



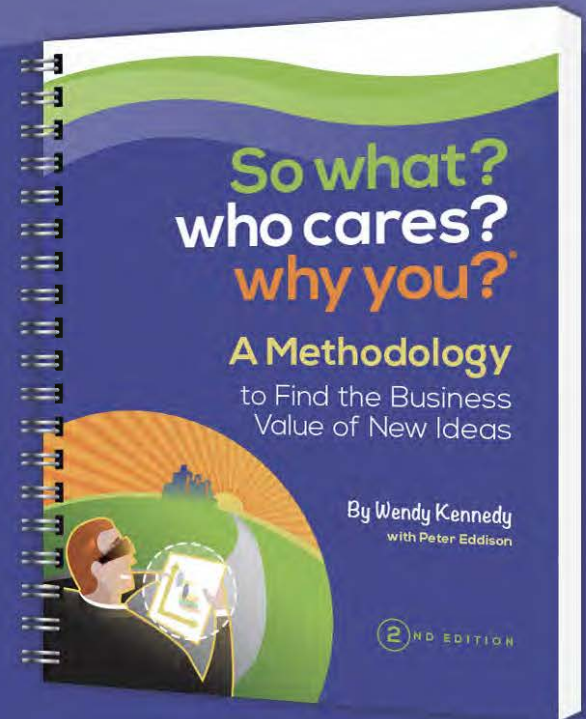
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Turn More Ideas into Opportunities

Helping Tech Entrepreneurs
Turn Ideas into
Opportunities

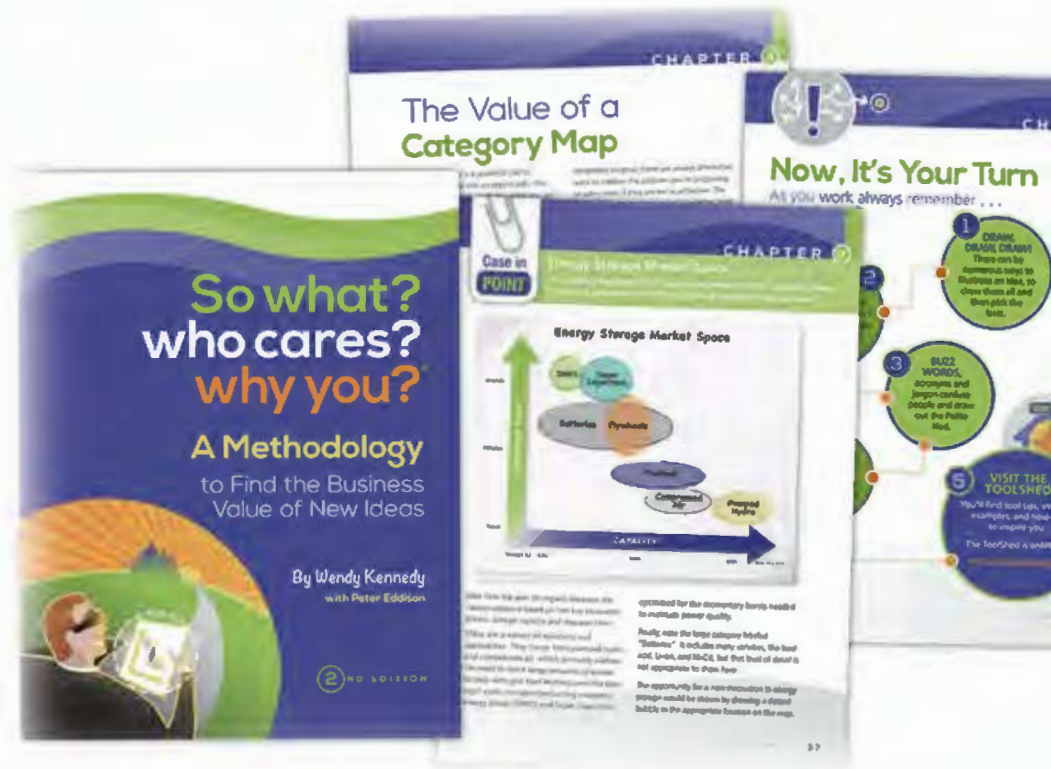
SBDC Conference
2019 – Long Beach, CA

Wendy Kennedy
President - WKI



Who is WKI?

