

<7>



<7>



**Every great entrepreneur has a nesting doll set of pitches.**

← **Close the deal!**

← **1- Hour Meeting**

← **3-Minute Pitch**


← **60-Second Pitch**

← **1-Sentence**









# One-sentence description.

**Ranjana Soni** 12:01 PM


Business regulations are complex, deadline-driven, and penalty-prone, our multi-country AI-platform automates incorporation, tax filings, regulatory compliance, and MIS reporting.

 1  1 


**Pooja Singh** 4:41 PM

By 5th grade, half of students are a year behind in math and private tutors are expensive, so MathBuddy delivers AI-powered 1-to-1 tutoring for the price of a pizza a month—putting success within everyone's reach.

New

**Hallie** 9:28 PM




For people who want to feel more in control of their money, Koody makes it easy to track your income and expenses, manage budgets, and plan for the future.



**Iago Maciel** 5:38 PM


[#one-sentence](#)

Option 1: Autopilot builds insurance for AI-driven mistakes.


Option 2: Autopilot builds insurance for AI-driven mistakes, like an airbag to protect your company. (edited)

 2  3 


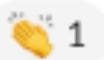


 **2 replies** Last reply 5 days ago


**Ashoak Nagarajan** 8:25 PM

QKonnekt, your networking assistant, ensures you won't miss the quality connections that matters in a conference / event / around you.


**Anthony Anyanwu** 7:39 AM

I am building an AI app that plans, books, and updates your whole vacation for you— all in one place.

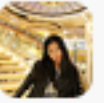
 3  1  1 

**Alesya** 8:58 AM




joined [#one-sentence](#).


**Alesya** 9:00 AM

If you're tired of waxing, shaving, and laser, we bring you the only FDA-approved solution for permanent hair removal




**Hailey Kang** 10:48 PM


CheatChickClub makes it easy to enjoy crave-worthy comfort meals that are clean, high-protein, and built for busy, health-conscious lives.

 3  1 

**Michael Cummings** 3:08 PM




For active lifestyle professionals seeking optimal cognitive and physical performance, Apex Performance Life delivers a complete, science-backed nutritional supplements+AI advisor solution.


 2  1 

**Cat Divers** 11:24 AM




For people facing life challenges, our app connects you to on-demand AI coaches, human experts, peer support groups, and other trusted resources.


[@Michael Wei](#) (starting first with dating issues) (edited)

 3  1 




**Elizabeth Z. Goodwin** 9:10 PM


1:1 virtual coaching on the alumni interviewing stage of the college application process.

 2  1 




**Peter S** 11:35 AM


My company, Omnificent Industries, is working to democratize and proliferate the use of drones at every level of industry.

 1  1 



**Ray Banks** 2:54 PM


Literate helps intermediate language learners break through to fluency with AI-leveled reading, listening, and video content.

 1  1 


**Ritesh Anand** 3:34 PM

I2B ( Idea 2 Business) Lab is your AI cofounder — turning raw ideas into real businesses with no code and no chaos - Powered by AI backed by humans. (edited)



 2 

**Jonathan Lam** 5:58 PM

Ease lets healthcare professionals instantly communicate with any patient in their native language—no interpreter wait, faster care, better comprehension.

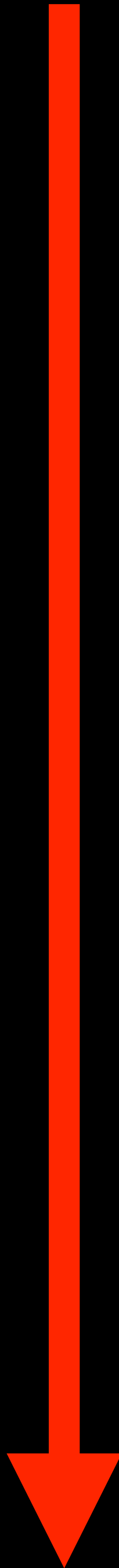
**Chelsea** 10:32 PM

For brick and mortar store owners who want to figure out why the sales drop down recently, CurateMode is designed for providing analytical answers and upgraded selection of wholesale vendors.

 3 



# LaunchPath



**Step 1: Listen to the waves.**

**Step 2: Create something people want.**

**Step 3: Draw the landscape.**

**Step 4: Build an engine of growth.**

**Step 5: Create an economic model.**

**Step 6: Develop a capital strategy.**

**Step 7: Frame a funnel.**

**Step 8: Be a master storyteller.**





# Tonight's agenda:

- **Some high-level thoughts on marketing your startup.**
- **The 60-second pitches.**
- **Vote to choose our 5 semifinalists who will present their 3-minute pitch deck next week.**
- **Closing thoughts on pitch decks.**





