ACC Module #5: VENTURES | Economic, Social and Environmental Capital Creation

A Systematic Process for Creating and Sustaining Holistic Ventures



1-VISION

Solve a Meaningful Problem

2-COLLABORATE

3-AGREE

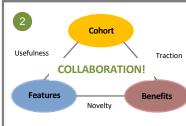
4-OBJECTIVES

5-EXECUTION

6-OPTIMIZATION

by Inventing a Valuable Solution Idea Wants INSPIRATION! Solve a Problem

Develop Customer Value Proposition w/Cohort & Producers



Cohort & Producers AGREE to a Viable Venture Model & Plan



Identify Required ASSETS and PRODUCERS Needed



LEADER

Consult w/Advisors Finalize Planning and Launch the Venture



Grow the VENTURE and Develop & Engage Stakeholders



CAPITAL

Celebrate Impact on Personal, **Local and Global Ecosystem**



INVESTOR

A Problem Solved Well

Fulfillment – Happiness

Job Satisfaction/Income

· Personal/Career Growth

Consistent Business

· Fair Payment Terms

5. Institutional Impact

Lifestyle/Process Improved

• Success – Wealth Management

1. Customer Impact

2. Owner Impact

3. Employee Impact

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1. Entrepreneurial Mindset

- Desire to Solve a Problem
- · Desire to Improve Quality of Life

Innovation

INNOVATOR

2. Curriculum

- Entrepreneurship Courses
- Design Courses

3. Competitions

- Business
- Technical

4. Supporters

- Mentors & Advisors
- Service Providers 5. Co-Curricular

Clubs & Groups

Entrepreneurship Programs

6. Events

- Education & Training
- Networking

7. Tools/Technology

- Information Resources
- Business Software Apps.

1. Creative Ideas

- - Proposed solutions to problems

· Not yet proven or demonstrated

LEADER

2. Qualified Inventions Demonstrated creative ideas

- Useful, non-obvious, novel

3. Institutional IP Policy Guidelines

- "Inventorship" vs. Ownership
- · Obligations and Opportunities

4. Types of IP Protection

- Patents/Trademarks/Copyrights
- Know-How/Trade-Secrets

5. Valuing Ideas and IP

- Protecting qualified IP/inventions Monetizing ideas & IP/inventions
- 6. Commercializing IP

- · License IP to established company
- · License IP to startup company

7. Monetizing Ideas

- Startup Product Company
- Startup Service Company

- 1. Product or Process Idea
 - What is it (Proof-of-Concept)?

ENTREPRENEUR

• What makes it unique (IP)?

- Define the specific Market?
- How big is it (units + dollars)?

3. Customers

- Who will buy it? Why?
- How do they buy?

4. Competitors

- What/who are the competitors?
- How do they stack up? 5. Marketing & Sales

Why is it attractive to buyers

How will you reach them? 6. Revenue Model

- · How will you make money?
- How long will it take?
- 7. Funding How much money is needed?
- What type of money is it?

Mentors | Consultants | SME's

- Startup Team
- Boards and Advisors

2. Intellectual Capital

- Competitive Advantage
- Trade/Process Secrets

3. Bootstrapping

- Personal Savings & Credit
- Family & Friends

4. Customer Financing

- Crowdfunding
- Progress Payments 5. Equity Capital

Angel Investors

- Venture Capital 6. Debt Capital
- Bank Loans
- Receivables Factoring

7. Other Funding Sources

· Grants and Gifts Incentive Programs

Refined Business Model

ENTREPRENEUR

Investor-Friendly B-Plan & Pitch

Human Resources

Business Planning

- Management & Administrative
- Technical, Sales & Operations

3. Intellectual Property

- IP Strategy IP Protection

4. Prototyping Products

- Services 5. Business Organization
- · Legal Structure
- HR-Management Team 6. Risk Mitigation

• Financial (Insurance)

· Regulatory & Public Policy 7. Key Support Systems

Accounting & Cash Control

Information Technology

1. Finance & Accounting

- Working Capital
- Cash Flow Management

ENTREPRENEUR

2. Product/Service Development Features & Performance

Design & Development 3. Marketing

- Marketing Strategy & Plan
- Media and Public Relations

4. Sales & Customer Service 4. Supplier Impact

- Sales Strategy & Plan
- Customer Rel. & Tech Support 5. Operations
- Manufacturing & Production Increased Prominence/Prestige

Management & Administration 6. Capital Assets

- · Facilities & Equipment
- Real Estate 7. Strategy & Optimization
- Performance Evaluation

Continuous Improvement

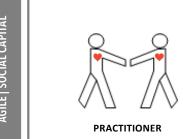
Increased Budget Support 6. "Communiversity" Impact

 Corporate Stewardship · Better Alumni/ae Engagement

7. Global Impact

- Global Challenges Addressed • Sustainable Growth Promoted

AGILE | SOCIAL CAPITAL



Innovator | Leader | Entrepreneur



VENTURE COHORT

ADVISORS

STEWARD









Do Not Stimulate Innovation

2 Impractica **DEAD-END!**











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