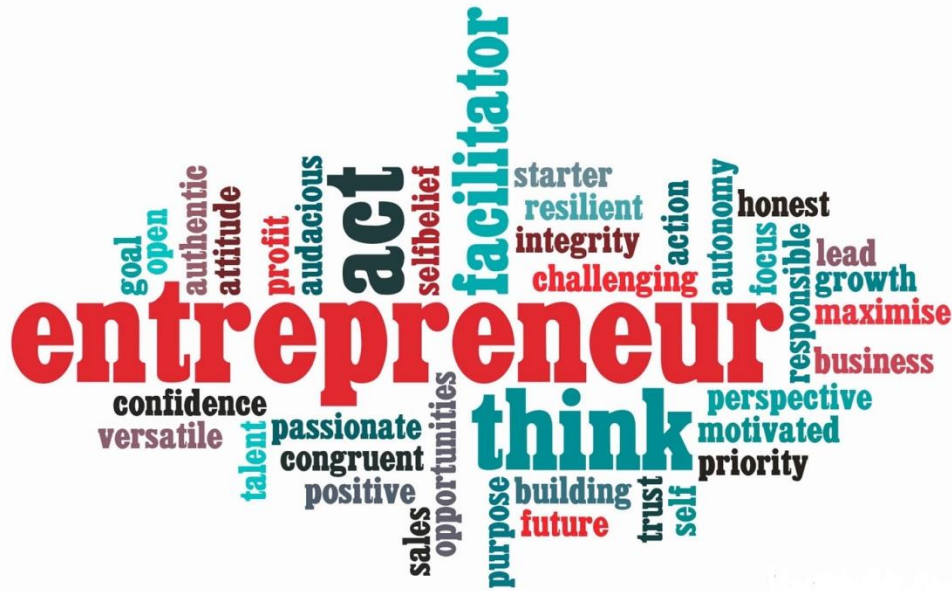


# Developing Rock Solid Entrepreneurs



**Jordan Tampien, Esq., MBA**

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WSU Ferry County Extension Director



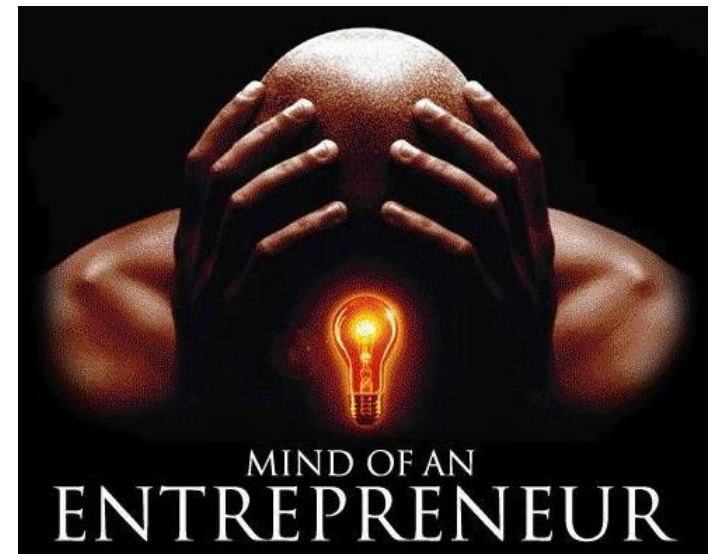
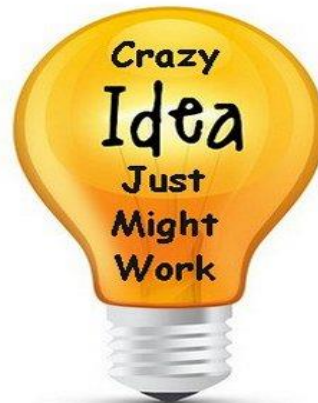


