

2021 Zingale Big Idea Competition



Workshop # 1

Identifying A Problem You Want
To Solve

Zingale Big Idea Competition

- \$30,000 In Prizes
 - \$20,000 Student Track
 - \$10,000 Meadville Community Track
- Funding Pitch Competition
 - April 29-30
- 3- Page Executive Summary
 - Preliminary Round
 - Due April 15
- Power Point Pitch
 - Final Round
 - 15 Minutes and 10 Slides
- Templates On Website



The Schedule

- **Friday, April 15**
 - Executives Summary Due
- **Friday, April 29**
 - First Round
- **Saturday, April 30**
 - Championship Round
 - Awards Ceremony



Workshops

- **Tuesday, March 1**
 - Finding A Relevant Problem To Solve
- **Tuesday, March 15**
 - Creating A Big Idea To Solve The Problem
- **Tuesday, March 29**
 - Marketing Your Big Idea
- **Tuesday, April 5**
 - Developing Your Big Idea's Financial Plan
- **Tuesday, April 12**
 - Pitching Your Big Idea

Competition Musts

- Must Be A **New Business** That Is Not Yet Up and Running.
- Must **Use The Templates** On Our Competition Webpage.
- Must Complete A **Two-Page Written Executive Summary** In Addition To PowerPoint Presentation.
- Must Have **Fully Completed Entry To Participate** In Competition.

SUBMIT EXECUTIVE SUMMARY BY FRIDAY, APRIL 15

- Chris Allison
 - callison@allegheny.edu
- Sarah Holt
 - sholt@allegheny.edu



Coming Up With A New Business Idea



Who Are These People?



