- Since 2005....
- Science & technology
- Frameworks to ideate and find the business value of ideas
- Develop clarity and confidence to move ideas forward





Hyperion Portable Computer ...1982



PointShot Wireless

QNX Software – Embedded OS

Our Markets



Automotive



Consumer



Medical



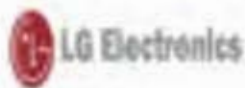
Military



Industrial



Network



AutoSkill[®]



Reading Skills Improvement Software



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What Problem Does WKI Solve?

Hello....

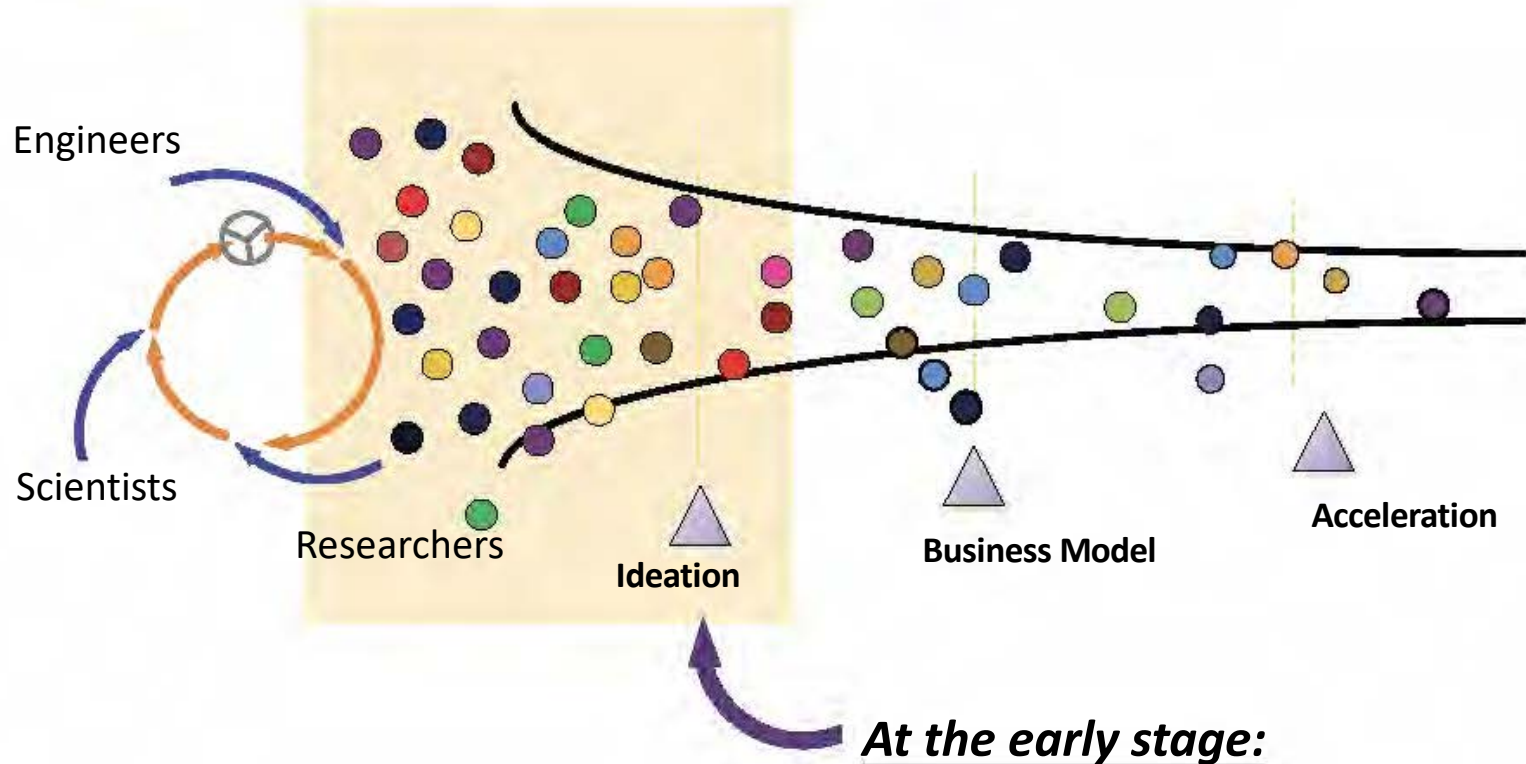
So what do you do?



