Mission
Create jobs through experiential entrepreneurial education (e³).

Training students in an entrepreneurial mindset so they are prepared to:
• Work in the corporate environment
• Work in small companies
• Launch their own company
Keith A. Pham Business Model Competition

- Overview
- Calendar
- Initial Application
- Final Application
- Rules
- Prizes
- Assistance
Overview

- Business Model Competition
  - Idea turned into a viable business model
  - No background in finance, engineering, marketing required
- Very low bar to enter competition
- Slightly higher bar to stay in competition
- High bar to compete in finals
- Excellence to win
  - Excellent business model and presentation
Dec 11th – First information session
Feb 2nd – Second information session
Feb 11th – Last information session
Feb 27th – Deadline for applications
Mar 2nd – Screened applications out to judges
Mar 9th – Top 10 applications out to mentors
Mar 23rd – Final applications due
Mar 27th – Final five teams selected
April 6th – Presentations – 1st, 2nd, finalists
April 24th – California Dreamin’
Initial Application

- Business model canvas
- 6 slide pitch deck without financials
- ½ to 1 page executive summary
  - Written summary of the first two documents
  - Try to make interesting
# Business Model Canvas

## The Business Model Canvas

<table>
<thead>
<tr>
<th>Key Partners</th>
<th>Key Activities</th>
<th>Value Propositions</th>
<th>Customer Relationships</th>
<th>Customer Segments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>Game Creation Processes</td>
<td>Free To Play</td>
<td>Customer Support and Forums on Zynga.com</td>
<td>Casual Gamers (60% Female &amp; 40% Male according to CNN Tech)</td>
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<tr>
<td>PayPal</td>
<td>Customer Support</td>
<td>Mindless Entertainment</td>
<td>Zynga's facebook page</td>
<td>Advertisers</td>
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<tr>
<td>Amex</td>
<td>Maintaining existing games</td>
<td>Social Interaction</td>
<td>Facebook</td>
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<td>Zazzle</td>
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<td>Zynga Live (Coming soon)</td>
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<td>SVNetwork</td>
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<td>Advertisers (Bing, McDonalds, General Mills etc..)</td>
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<td>7-Eleven</td>
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<td>Best Buy</td>
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<td>GameStop</td>
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<th>Key Resources</th>
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<tbody>
<tr>
<td>Game Designers / Artists / Developers / Testers</td>
<td>Game Creation Processes</td>
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<td>Customer Support and Forums on Zynga.com</td>
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<tr>
<td>Sales &amp; Marketing teams</td>
<td>Customer Support</td>
<td>Mindless Entertainment</td>
<td>Zynga's facebook page</td>
<td>Advertisers</td>
</tr>
<tr>
<td>Existing Games for Cross Promotion</td>
<td>Maintaining existing games</td>
<td>Social Interaction</td>
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## Cost Structure
- Usual cost of operating a business (Rent, Salaries etc..)
- R&D on new Game Ideas
- Maintenance
- Acquisition of competitors
- Generating fresh content for existing games
- Promotional Events (Fan Meetups etc.)

## Revenue Streams
- Traditional Advertising Revenues
- Revenue from Advertiser sponsored offers (Lead Generation)
- In-app Virtual Goods sales

www.businessmodelgeneration.com
Six slide pitch deck without financials

- Product
  - What problem or pain are you solving?
- Market
  - Who is your customer and how many are there?
- Team
  - What skills does your team have to solve this problem?
- Business Model
  - How will you make money?
- Growth Strategy
  - What will it take to grow your business
- Competitors
  - Who else is working on this problem?
Final Application

- Business model canvas
- 10 slide pitch deck with financials
- Written answers to 18 questions
- 3-5 page business plan, including 1 page executive summary
10 Slide Pitch Deck

- Problem
- Your solution
- Business model
- Underlying magic
- Marketing and sales
- Competition
- Team
- Projections and milestones
- Status and timeline
- Summary and call to action
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<th>TEAM</th>
<th>BUSINESS MODEL</th>
<th>GROWTH STRATEGY</th>
<th>COMPETITIVE ACTIONS</th>
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Rules

- At least 1 Chapman student, undergraduate or graduate
- Written materials to get to finals
- Final scoring is 75% pitch and Q&A with judges, 25% final application
- Previous finalists (other than winners) can compete
Prizes

- More than $10,000 in cash
- Working on more prizes
- All five finalists win cash
- Winner may represent Chapman at California Dreamin’
Mentors
- Ten
- Very experienced entrepreneurs who volunteer to help

Screening Judges – 8
- Angel investors and attorneys

Final Judges
- Senior angels
- Venture Capitalists