twitter



PayPaltm



ESTÉE LAUDER



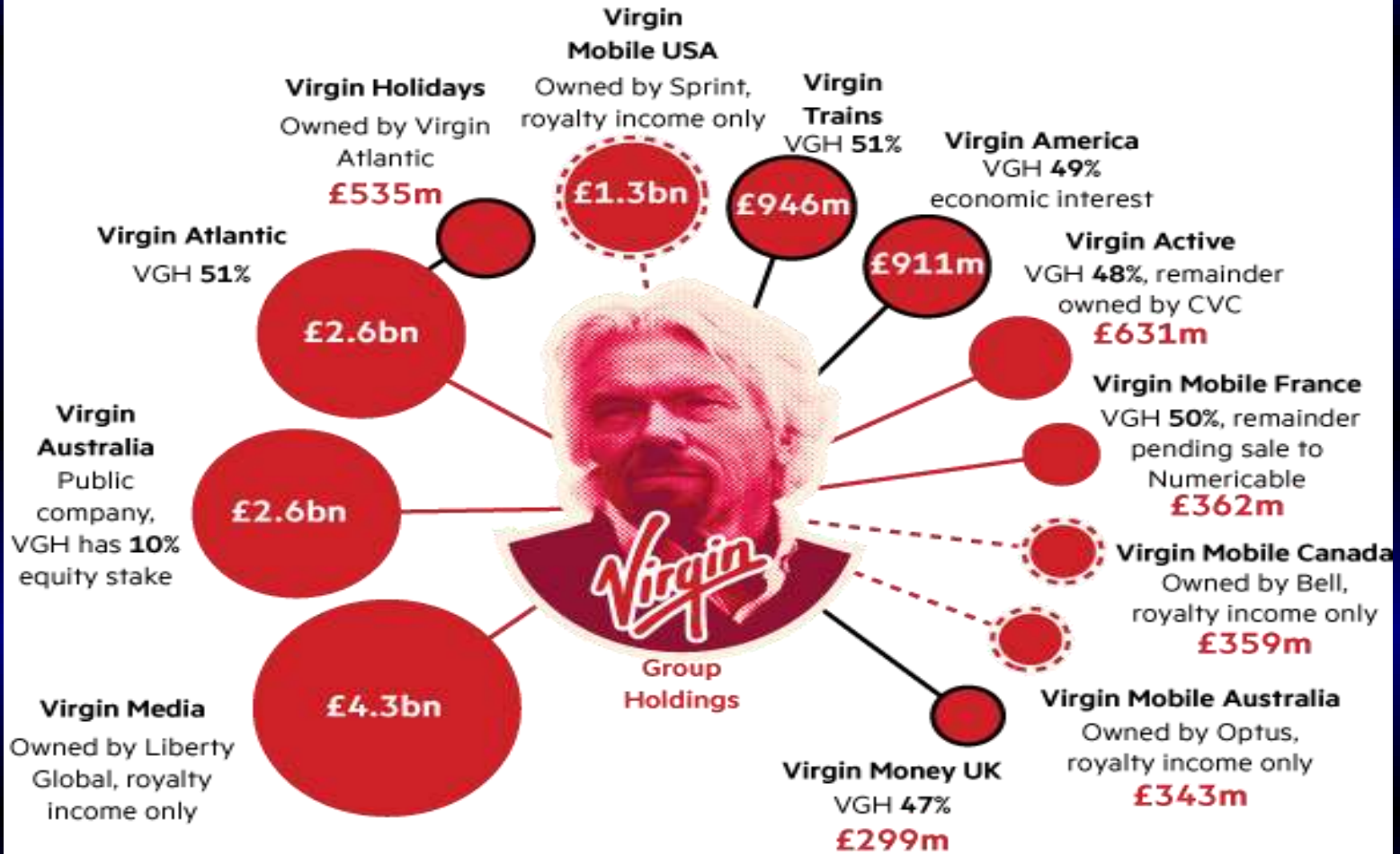
BET★
NETWORKS





Top 12 Virgin companies

By annual revenues for the latest financial year



Sources: Virgin Group; FT research

Photo: Steve Parsons/PA Wire

FT graphic: Ian Bott

Richard Branson Tips

1. **Just start.** You will learn so many **lessons** just by doing
2. Turn what **excites you** into capital so you can do more of it
3. Business opportunities **are always** coming and going
4. **Don't wait** for the perfect moment, **create it**
5. Set **very big** challenges for yourself
6. Work on whatever you're **passionate** about
7. If they're not **calling you crazy**, think bigger
8. Learn **by doing**, and by falling over
9. Hire people **smarter** than you
10. **Take the best**, leave the rest
11. Listen more than you **talk**
12. **Don't dwell** on failure



Richard Branson

“I invest in businesses that make people’s lives easier.”



Most Common New Businesses

- Health Care and Social Assistance
- Accommodation and Food Services
- Arts, Entertainment, and Recreation
- Personal Trainers
- Site building and web design
- Local Auto Repairs
- Secondhand (Online) Stores
- Pet sitting
- Cafés
- Real Estate

Most Common Legal Forms of A Business



Sole Proprietorship

- Owned by one person
- No legal or financial distinction between business & business owner



Partnership

- Business, financial & legal responsibilities equally divided
- Must be registered for IRS purposes



Limited Partnership

- Ideal for those interested in raising capital from investors who aren't active in day-to-day duties



Corporation

- Independent, multiple shareholders
- Appropriate for established businesses with employees



LLC

- Blend of partnership & corporation
- No personal property at risk
- Less regulation



Non-Profit

- Earnings pay expenses of company
- Can apply for "tax exempt" status



Co-op

- Earnings divided among members
- No external stakeholders
- Members use its services



Large Scale Market
Emotionally Driven
#1 Priority - Brand Awareness



Niche Market
Rationally Driven
#1 Priority - Lead Gen

CONSUMERS



VS

BUSINESSES



Skewed Toward Emotional

Skewed Toward Rational

Product-Driven

Relationship-Driven

Individuals & Households

Teams & Companies

1-2 People

Buying Groups of 5-12

Lower \$ Amounts

Higher \$ Amounts

Days to Weeks

Months to Years

B2C Buyers

B2B Buyers

Make buying decisions for individuals or households

Make buying decisions for companies that serve other companies or many consumers

Purchase size is small

Purchase can be in the millions or billions of dollars

One buyer, may include some influencers or other users

Many people, even departments involved in buying decision

300 million people in the United States;
100 million households

500,000 businesses and organizations in the United States

Located throughout the United States

Concentrated in areas based on cost, access, and availability of resources to produce products or services

Markets First Approach

Five High-Growth Industries of 2020



Field Service Mgmt.
Software

+13.5%



Automated Guided
Vehicle Mfg.

+13.9%



Online Vitamin Sales

+15.0%



Marijuana Production

+25.2%



Wind Power

+24.3%

IBISWorld
WHERE KNOWLEDGE IS POWER



GOING GREEN

The green construction industry is expected to generate **\$303.4 billion** from 2015 to 2018—nearly double the \$167.4 billion it generated from 2011 to 2014.¹



SAY WHAT?