# Agenda

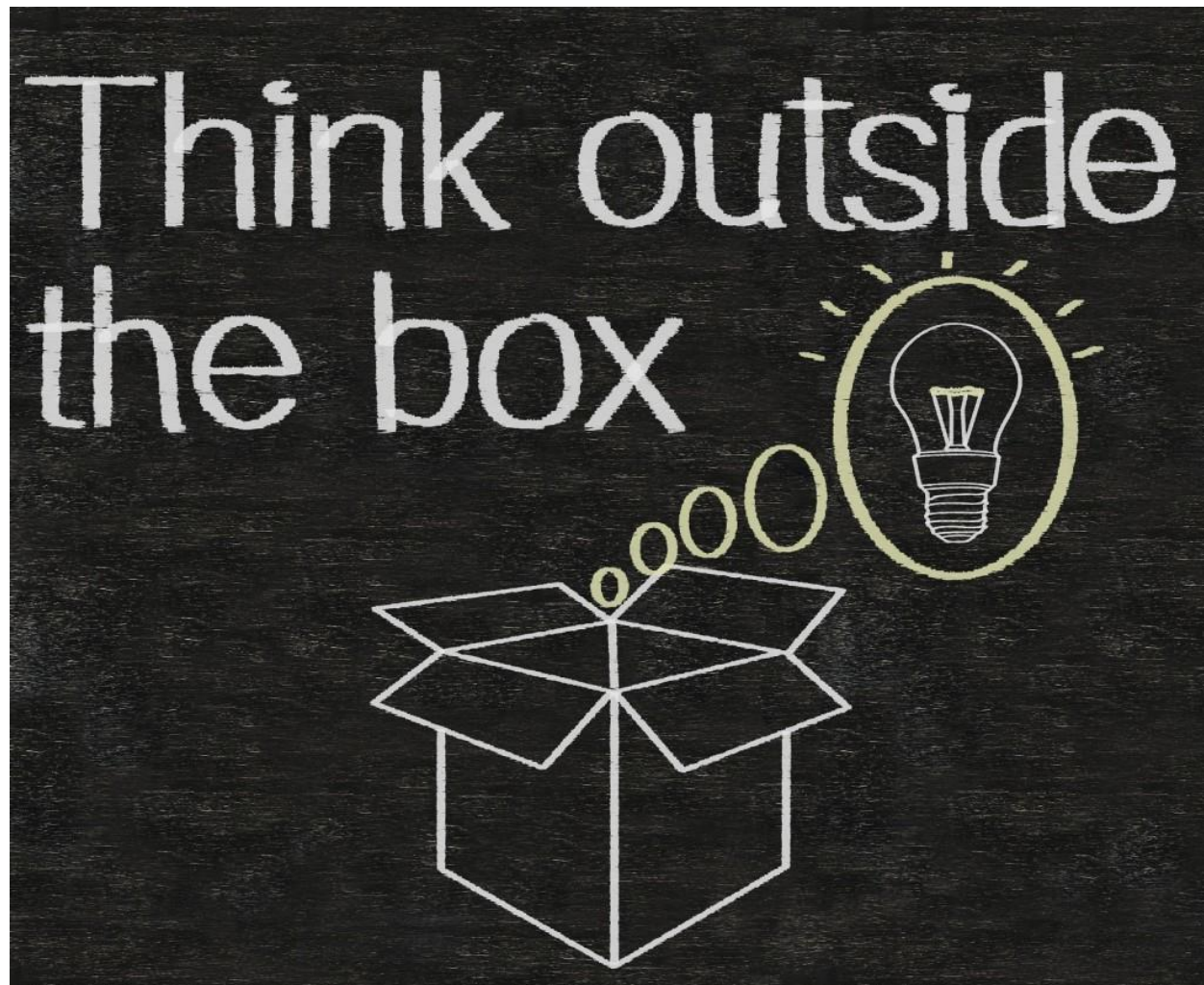
- Introduction
- What is an Entrepreneur?
- Think Outside The Box
- Entrepreneur Tools
- **Pitchfest**
- Extension's Role in Fostering Entrepreneurs
- Questions