**Not enough customers.**



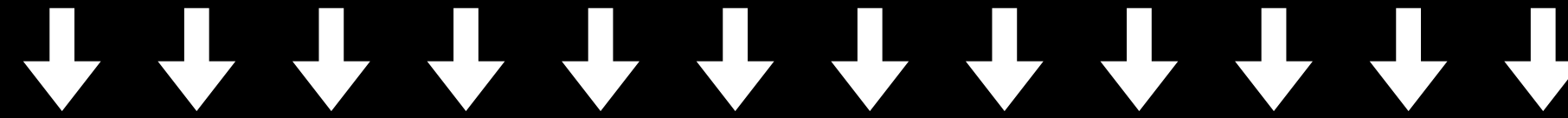
# Top reasons startups fail:

1. Not enough customers.
2. Inability to get customers at a cost less than what we can make from them ( $CAC > LTV$ ).

**So the sooner we can build and optimize our customer acquisition funnel, the better.**



**A bunch of leads come into the top of the funnel.**



# **The Funnel**

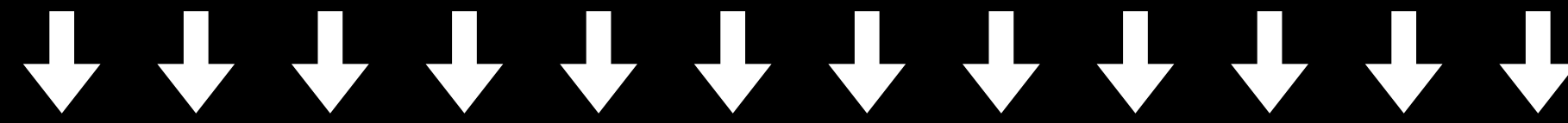
**For any venture, the customer acquisition process can be visualized as a funnel.**