The number of translation jobs is projected to grow by 46% between 2012 and 2022, the global market for language services and technology will hit **\$49.8 billion** in 2019.²



ONLINE EATS

Between now and 2018, online grocery stores are projected to grow 21% annually, generating **\$18 billion** by 2018.³



SWEET STUFF

The U.S. is the world's largest market for chocolate—about 85% of Americans buy chocolate. U.S. chocolate confectionery sales are projected to reach **\$25 billion** by 2019, up from \$21 billion in 2014.⁴



SOMETHING'S BREWING

Sales of craft beer doubled from 2009 to 2014 to **\$20 billion**, and are forecasted to reach \$36.3 billion by 2019.⁵



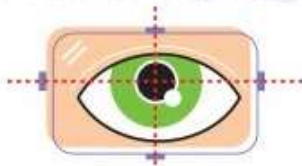
THERE'S NO PLACE LIKE HOME

By 2040, more than 20% of the U.S. population will be age 65 and over—up from 13% in 2010. Jobs for home health aides are expected to grow by **48 percent** by 2022.⁶



E.T., DRONE HOME

Drone manufacturing is already a \$3.3 billion industry in the U.S. With applications including humanitarian relief and scientific research, the drone industry is projected to grow to **\$82 billion** by 2025.⁷



EYE SPY

Biometrics use body scans (of voices, fingerprints, retinas, etc.) for applications such as building access and online security. Security concerns are powering this industry, projected to grow from \$7 billion in 2014 to **\$44.2 billion** by 2021.⁸



FRAUD DETECTIVES

Online fraud detection software is projected to generate **\$1.78 billion** by 2020, up from \$817.2 million in 2014 and \$48.8 million in 2005.⁹



HEALTHY PROFITS

Corporate wellness services, which provide consulting, fitness programs and even software to track wellness, are expected to grow 8.4 percent annually, generating **\$12.1 billion** in 2020.¹⁰



MOBILE SHOPPING

By 2017, more than half of Americans, **95.1 million people**, will use their smartphones to make a purchase.¹¹



HERE, KITTY, KITTY

Americans spend nearly **\$20 billion** a year on pet care, including \$389 million on toys. With 71% of Generation X and 65% of Millennials owning pets, this industry is on track for continued steady growth.¹²