# Can You Spell it?

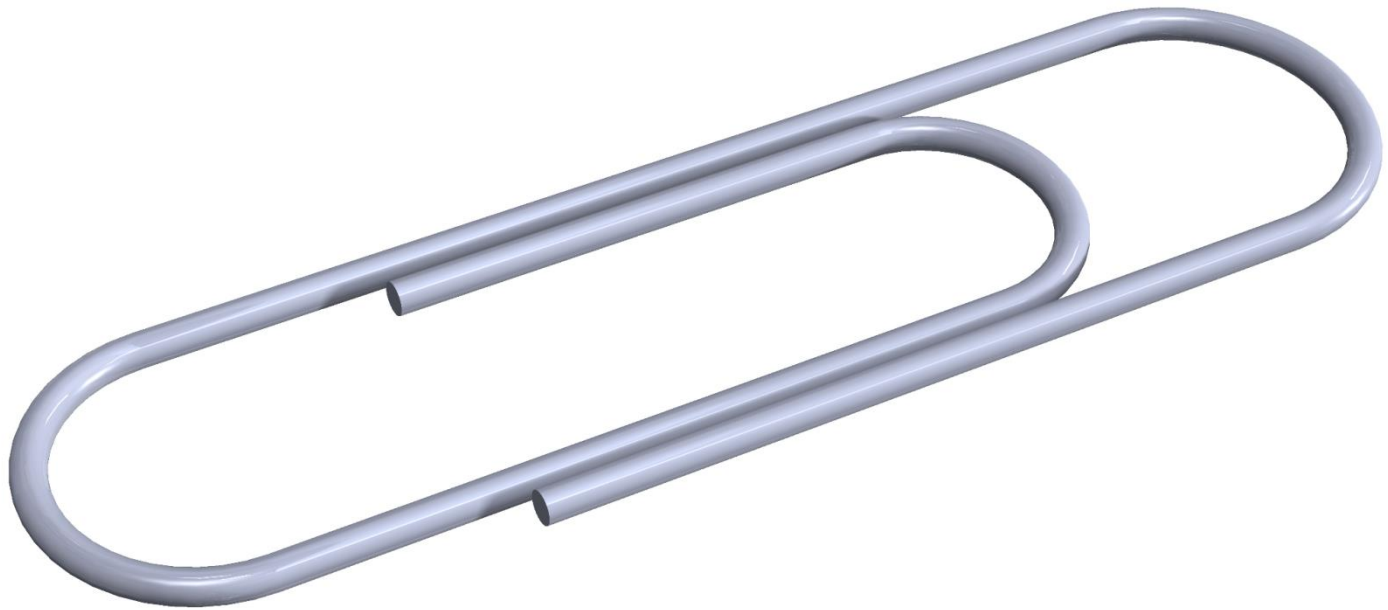
Then, hire someone who can.....