The Polite Nod...



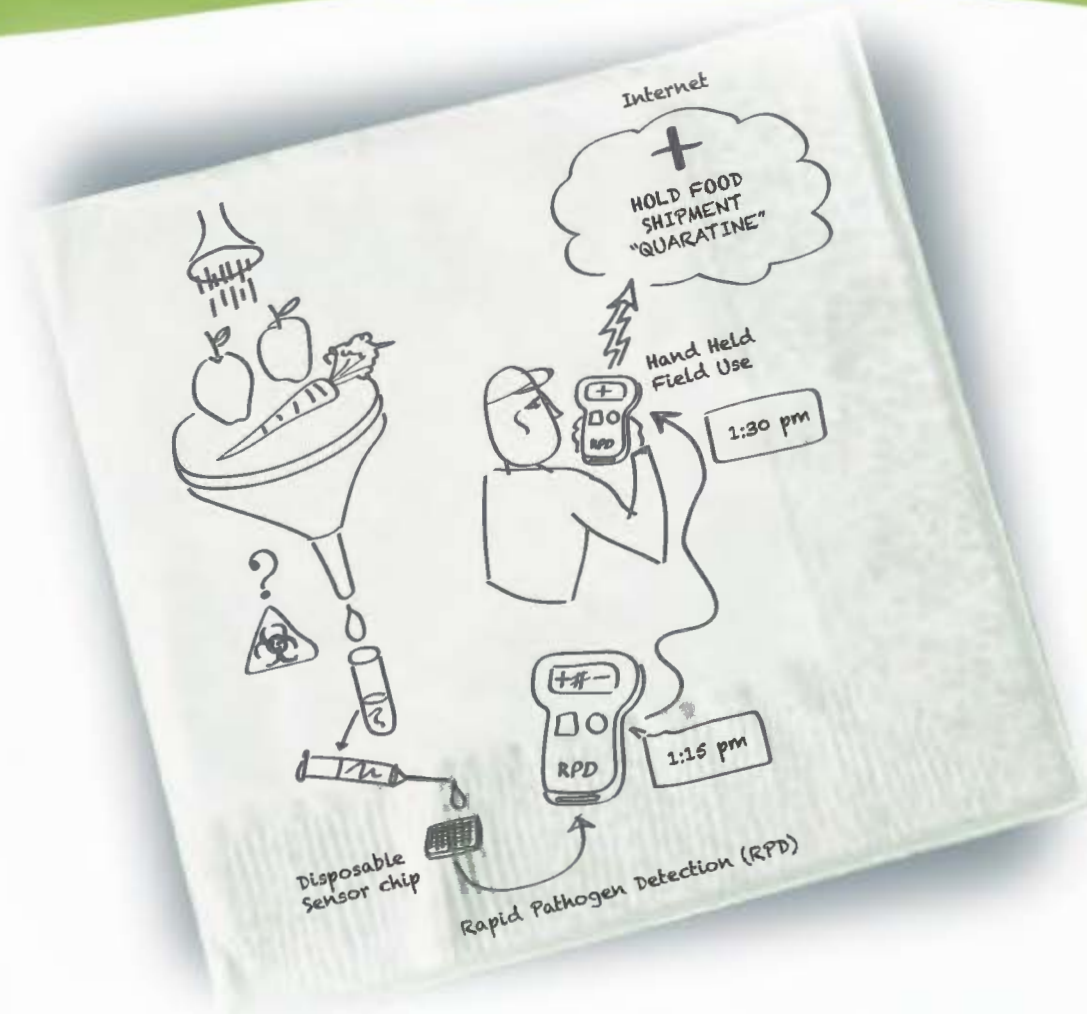
Entrepreneurial Ideation



- Ideate to find the business value of ideas
- Awareness of the vocabulary of business