Look For Problems First Then Find Solutions Second



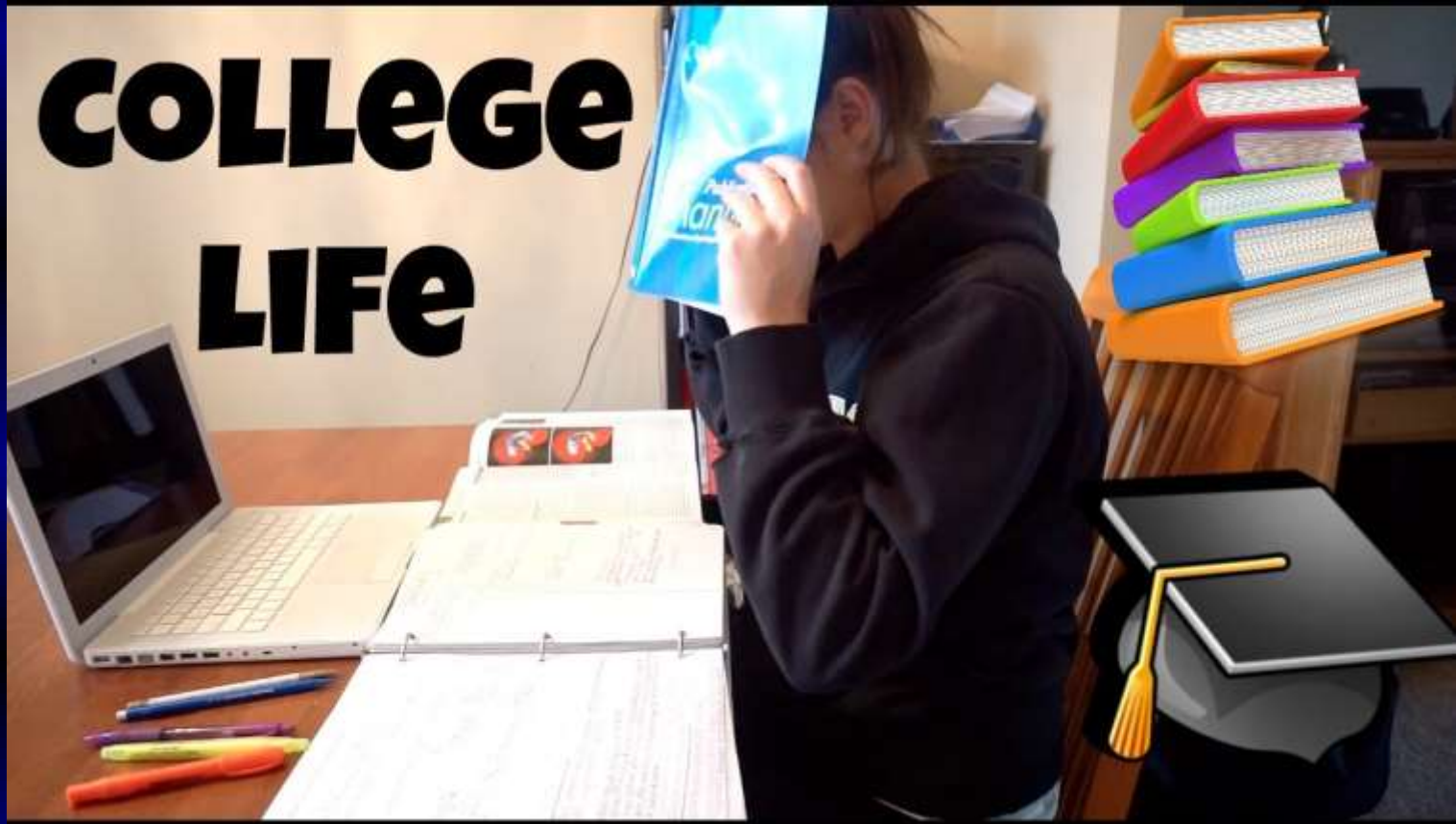
Solutions To RELEVANT Problems



Look For Everyday Annoyances and Solve The Problems



How Could You Make Someone's Lives Better



Issues People Face

- Health Crisis
- Workplace Issues
- Emptiness
- Friendship Issues
- Failure
- Financial Crisis
- Career Pressure
- Unfair Treatment
- Inner Peace
- Mental Health



Issues



What drives you mad about watching television?



What drives you mad about people who are rude and inconsiderate?

What drives you mad about your best friend's brothers and sisters?

What drives you mad about losing something?

What drives you mad about alarm clocks and watches?



What drives you mad about the other people at work or in your class?

What drives you mad about your bedroom/your bathroom? Your house?

What drives you mad about your neighbors/their cooking/their kids/their pets?

What drives you mad about forgetting the very thing you went to the store to buy?

What drives you mad about getting up in the morning?



What drives you mad about going to bed early?

What drives you mad about doing household chores?

What drives you mad the most of all?

What drives you mad about cleaning your room?



What drives you mad about people who forget your birthday/name day?

What drives you mad about people who give you advice?

What drives you mad about people who ask you to repeat everything?

What drives you mad about people who talk really loudly?