**And some of them become paying customers.**



**Knock on 100 doors.**



**10 of them invite you in. →**

**3 of them ask for a demo. →**

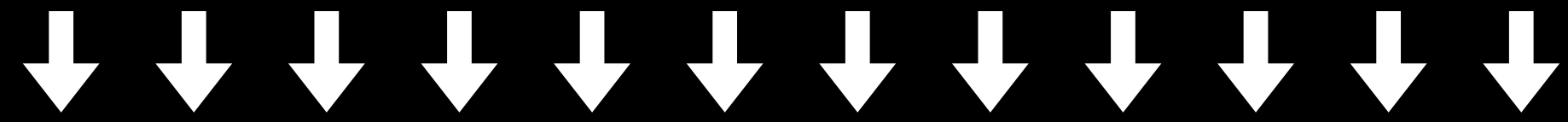
**1 of them makes a purchase.**



**Door-to-Door Salesman**



**100 inquiries from website.**



**Write proposals on 35 of them. →**

**15 of them want to have a meeting. →**

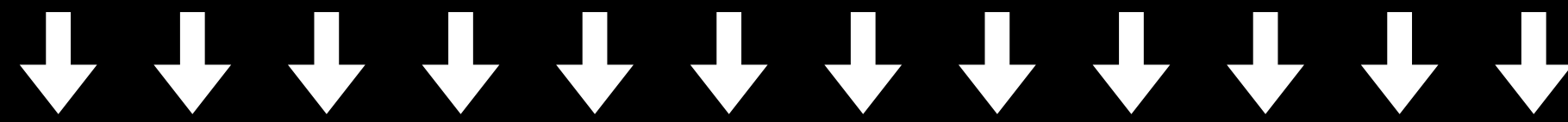


**Consulting Firm**

**3 of them become clients.**

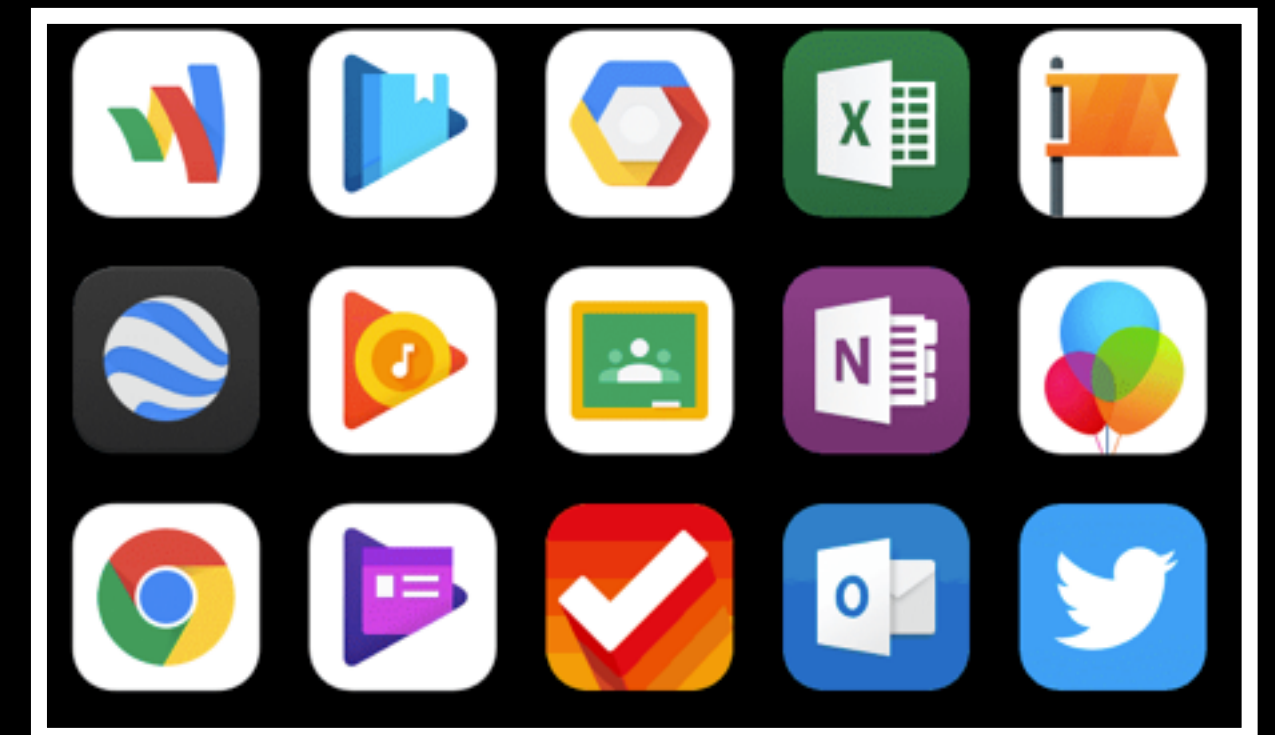


**1,000 App Store Searches**



**150 download the free version. →**

**15 activate the app and register. →**



**Mobile App**

**3 of them upgrade and pay for the premium version.**



**It's all about incremental optimization.**



**\$1,000 spent on social media ads**  
Ads are displayed 800,000 times.



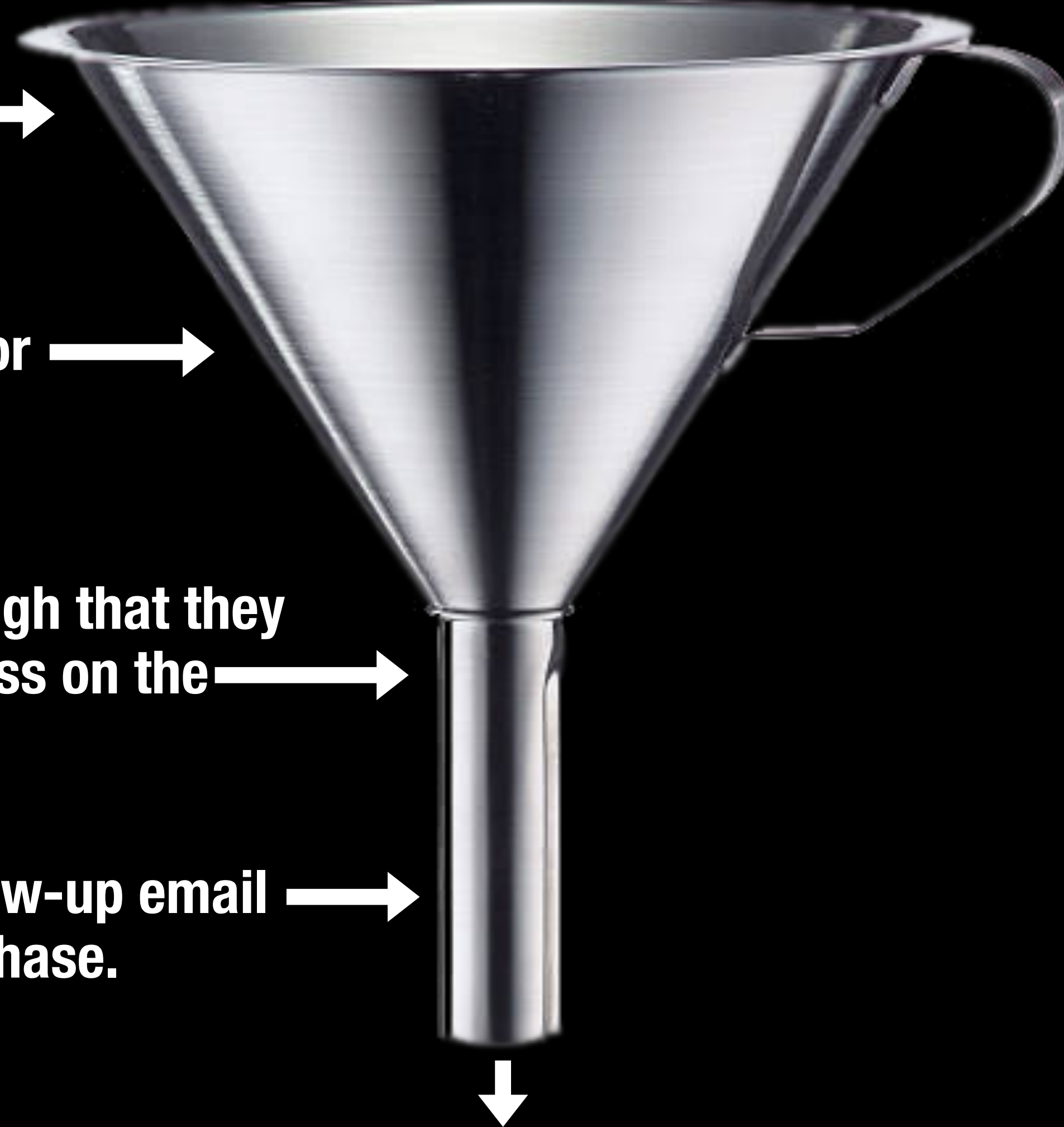
**2%** click on our ad and get taken →  
to our landing page.