# The Idea



# Example



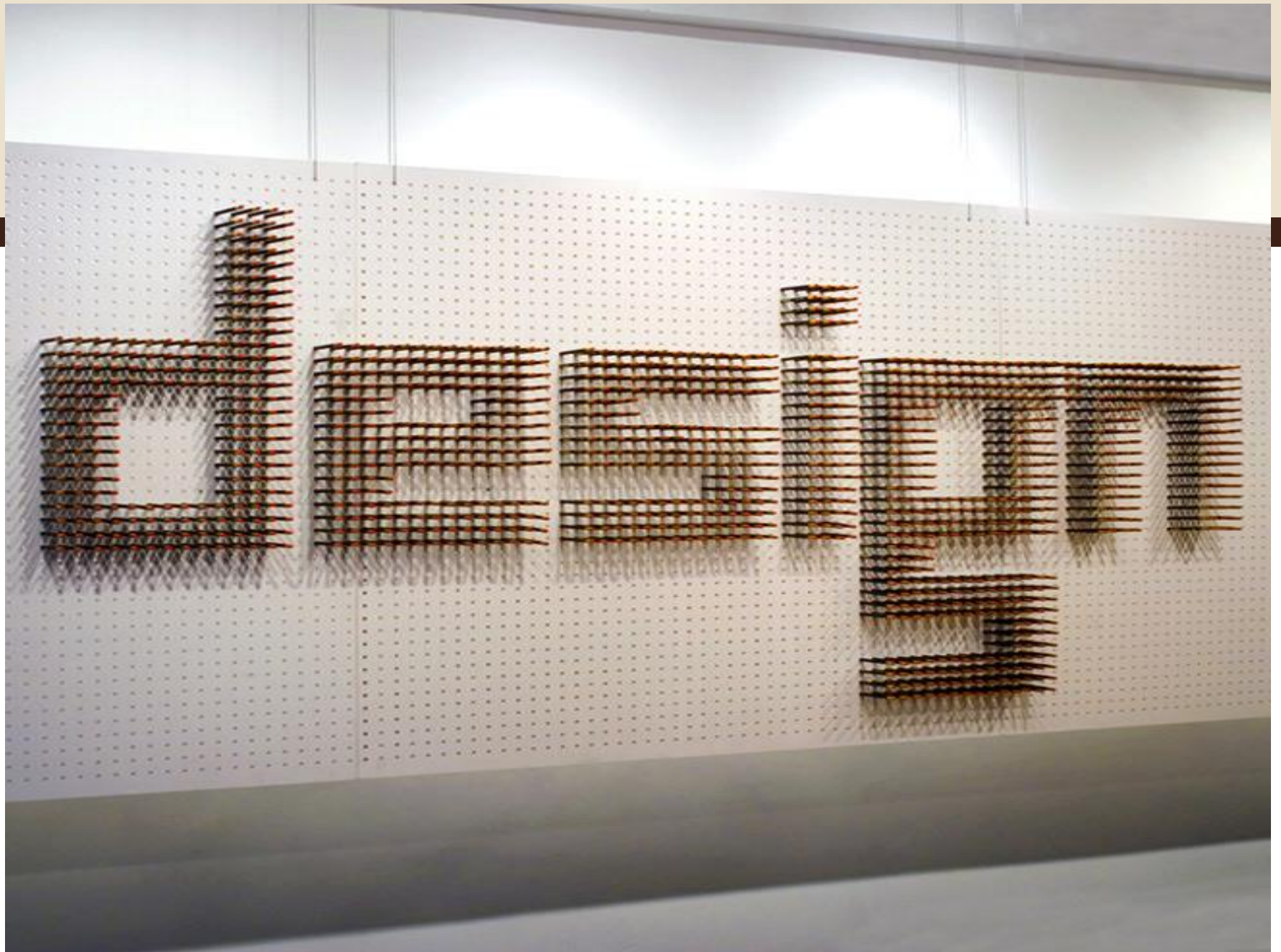






















# Introduction to Entrepreneurialism

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<https://youtu.be/tTGVeZwNfRY>