Common Societal Problems

Affordability of health care

Climate change

Economic inequality

Affordability of college education

Racism

Drug addiction

Federal budget deficit

Terrorism

Sexism

Job opportunities for all Americans

Illegal immigration

The Biggest Problem Their Generation Faces Now

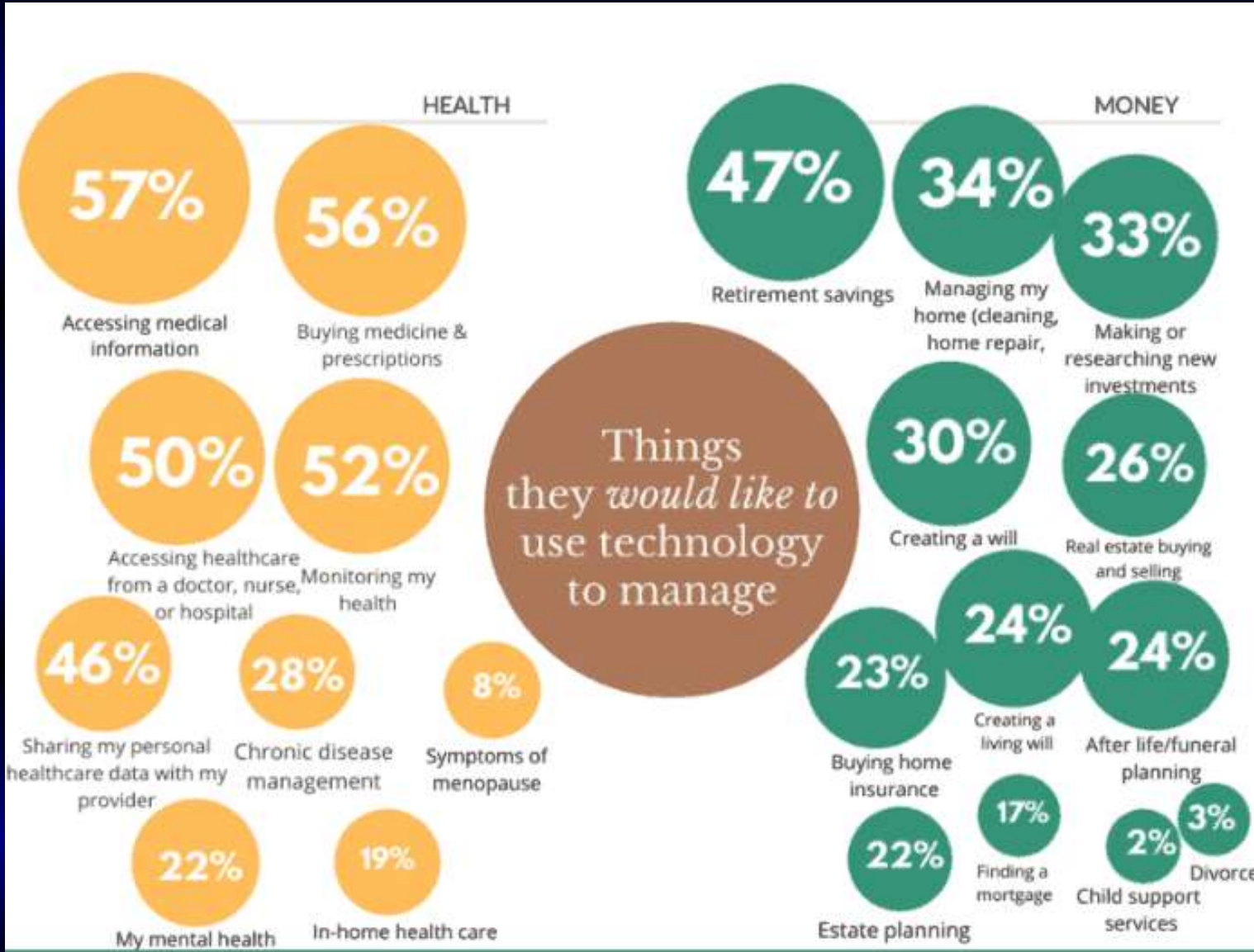
13-17-year-olds

1. Climate change
2. Social media
3. Technology addiction
4. Gun violence / School shootings
5. Bullying
6. Politics
7. Debt
8. Mental health
9. Laziness
10. Drugs

18-36-year-olds

1. Climate change
2. Debt
3. Economy
4. Drugs
5. Technology addiction
6. Social media
7. Racism / Discrimination
8. Wage inequality
9. Cost of Living
10. Older generations

Issues For Baby Boomers



TOP FIVE SMALL BUSINESS PROBLEMS & SOLUTIONS TO OVERCOME THEM



DEVELOPING A BUSINESS PLAN

Prior to getting your business off the ground, sit down and write out a business plan. Brainstorm what you want to achieve. Where do you see your business six months from now? Where do you see your business 2 years from now? These are things you need to figure out.



MARKETING

You can build a business all you want but if no one knows about it, you're not going to get very far. You need to cover all angles when it comes to marketing. That includes both internet marketing and conventional marketing methods.



KEEPING YOUR FINANCES IN ORDER

Financial management is without a doubt one of the most common small business problems across the board. You need to keep an eye on your finances or else you could go broke very quickly. If you're not qualified or don't feel confident that you can do this, hire a bookkeeper or an accountant from the get go.