**20%** stay on the landing page for →  
more than 5 seconds.

**6%** are interested enough that they →  
enter their email address on the  
landing page.

We send them a follow-up email →  
and **3%** make a purchase.

**6 new customers (CAC=\$167).**





**\$1,000 spent on social media ads**  
Ads are displayed 800,000 times.



**Improve targeting on the ads.**

**3%** ~~2%~~ click on our ad and get taken →  
to our landing page.

**New headline.**

**21%** ~~20%~~ stay on the landing page for →  
more than 5 seconds.

**Move up on page.**

**7%** ~~6%~~ are interested enough that they →  
enter their email address on the  
landing page.

**Change subject line.**

We send them a follow-up email →  
and ~~3%~~ make a purchase.  
**4%**

**6 new customers (CAC=\$167).**  
**14 new customers (CAC=\$71).**



~~\$1,000 spent on social media ads~~

Ads are displayed 800,000 times.



\$500 on social media, \$500 on search.

Improve targeting on the ads.

6% ~~3%~~ ~~2%~~ click on our ad and get taken to our landing page.

New headline.

21% ~~20%~~ stay on the landing page for more than 5 seconds.

Move up on page.

7% ~~6%~~ are interested enough that they enter their email address on the landing page.

Change subject line.

We send them a follow-up email and ~~3%~~ make a purchase.  
4%

6 new customers (CAC=\$167).