Ideas that are “on the napkin”

- Science & Technology
- Engineers, Scientists,,
Physicians, Faculty,
Cardiologists, ...
- New techniques,
approaches and
concepts
- Business value is
“fuzzy”



Turn More Ideas into Opportunities

WKI Entrepreneurial Ideation....



SO WHAT?

1. What's Your Idea?
2. What's the Problem?
3. Where Does Your Idea Fit?

WHO CARES?

4. Who's Your Customer?
5. What's Your Path to Market?
6. Where's the Money?

WHY YOU?

7. What's Your Competitive Edge?
8. Can You Execute?
9. What's Your Value Proposition?

Structured Ideation

So what?
who cares?
why you?

Design A Winning Pitch

so what?

Intro Vision & Team

The Vision Tool

Define the Problem

The Business Problem Tool

Showcase Your Solution

The Napkin Drawing Tool

who cares?

Differentiation & Opportunity

The Category Map Tool
The Competitive Radar Tool

Identify Customers

The Market Fishbone Tool

Provide Use Case(s)

The Segment Strawman Tool

why you?

Map the Path To Market

The Channels to Market Tool
The Ecosystem Ladder Tool

Show the Market Entry Plan

The Go to Market Plan Tool

Present the Financial Model

The Financial Forecast Tool

Three-year financial forecast				
	Year 1	Year 2	Year 3	1st Quarter in Year 3
Revenue	2,250	3,800	4,280	
Cost of Sales	900	1,800	1,500	
Gross Profit	1,350	2,000	2,780	
Sales & Marketing	450	600	800	
Product Development	1,000	1,000	1,000	
General & Administrative	200	200	200	
Total Operating Expense	1,650	2,600	2,800	
EBITDA	-300	-600	200	

now what?

Make "The Ask"

- What Are You Asking For?
- What Will You Do With It?

Present the Highlights

- Why Are You A Great Investment?
- List the Proof Points.