TOP FIVE SMALL BUSINESS PROBLEMS & SOLUTIONS TO OVERCOME THEM



GETTING CUSTOMERS & KEEPING THEM

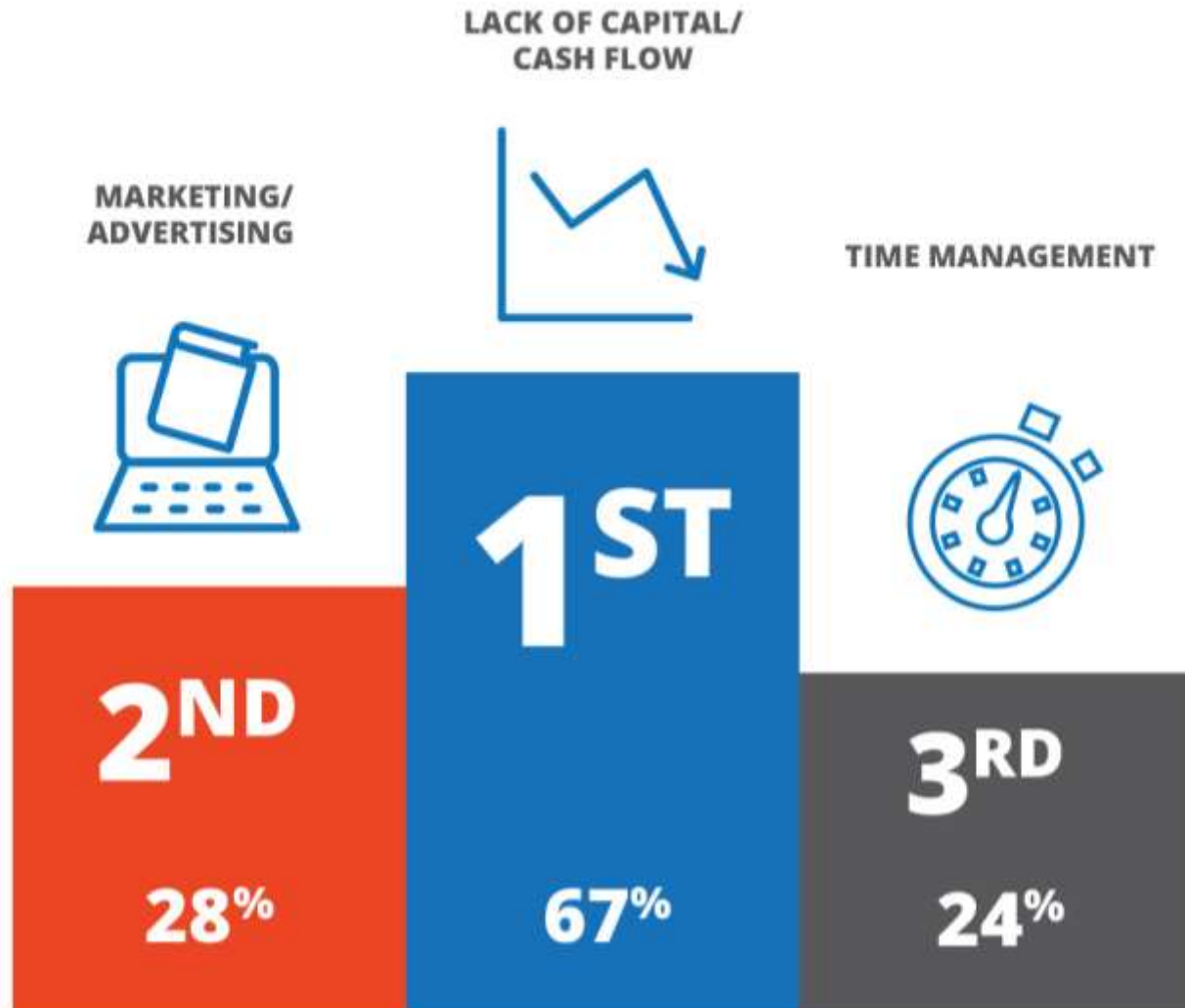
Everyone knows that the most important part of building a business is finding loyal customers to keep you afloat. While a lot of building your customer base relies on a good marketing strategy, keeping them will depend on how good your customer service is.



PUTTING TOGETHER THE RIGHT TEAM

Unfortunately it's almost impossible to build a business by yourself. In order to get your business off the ground and do it correctly you're going to need some help. You need a team of people to help you do the things you may not have experience with. A good team will build your business – you just have to build the team first.

THE TOP CHALLENGES FOR SMALL BUSINESS OWNERS*



More Common Business Problems

- Finding customers and marketing
- Succession planning
- Hiring talented people
- Owner Fatigue
- Funding for growth
- Health care



More Business Problems



Managing overheads



Monitoring performance



Listening to feedback



Uncertainty



Cyber risks



Finding the right staff



More Business Problems



Things That You Could Improve Upon

- Improve aging-in-place livability
- Reduce food waste in the USA
- Increase financial investing for young adults
- Imagine the next generation of entertainment
- Imagine the next generation of fashion
- Imagine the next generation of education
- Disrupt the healthcare industry
- Disrupt the travel industry
- Disrupt the insurance industry
- Disrupt an industry with IOT.
- Disrupt an industry with 3D printing

What Ways Can An Idea Create Economic Value, i.e. Why Would Someone Pay You For Something?