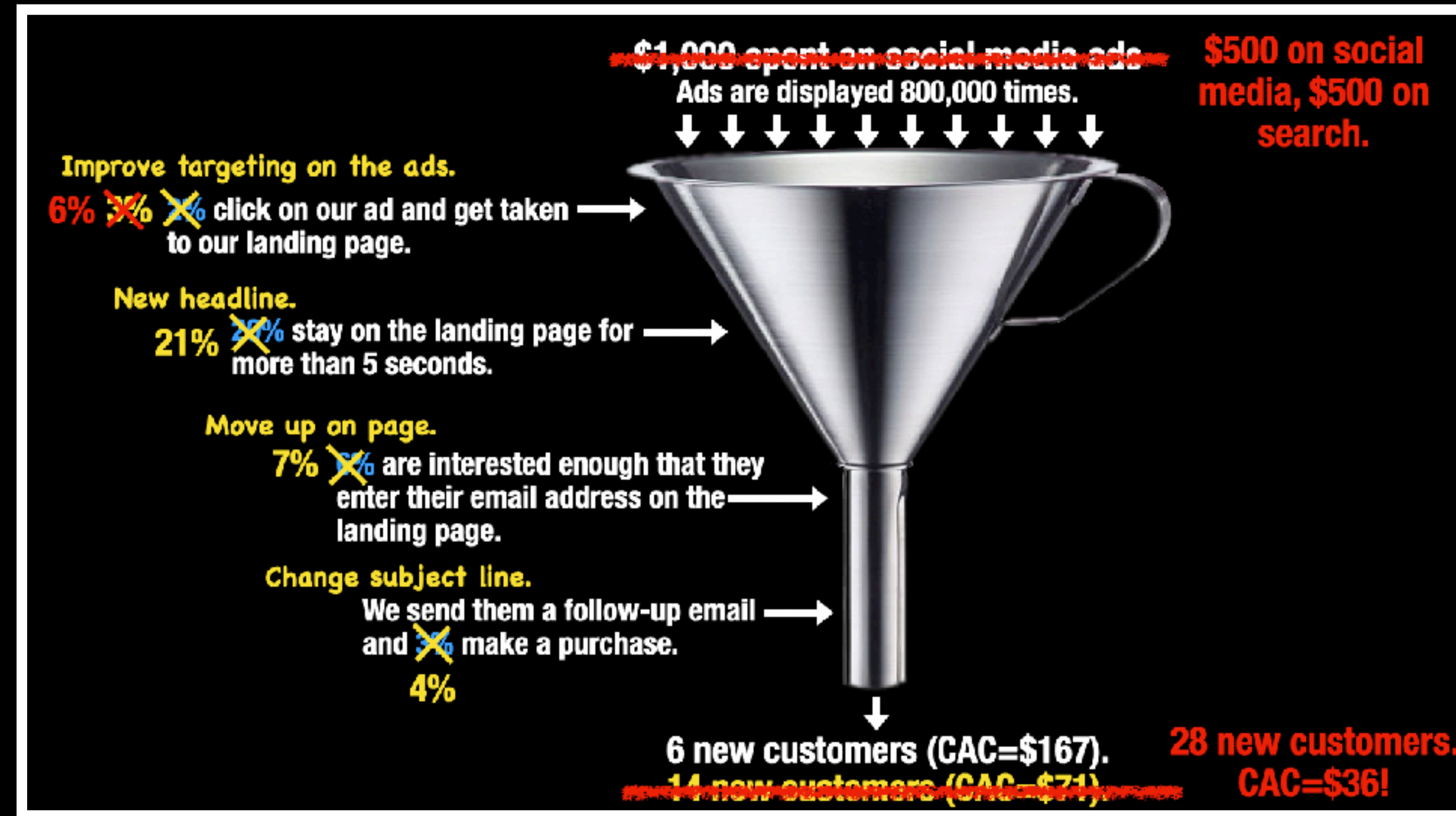
~~14 new customers (CAC=\$71).~~

28 new customers.  
CAC=\$36!



**Because math.**





**In this example we brought the CAC from \$167 to \$36!**

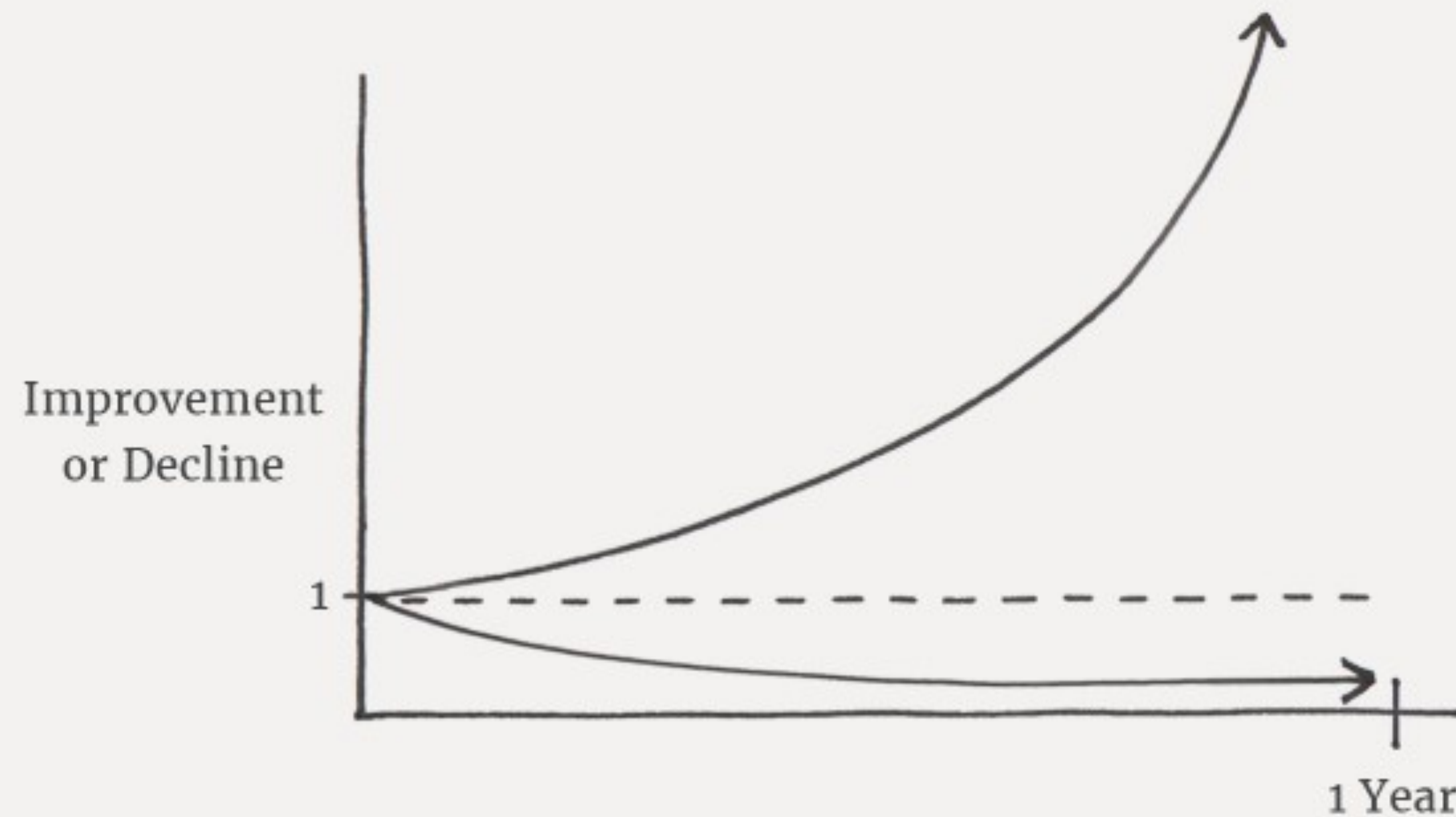
**We optimized the funnel and learned some things.**