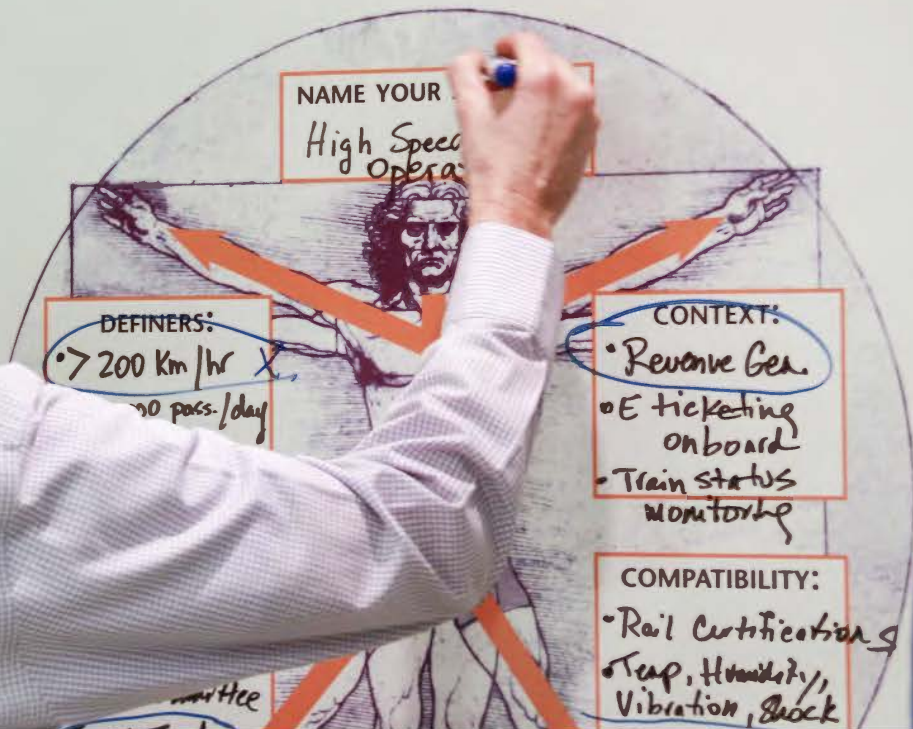
Restate Your Vision

The Segment Strawman Tool

So what?
who cares?
why you?

Create a Use-Case Scenario

- Step 1:** Profile your target customer using the 'Definers' and 'Descriptors'.
- Step 2:** Describe how they will use your idea using 'Context' and 'Compatibility'.



Visual Design Thinking Tools
Structure the Conversations...



A Common Language for Conversation

Engage



Draw a **category map** for the market space into which your idea fits.

Market space name

DRIVER A

DRIVER B

What drives the growth of that?

Some of our customers...

UF INNOVATE

UF Sid Martin
Biotechnology Institute
UNIVERSITY of FLORIDA



MTEC SmartZone



University of
South Florida



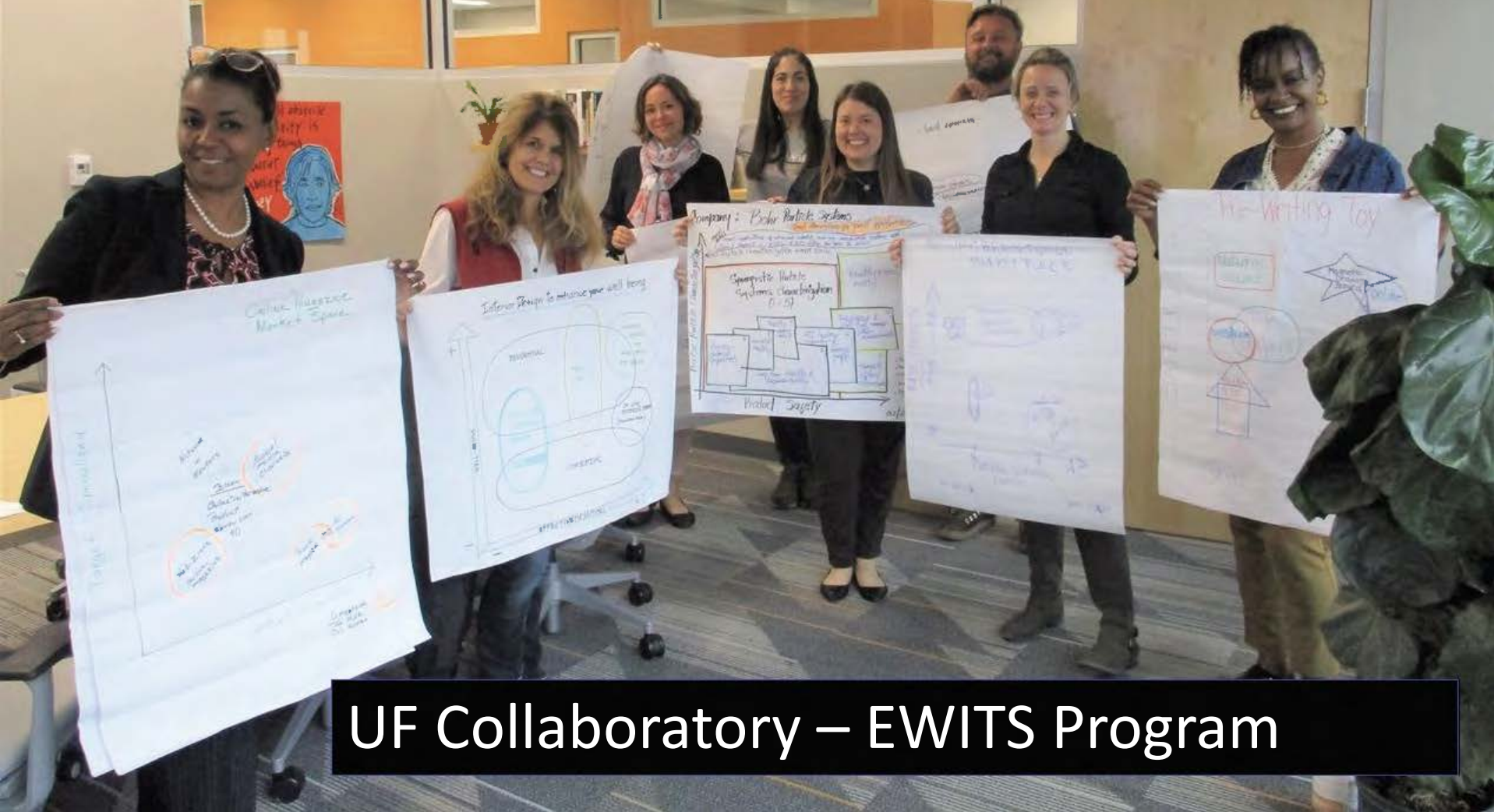
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EPIcenter – Energy Entrepreneurs