# Entrepreneur Tools



# The Business Plan

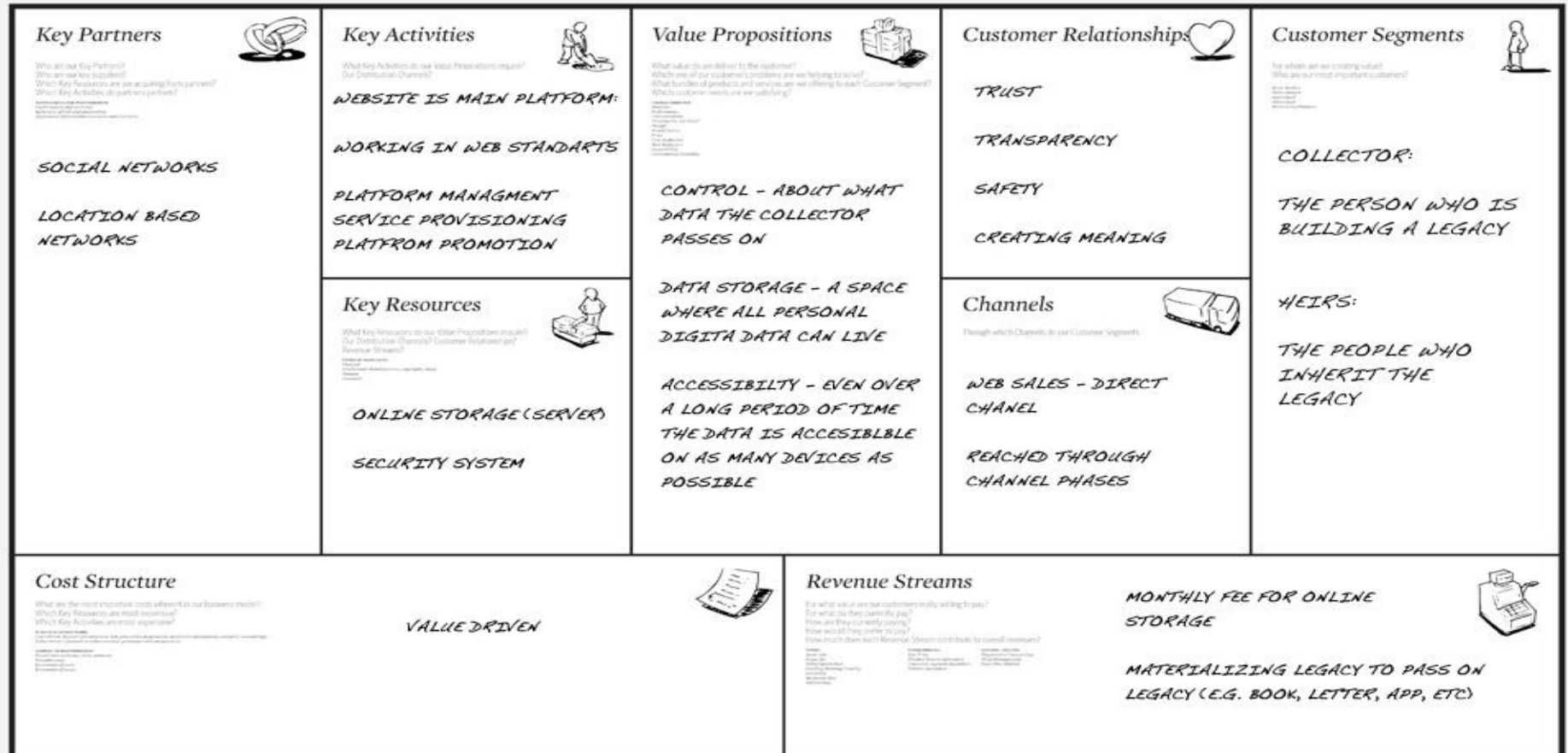
## The Business Model Canvas

Designed for: **POSTGEIST**

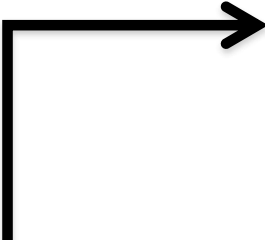
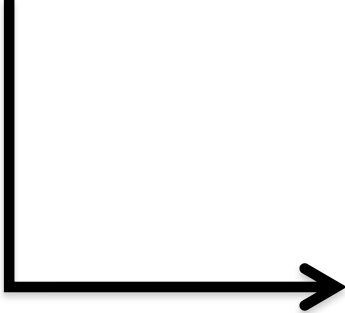
Designed by: **KRISTIN GRÄFE**

On:

Iteration:



# Follow the Steps



# The Money





**Access to Capital**

# Access to Capital

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[https://youtu.be/191\\_3SnZDMg](https://youtu.be/191_3SnZDMg)