**Small experiments lead to big things.**



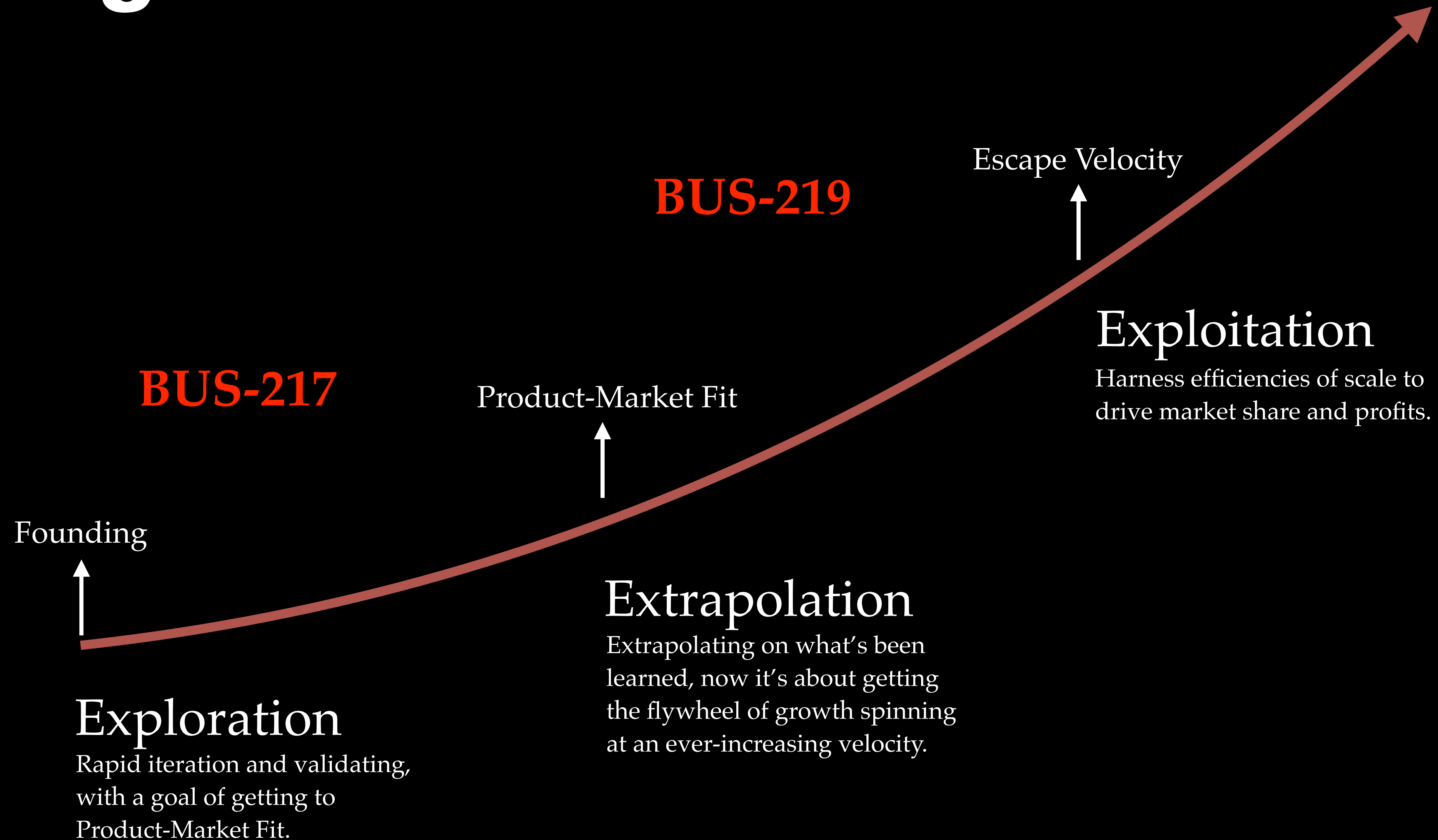
# The Power of Tiny Gains

1% better every day  $1.01^{365} = 37.78$   
1% worse every day  $0.99^{365} = 0.03$