Economic Value

- Potential Economic Value
 - Make Or Save Money
- Newness
 - Nothing Like It Before
- Perceived Desirability
 - Gotta Have It



What Are The Different Forms of Value?



Forms of Value

- **Economic Value**
 - The Capacity To Generate Profit
- **Social Value**
 - Helps Address A Social Need
- **Environmental Value**
 - Protects or Serves The Environment



What Is An Innovation?



What is innovation?

- **Innovation** is the process and outcome of creating something new, which is also of value.
- Innovation involves the **whole process** from opportunity identification, ideation or invention to development, prototyping, production marketing and sales (Schumpeter).

Innovation Is Not ...

- Invention
- Innovation Is A Term of Economics
 - More Value For Less Cost
- Bigger, Faster, Stronger



Change = Problems



Solving Problems Created By Change = New Product or Service



Researching Your Problem



What is Market Research?

Market Research is the process of collecting, analyzing and interpreting data about your target market, consumers, competitors and the industry as a whole

Primary Vs. Secondary Research

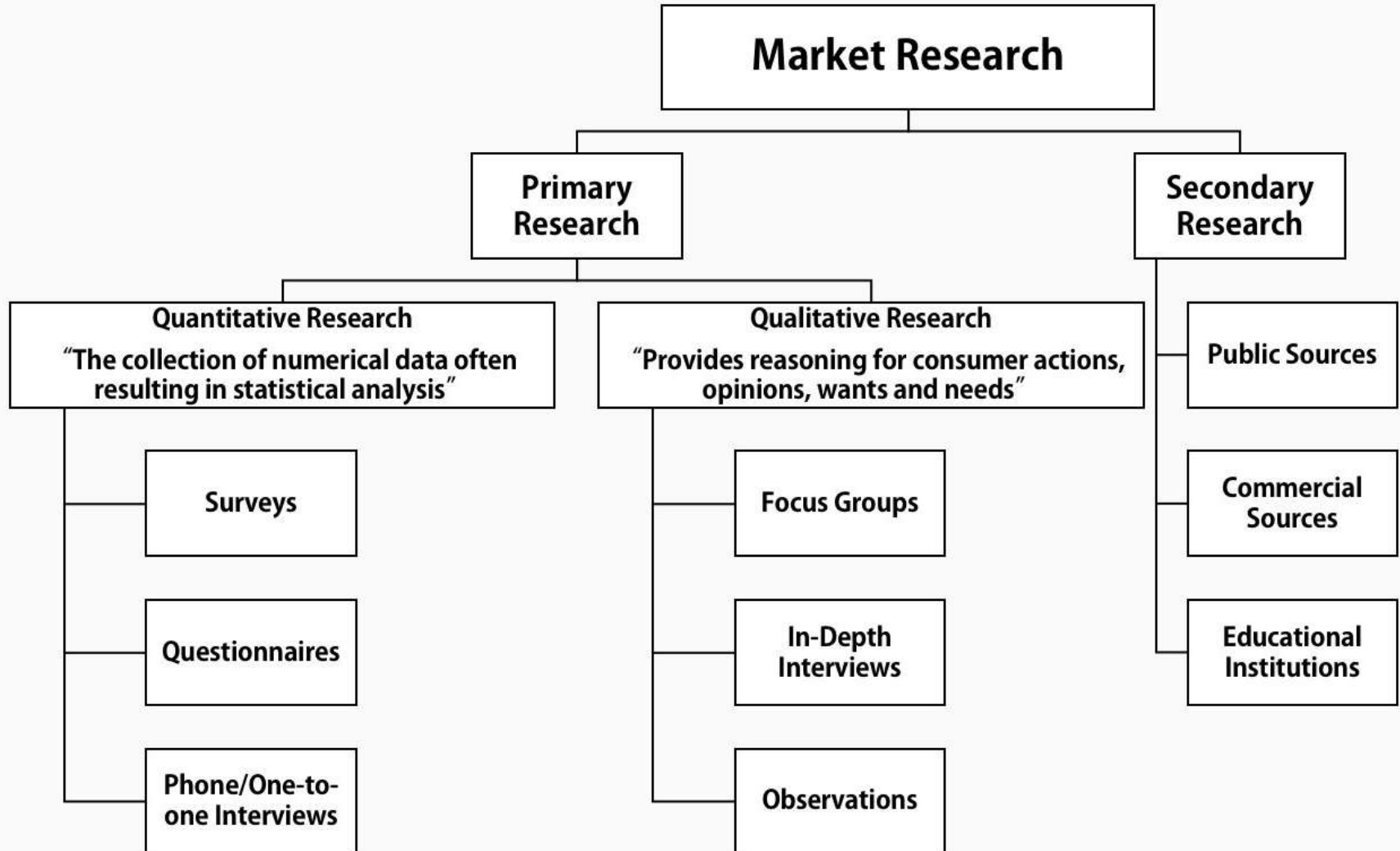
Primary Research

- More complex
- Indepth exploration
- One-to-one talks with active industry players & observers
- Focus on prospect companies

