What is the JumpStart Series?
This five workshop series is designed to give your startup or startup idea a “JumpStart.” It is appropriate for those just starting out or have been working on their business for a while, as you will address the topic of the workshop at whatever level is appropriate for you.

Because it is designed to support those entering the Seawolf “SharkTank” Experience, it addresses critical areas of a successful business model in a way that maps into the competition criteria (to learn more: visit sonoma.edu/sbe/seawolf-sharktank-competition). The series will provide you with tools to refine these areas as well as experience in articulating them, an excellent starting point for building your own business.

In each session you not only learn how to approach and articulate the business model components but you spend time applying them to your business idea in an environment where you receive feedback and support from your peers and the coach (see below for details on each session).

Who can register?
SSU student startups in initial development or beta stage, but all are welcome.

How do you register?
Email Kirsten Ely at elyk@sonoma.edu. Include: Names of those planning to attend and your business name or a brief description of the idea if you do not yet have a name.

When does it start?
The first session is Saturday 2/14, 10-noon. This session is mandatory if you wish to participate in the series.

Sessions 2-5 are held on 2/21, 2/28, 3/7, and 3/28 respectively, all 10-noon.

Where is it?
It is held at Entreprenoma’s office at SoCo NEXUS, 1300 Valley House Drive, Suite 100, Office #38.

Directions: From campus take Bodway south to Camino Colegio. Turn right on Camino Colegio and the first left into Sonoma Mountain Village. Building 1300 is off to your right and SoCo NEXUS is at the NE corner of the building. Park (free) in either parking lot.
Session Dates & Descriptions

Saturday 2/14, 10am-12pm: Idea becomes Value Proposition
(What Problem is Solved? What Opportunity is Provided?)

In this session you identify a problem customers will pay to have solved and develop a value proposition that customers feel will solve it in a way that is worth paying for, using the Lean Launchpad Customer Discovery method and the Value Proposition Canvas.

You will come out of the session with the following:

- A clearly articulated “story” describing the problem and the value proposition you propose that you can use to gather feedback and to “pitch” to potential team members, partners, and other interested parties.
- A draft description of your customers and how you think the value proposition fits with their needs.
- A draft of your business model canvas that articulates the assumptions you are making.
- A mapping of how this information relates to the business model competition criteria.
- A clear set of next steps.

Saturday 2/21, 10am-12pm: Target Market & Differentiation
(Who will Buy & Why from You?)

In this session you dive deep on the customer profile and how your value proposition maps into the needs and lives of your customers. You will look at this relative to your competition. What do customers do now, how does what they do now map into their needs, how does your product or service do things differently and presumably better or more effectively than the competition?

You will come out of the session with the following.

- A clearly articulated customer profile along with the proposed mapping into the value proposition that indicates fit.
- An evaluation of your “competition”—meaning all the options customers currently use to satisfy this need—and a clear articulation of what your value proposition offers that differentiates you and will attract your customers to you.
- A revision of your business model canvas to accommodate new information obtained and its implications.
- A mapping of how this information relates to the business model competition criteria.
- A clear set of next steps.
Session Dates & Descriptions

Saturday 2/28, 10am-12pm: Features of a Sellable Product or Service
(What is your minimum viable product/service?)

In this session you focus on defining your minimum viable product or service (MVP or MVS). Your MVP/S is the value proposition that has the right features to attract your early “beta” customers but no more. One of the biggest mistakes made by startups is to include a bunch of bell and whistle features that are not necessarily the ones that customers actually end up wanting. The MVP/S focuses avoids the costly process of “going backwards” to undo some of the features.

You will come out of the session with the following:
- A clearly articulated MVP/S to validate with your target customers.
- A revised differentiation map that refines the sales “story” you can make to customers.
- A revised business model canvas incorporating what is needed to support your MVP/S.
- A mapping of how this information relates to the business model competition criteria.
- A clear set of next steps.

Saturday 3/7, 10am-12pm: Business Model Potential & Projections
(How soon to break even? How large do you want to be?)

In this session examine your market potential to see if it is worth the effort. If it is, you map your business model into the revenue and cost assumptions that will determine your financial projections and potential. This will also give you a sense of how much you need in order to embark upon your startup journey. Some questions you will be asking yourselves: How big is the target market and what share do you expect? Why? How do you align resources and strategy? What is your 3-5 year projection? What size do you hope to grow to?

You will come out of the session with the following.
- A estimate of the market potential for your target market and what portion you expect to take.
- An articulation of how the assumptions underlying your revenues and costs affect your financial performance.
- An Excel spreadsheet that allows you to project a 3-5 year P&L as well as the cash needed to operate during that period.
- A mapping of how this information relates to the business model competition criteria.
- A clear set of next steps.
Session Dates & Descriptions

**Saturday 3/28, 10am-12pm: Pitch Practice**  
(What Problem is Solved? What Opportunity is Provided?)

In this session you will focus on identifying the audience for various pitches, the message you wish them to walk out the door with, and what it means for the ordering of your pitch. You will practice identifying the critical information relative to the cool information you think people want to know so as to construct a concise and clear pitch. You will play around with different ways to present the information in order to develop something that is compelling to your chosen audience.

You will come out of the session with the following:
- A clear sense of the message you want to convey in your pitch given the audience.
- Feedback from others on what works and doesn’t in terms of conveying your message.
- A first draft of your 5-slide pitch, which covers the business model competition criteria.
- A mapping of how this information relates to the business model competition criteria.
- A clear set of next steps.