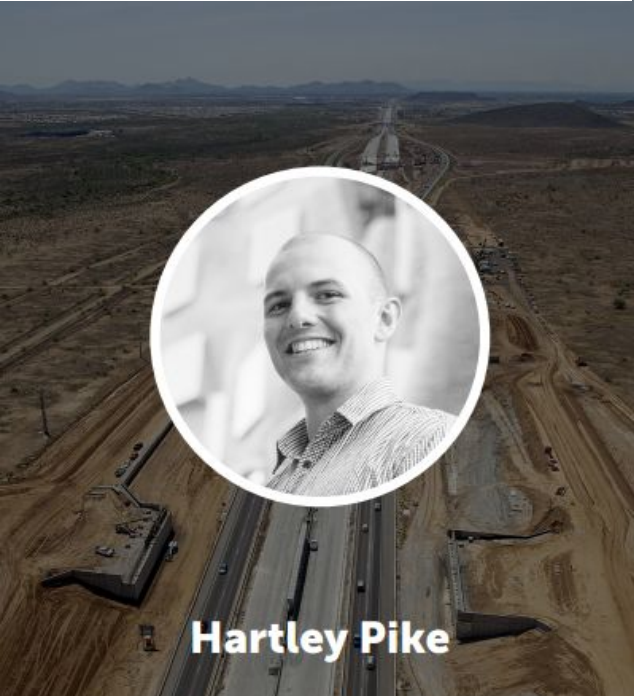


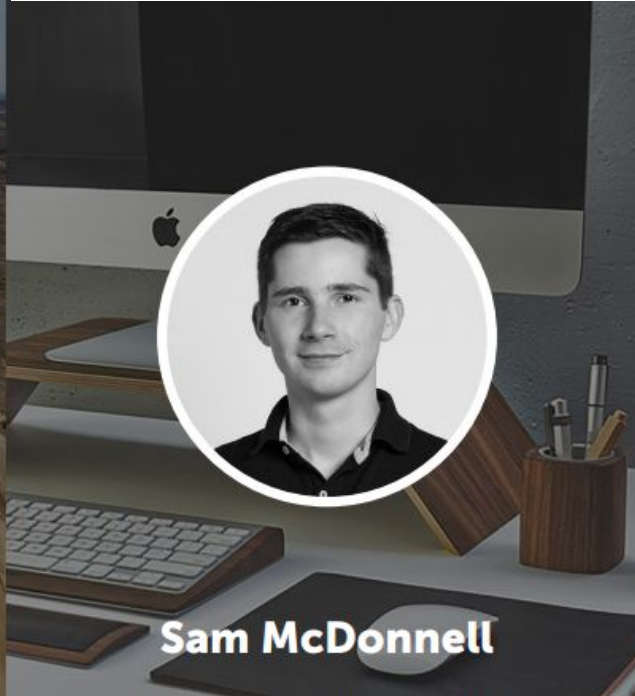
<https://au.linkedin.com/in/hartleypike>

<https://au.linkedin.com/in/samuelmcdonnell>

<https://au.linkedin.com/in/janlukasschroeder>



Hartley Pike



Sam McDonnell



Jan Schroeder

**Be religious about
execution, not the idea**





10 steps to
winning 3P

1.
Solve a real problem

Get out there and work,
look for what causes
frustration

Pay attention to what is
really happening

Collect evidence

Go further than your group of close friends, they are biased.

Go to events, engage with different faculties

Make sure they are open minded and don't make excuses

2.

Find amazing people,
then build a team

3. Create a Solution

Figure out how you can solve this problem (make sure that you solve the problem better than anyone else out there)

Focus on why you started in the first place

4.
Calculate your value
proposition

What does your solution
actually mean to the world
in hard dollars?

How much money does your
solution save your
customer?

How much time?

5.
Figure out how to make
money

Subscription
Licensing
Data
Distribution

6.
Dream about how big this
can get

Calculate the global market
size

Use IBIS World (available via
UTS Lib account)

7.

Plan how your customers
will get your solution

Depends on your solution

Direct selling

E-commerce

Social Marketing

Distributors

8.

Find Out What You're Up
Against And Figure Out How
To Beat Them



**GET
EXCITED**

IT'S

**COMPETITION
TIME**

9. Know Yourself, and know what you don't know

SWOT ANALYSIS

	Helpful to achieving the objective	Harmful to achieving the objective
Internal origin (attributes of the organization)	S Strengths	W Weaknesses
External origin (attributes of the environment)	O Opportunities	T Threats

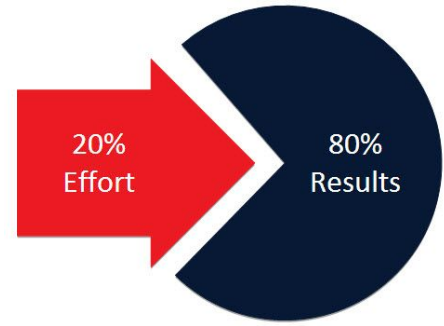
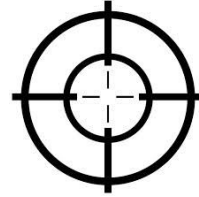
10. Do Your Numbers

P&L statement, balance sheet and cash flow statement

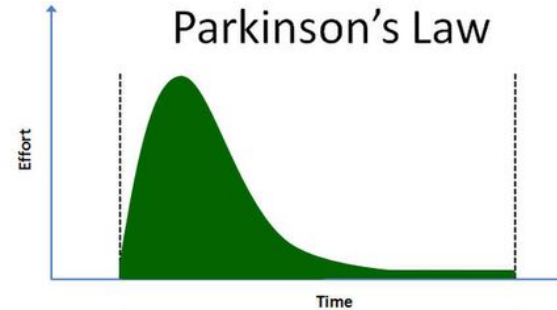
- How much does it cost to create a first version (MVP) of your product?
- How can you fund it? Family, friends and fools? Angel? Customers funded business?

In Summary

- Participate in every single mentor meeting
- If free spots are available, book all of them (at least twice!)
- Ask a mentor for feedback about your idea, ASK
- Understand what the mentors' backgrounds are and ask questions related to their skill, e.g. if you have a financial question, ask Vivian



Mistakes
Are The
Stepping Stones
To Learning!



Work will expand to fill the time available for its completion