Secondary Research

- Easier to conduct
- Broad understanding
- Obtained from public sources
- Focus on markets
- Preparation for primary research

Source: www.successfulacquisitions.net



Secondary Research



Secondary Research

- **Secondary research** (also known as **desk research**) involves the summary, collation and/or synthesis of existing **research** rather than **primary research**, in which data are collected from, for example, **research subjects** or **experiments**.

Secondary Research

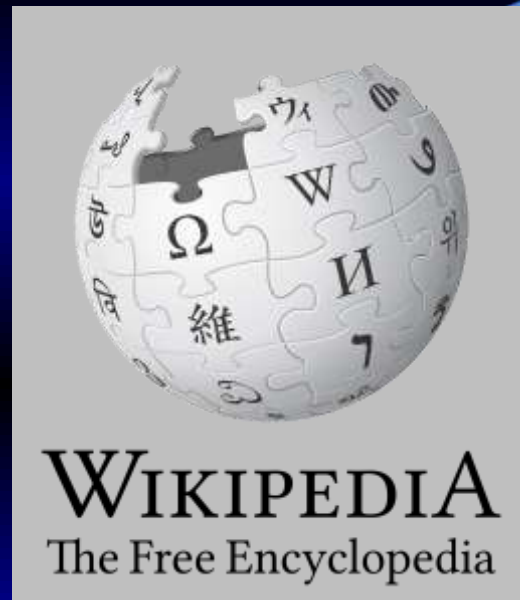
- Secondary research is faster and less expensive than primary research.
- Gathering secondary research may be as simple as making a trip to your local library or business information center or browsing the Internet.
- It utilizes information already published.
 - Surveys, books, magazines, etc.
- Use credible sources.

Secondary Research Cont.

- Localized figures provide better information as local conditions might buck national trends.
 - Newspapers and other local media are helpful.
- Many sources of secondary research material are available. It can be found in:
 - Libraries
 - GALES' Directory is available at any public library.
 - Colleges
 - Trade and general business publications and newspapers
 - Trade associations and government agencies are rich sources of information.

Start Here First

Google



SBA

- Business Data & Statistics Page
- <https://www.sba.gov/offices/headquarters/oeer/resources/2836>
- You'll find a collection of resources providing free access to information about business and economic conditions and indicators collected by the U.S. government. Whether you sell to businesses or consumers, these sites include data and statistics on income, employment, trade, and manufacturing, and plenty more.

The U.S. Census Bureau

- www.census.gov
 - Maintains a vast repository of information that is quick and easy to navigate.
- [The American Fact Finder](https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml)
 - <https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml>
 - Enter a city and state and the tool will generate multiple options for viewing social, economic, household and demographic data for your town or future location.
- [Interactive Map](https://www.census.gov/cbdmap/)
 - <https://www.census.gov/cbdmap/>
 - Shows a mash-up of economic and demographic statistics for any town, city, or state in America.

FedStats.Gov

- <https://fedstats.sites.usa.gov>
- This no-frills data-driven site provides access to a full range of official statistical information produced by the federal government without having to know in advance which federal agency produces which particular statistic. Data is available on wide-ranging topics, including economic and population trends, crime, education, health care, aviation safety, energy use, and farm production.

SBA

- <https://www.sba.gov/advocacy>
- Conducts and publishes its own research on topics such as the small business economy.



Bureau of Economic Analysis

- <https://bea.gov>
- Provides access to daily releases of key economic indicators from the Bureau of Economic Analysis and the Census Bureau. This is probably your best bet if you're looking for one site that says it all.



SBA Guide For Conducting Market Research

- <https://www.sba.gov/business-guide/plan/market-research-competitive-analysis>
- SBA's Guide For Conducting Market Research



Observe, Discover and Solve

- Observe A Problem
 - Primary and Secondary Research
- Something You Want To Change
- Solve The Problem With A Product or Service
 - Problem/Solution Set
 - Make or Save Money