# Access to Capital



indiegogo



**KICK  
STARTER  
.COM**

- Bootstrapping
- Traditional Banks
- Credit Unions/EDC
- Crowd-funding
- Peer to Peer Lending
- Pre-Selling
- Angel Investors
- Venture Capitalists
- Lending Circles

# Investor Pitch

Elevator Pitch sentence structure:

FOR (target customer), WHO HAS (customer need), (product name) IS A (market category) THAT (one key benefit).  
UNLIKE (competition), THE PRODUCT (unique differentiator).





# Pitchfest

- Break into Groups
- Create a business around item provided
- Develop a 1 minute pitch for funding
- Business that receives the most funding wins

# The Mind of the Entrepreneur

Embrace Various Investment Models

15 Minutes - Business Concept and Target Customer

15 Minutes - Identify Market Category and Identify  
One Key Product Benefit

15 Minutes - Identify Competition and Articulate One  
Unique Differentiator

# The Shoes of an Entrepreneur

Entrepreneurial Groups will select a sales representative and an accountant.

The gist: investment time impacts as it relates to investment pitch for successful outcomes.

The Rules:

- 1) 30 - 60 second elevator pitch.
- 2) No bootstrap investing.
- 3) Ability to spread out investments among products.
- 4) Must give \$\$ to the accountant for reporting.

# Extension's Role in Developing Entrepreneurs



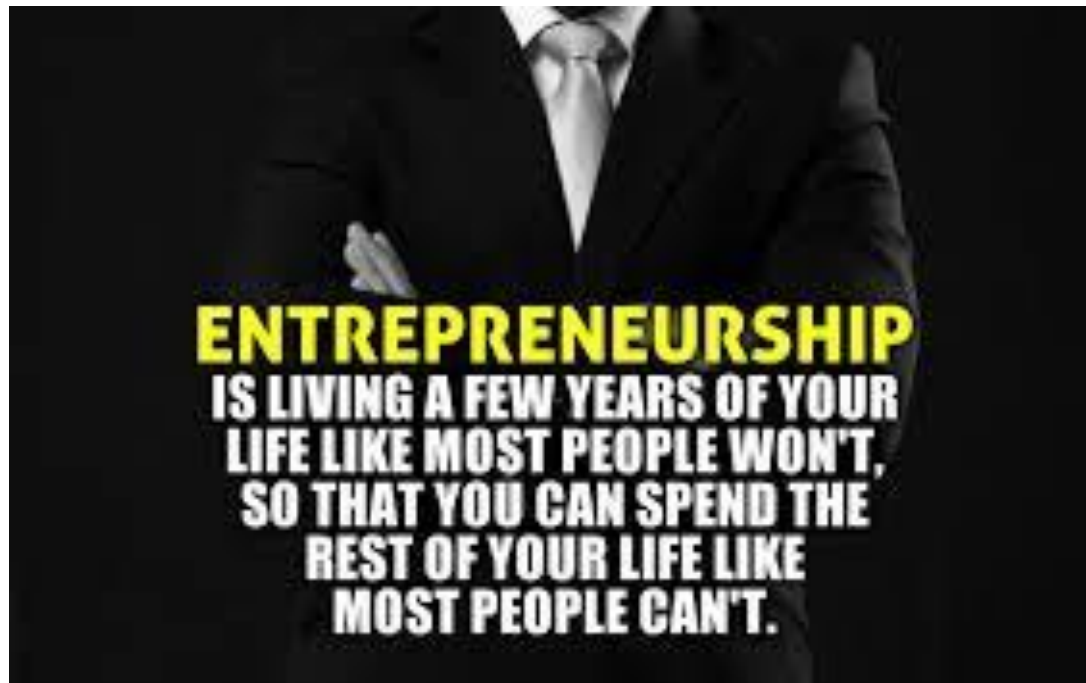
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# References





# Questions?



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