UF INNOVATE
SID MARTIN BIOTECH

The Hub at UF



UF Collaboratory – EWITS Program



LaunchPad @ Community Health Network



The Heart of Dayton's Innovation District



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Experiences
What Are We Learning?

IT'S ABOUT CONVERSATIONS

Active, dynamic conversations about business value – not training classes. Promote discussion and debate – push to explore the possibilities.



DRIVEN BY QUESTIONS, NOT BY ANSWERS

4

Ask probing questions to spark different ways of thinking. This sets the stage for “A-Ha” breakthroughs and coachable moments.



EXPLORE

INSPIRED BY SO WHAT? WHO CARES? WHY YOU?[®] TOOLS

Visual tools provide the common language for both coaches and founders to be sounding boards and advisors.



5 DRAW, BRAINSTORM & DEBATE THE BUSINESS VALUE

This is the time to explore and experiment the best path to commercial success. Sketch, model and map ideas using the visual tools.



FOUNDERS DRIVE, COACHES NAVIGATE



Focus on coaching, not consulting. Guide founders to look at their ideas through the So what? who cares? why you? methodology.

ENGAGE

Successes

- Funding for early stage startups
 - PoC, SBIR, Seed, Pitches,
- Deal flow to tech incubators
- Save your staff time and frustration
- Prioritize your pipeline – who's ready now? Next? Who's coachable?
- Common vocabulary accelerates decision making
- Inventors self-discover their "baby is ugly" ...



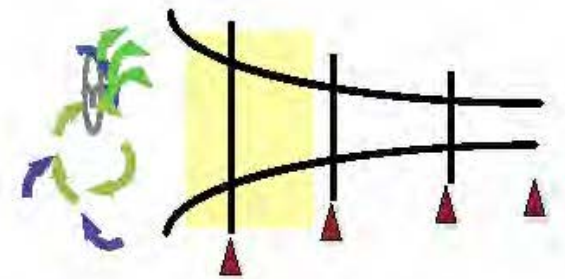
Challenges

- Founderitis!
- It's ground breaking technology
- I can't talk about it in public
- Everyone (I talk to) wants it
- "I don't need any help"
- I just need a web site...
- You say tomaytoe, I say tomahto...
- The Polite Nod 😊
- Yours??



Tips – Entrepreneurial Ideation

1. It's About **Conversations**
2. Founders Drive, **Advisors Navigate**
3. This is **Coaching**, Not Consulting.
4. Live in the **Problem Space** for a While
5. Hands on and High Touch
6. Ideate – Investigate – Iterate
7. Lots of **Pitching & Catching**
8. Ideation is about **Clarity & Confidence**





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Thanks for Coming!

Join us in Delaware September 25-26th
for WKI Certified Coach Training

Details: wendy@wendykennedy.com
1-866-663-0171