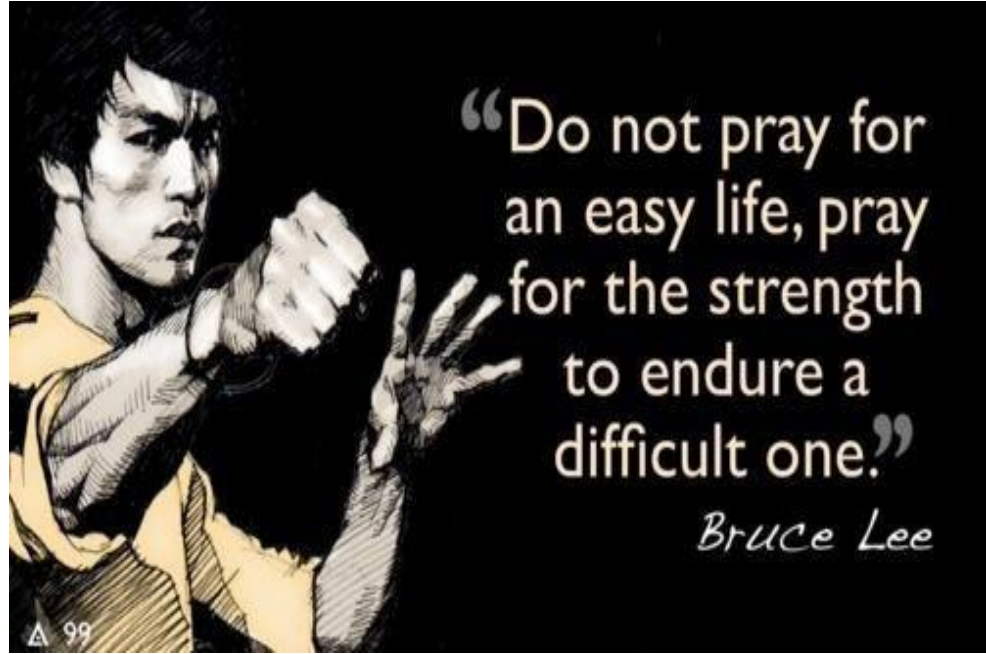
Week 2

Leadership

Hard Work

Integrity

Social Good



An Example of Turning Passion to Reality ...

“... making the world more open and
connected.”

Marc Zuckerberg

Wanted to make the world more open and connected....



Facebook now has over 1.7 Billion active users every day (2.3 Billion a month)!

The Hacker Way

Quotes from Mark Zuckerberg IPO Letter:

“Facebook was not originally created to be a company. It was built to accomplish a social mission — to make the world more open and connected.”

“Simply put: we don’t build services to make money; we make money to build better services.”

The Hacker Way – Lot's to Learn and Imbibe

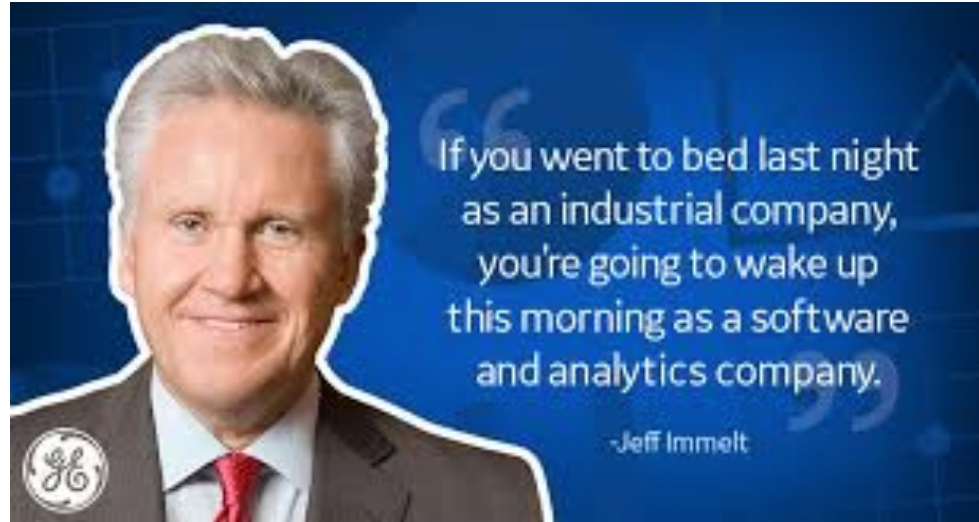
“The Hacker Way is an approach to building that involves continuous improvement and iteration. Hackers believe that something can always be better, and that nothing is ever complete.”

- Focus on Impact
- Move Fast
- Be Bold
- Be Open
- Build Social Value

Real World Realities

Spirit of Silicon Valley ...

- Every field needs expertise in Computing (the 'Digital' Era is upon us and here to stay)
- It's all about Data - Big Data, Analytics
- Artificial Intelligence (Machine Learning) - where Computers think and act like humans



The Digital Disruption Has Already Happened

- World's largest taxi company owns no taxis (Uber)
- Largest accommodation provider owns no real estate (Airbnb)
- Largest phone companies own no telco infra (Skype, WeChat)
- World's most valuable retailer has no inventory (Alibaba)
- Most popular media owner creates no content (Facebook)
- Fastest growing banks have no actual money (SocietyOne)
- World's largest movie house owns no cinemas (Netflix)
- Largest software vendors don't write the apps (Apple & Google)

Silicon Valley – where VCs are your friends ...

What / who is a VC?

Why is a VC important?

Name a VC firm ...



You have an idea ...

Now What?

Create ...
The BUSINESS PLAN



Business Plan Components – Problem

Problem Statement

What problem are you trying to solve?

Why is it a big problem?

FFT (Food-for-Thought): What big problem are we facing with our health?

Business Plan Components – Solution

Solution to Problem

What is your solution?

Why are you uniquely positioned to solve the problem?

FFT (Food-for-Thought): What big problem did iPhone solve?

Business Plan Components – Business

Business Model

Who will be your customers?

How will you make money?

FFT: How does Facebook make money?

Business Plan Components – Product

Product and Technology

What is the Product? What will it look like to your customers?

What is the "special sauce" in your product? What technology will you build?

FFT: What is the product and technology that Google offers?

Business Plan Components – Competition

Competition

Who else is trying to solve the problem you are solving?

FFT: Who is competing with Tesla?

Business Plan Components – Marketing & Sales

Marketing and Sales

How will you market and sell your product?

FFT: How and where is Coca Cola sold?

Business Plan Components – Team

The Team

The Founding Team

The Management Team

FFT: Do startups get founded and run by a single person? Why yes or why no?

Business Plan Components – Finance

Financial Model

Profit = Sales (Revenue) – Cost

FFT: Why do startups fail (only 1 in 10 succeed)?

Business Plan



- 01 Problem Statement
- 02 Solution to Problem
- 03 Business Model
- 04 Product and Technology
- 05 Competition
- 06 Marketing and Sales
- 07 The Team
- 08 Financial Model

Homework

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- Analyze Mark Zuckerberg's IPO Letter (see Pinned document in #entrepreneurship Channel on Slack)
- What are the top 3 ideas or traits that inspire you the most?
 - How will these 3 traits impact your startup?
- *Direct Message on Slack – submit as a Team*
 - *Create a Private Channel for your team with me (channel name is the name of your Startup)*