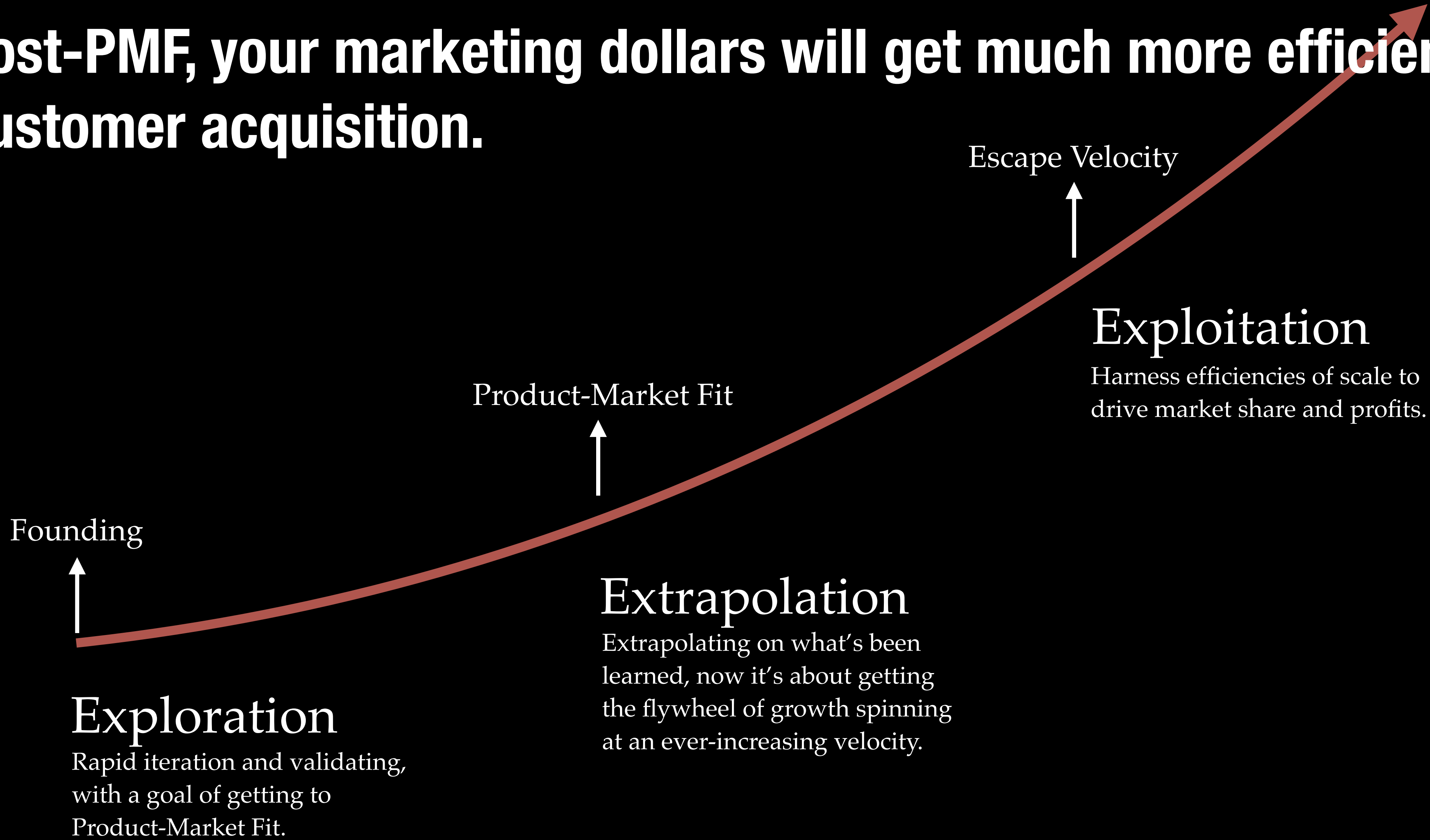
# Stages of a venture.





**Pre-PMF, prioritize learning.**

**Post-PMF, your marketing dollars will get much more efficient at customer acquisition.**





**In a previous edition of BUS-217 our fictional class venture was on-demand fresh-baked cookies delivered to your door.**

**We assumed men in their 20's would be our ICP.**

**To find out what flavor cookies people liked most we spent \$50 on a little A/B test on Facebook.**

**We didn't learn much about flavor choice, but we were surprised that **woman over 50** clicked on our ads more than than any other demographic.**





# **In a previous edition of BUS-217 our fictional class venture was on-demand fresh-baked cookies delivered to your door.**

**We assumed men in their 20's would be our ICP.**

**To find out what flavor cookies people liked most we spent \$50 on a little A/B test on Facebook.**

**We didn't learn much about flavor choice, but we were surprised that woman over 50 clicked on our ads more than than any other demographic.**

**A very small hack (\$50 on two different FB Ads) gave us key insight into which demographic to target.**





**Pre-PMF, prioritize learning.**

**Post-PMF, your marketing dollars will get much more efficient at customer acquisition.**

# **Ideal Customer Profile (ICP) and Triggers.**

*Who are your ideal customers?*

*What makes them suddenly look for a solution like yours?*















# The Launch Path Canvas

Name of Startup Venture: **Fitaco, Inc**

Date:

Prepared by: **Bret Waters**

Iteration:

