

Introduction & Tips

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Who am I?



- ❑ Software Test Engineer
- ❑ 7.5 years as a Microsoft employee
 - 6 years in Microsoft Games Group
 - 1.5 years on the Microsoft Works team
- ❑ Graduated from UWB in Spring 2005
 - Computing and Software Systems
- ❑ Enrolled in Entrepreneur's course and joined the Entrepreneur's Network in January 2005.

Entrepreneurial Endeavors

- ❑ London's Café
 - Coffee house
 - 2 partners
 - ❑ Julie Combs – 12 years of coffee experience
 - ❑ Cari Cardinal –

Tips

- ❑ Be part of a good team
- ❑ Know what you're building
- ❑ Keep a list of your core objectives
- ❑ Be prepared for change
- ❑ Work together as a team
- ❑ Use your resources
- ❑ Seek and welcome criticism
- ❑ Remember: Everyone is a sales person

Be part of a good team

- ❑ Diversity in skills
 - What are the needs of the business?
- ❑ Diversity in thought
 - Who will challenge our ideas?
- ❑ Reliability
 - Is everyone dedicated to building this?
- ❑ Communication
 - Can we exchange critical feedback?

Know what you're building

- ❑ What type of business are you?
- ❑ Who is your customer?
- ❑ What is your product?
- ❑ Who is your competition?

Keep a list of your core objectives

- Prioritize your core objectives
- +/- to the business
 - Is this decision true to the core objectives?
 - Maybe the business decision needs to change?
 - Maybe the core objectives need to change?
 - The Shift Hits the Plan
- Constantly review your pitch, objectives, and customer.
- Lesson from Hotwire Coffeehouse

Be prepared for change


Your business plan will change.

- Do you really know your customer?
- Does your customer really exist?
- Is the competition too far ahead?
- Did your location change?
- Is the wave you're thinking of riding about to crash?
- Did you lose a key business partner?
- Etc.

Work together as a team

- Splitting up the work is good.
- Integrate and review together.
 - Make sure your ideas flow together.

Use your resources

- Alan and David Miller are 
 - Ask them for help
 - Ask them for reviews and suggestions
 - Ask them for resources
 - Just ask them
- Other students
- The UWB Entrepreneur's Network
- Other people you know

Seek and welcome criticism

- Look for the holes in your plan
- Give your pitch to anyone who will listen
- Enjoy the compliments, but pay close attention to the criticism
- Come up with critical questions to ask your audience:
 - Would you buy this? Why? Why not?
 - What would make you our customer?

Remember: Everyone is a sales person

- Specialization is ok, but
 - Every team member should know the pitch.
 - Every team member should know the business priorities and status.
- Every team member must be willing to network.
- Every team member is a representative of the entire team.