<div><b>Problem</b> </div> <div>One clear sentence that articulates the problem your startup solves.</div> <div>Consumers in the US spend \$331 billion/year on fast food, and most of it is really unhealthy.</div> <div>The paradox is that consumers today <u>want</u> to eat healthy, but also have a busy life that often drives them to resort to the convenience of fast food.</div>	<div><b>Solution</b> </div> <div>How does your venture solve the problem you have articulated? Keep this short and concise!</div> <div>Fast food doesn't need to be unhealthy. Our startup is developing a new brand of health-conscious fast food (healthy tacos!), delivered directly to your home or office.</div>	<div><b>Why it matters</b> </div> <div>Why is this a problem worth solving?</div> <div>The National Institutes for Health say that today a fast food diet may kill more people prematurely every year than cigarette smoking.</div>	<div><b>Alternatives</b> </div> <div>When a customer looks at alternative ways to solve the problem we solve, what will they see? This is a list of competitors and alternatives. Link to a graphic representation of the landscape.</div> <div>There are many food delivery services, from Uber Eats to Doordash to Grubhub.</div> <div>See visualization at <a href="#">this link</a>.</div>	<div><b>Customer</b> </div> <div>It's all about understading customers. Write a one-sentence description of key customer personas and the problem we solve for each. Circle the one that is most influential.</div> <div><b>Adventurous Alex:</b> A thrill-seeking foodie always on the hunt for unique and spicy taco creations to satisfy their daring palate.</div> <div><b>Health-Conscious Haley:</b> A fitness enthusiast looking for wholesome and fresh ingredient options that align with their nutritious lifestyle at the taqueria.</div> <div><b>Busy Ben:</b> An on-the-go professional seeking quick, flavorful, and portable taco choices to enjoy during a busy workday.</div> <div><b>Vegetarian Victoria:</b> A plant-based eater in search of flavorful and creative vegetarian and vegan taco selections that cater to their dietary preferences.</div> <div><b>Traditional Tony:</b> A lover of classic flavors, Tony enjoys indulging in authentic and time-honored taco recipes that remind him of his cultural heritage.</div> <div><b>Family-Oriented Felix:</b> A parent looking for a family-friendly meal delivery with a variety of options to cater to the taste preferences of both kids and adults.</div> <div><b>Budget-Conscious Bella:</b> A student or frugal diner in pursuit of affordable yet flavorful taco choices that won't break the bank at the taqueria.</div>
<div><b>Path to PMF</b> </div> <div>What is our path to Product-Market Fit? Customer Development, MVP's, etc.</div> <div><ol style="list-style-type: none"><li>Farmers' markets where we can get input on our menu items.</li><li>One truck in the Palo Alto area for a pilot project.</li><li>Scale slowly to additional markets, based on our learnings.</li></ol></div>	<div><b>Top 3 Benefits</b> </div> <div>What are the top 3 benefits that your product or services provides to customers?</div> <div><ol style="list-style-type: none"><li>Convenience. Use our mobile app to place a custom order and it's delivered directly to you.</li><li>Healthy food, designed by a nutritionist.</li><li>Tacos. Everybody loves tacos.</li></ol></div>	<div><b>Distribution</b> </div> <div>What are our distribution channels? Direct to consumer, via resellers, or?</div> <div>We intend to sell direct-to-consumer, via our mobile app and website, with delivery via our own vans.</div> <div>In the future, we may be open to distribution partnerships.</div>	<div><b>Positioning</b> </div> <div>Within this landscape of competitors and alternatives, how is your venture positioned?</div> <div>Our positioning can basically be summed-up in two words: <u>healthy</u>, and <u>delicious</u>.</div> <div>There are many food delivery apps that can deliver something that is delicious but not very healthy. Or you could eat a kale salad.</div> <div>We serve delicious tacos designed by a nutritionist. That's our unique positioning.</div>	
<div><b>Economics</b> </div> <div>What are the Unit Economics for this venture, what do we expect the CAC&lt;LTV to look like, and what are out capital needs? (Link to full spreadsheet).</div> <div>One unit is one average order: \$15, on which our gross profit is \$8.50.</div> <div>Early tests indicate CAC of \$11, and we expect an LTV of three orders per customer (\$25.50), which will grow with time.</div> <div>Our initial capital needs are \$220K.</div> <div>See full spreadsheet at <a href="#">this link</a>.</div>	<div><b>Team</b> </div> <div>What are the characteristics of the right team to make this venture a success?</div> <div>The right team aligns with our target demographic - people who want to eat healthy and also enjoy the convenience of a quick taco meal.</div> <div>The economics of our venture are such that we'll need drivers and cooks who are affordable, so we will work hard to make it an attractive part-time job for students, and a great evening second job for anybody.</div>	<div><b>Defensibility</b> </div> <div>What is your secret sauce that is difficult for competitors to copy?</div> <div>The fact that we own the customer and customer data is a big part of our defensibility.</div> <div>A restaurant selling through a 3rd-party like Doordash owns neither the customer nor the data.</div>		

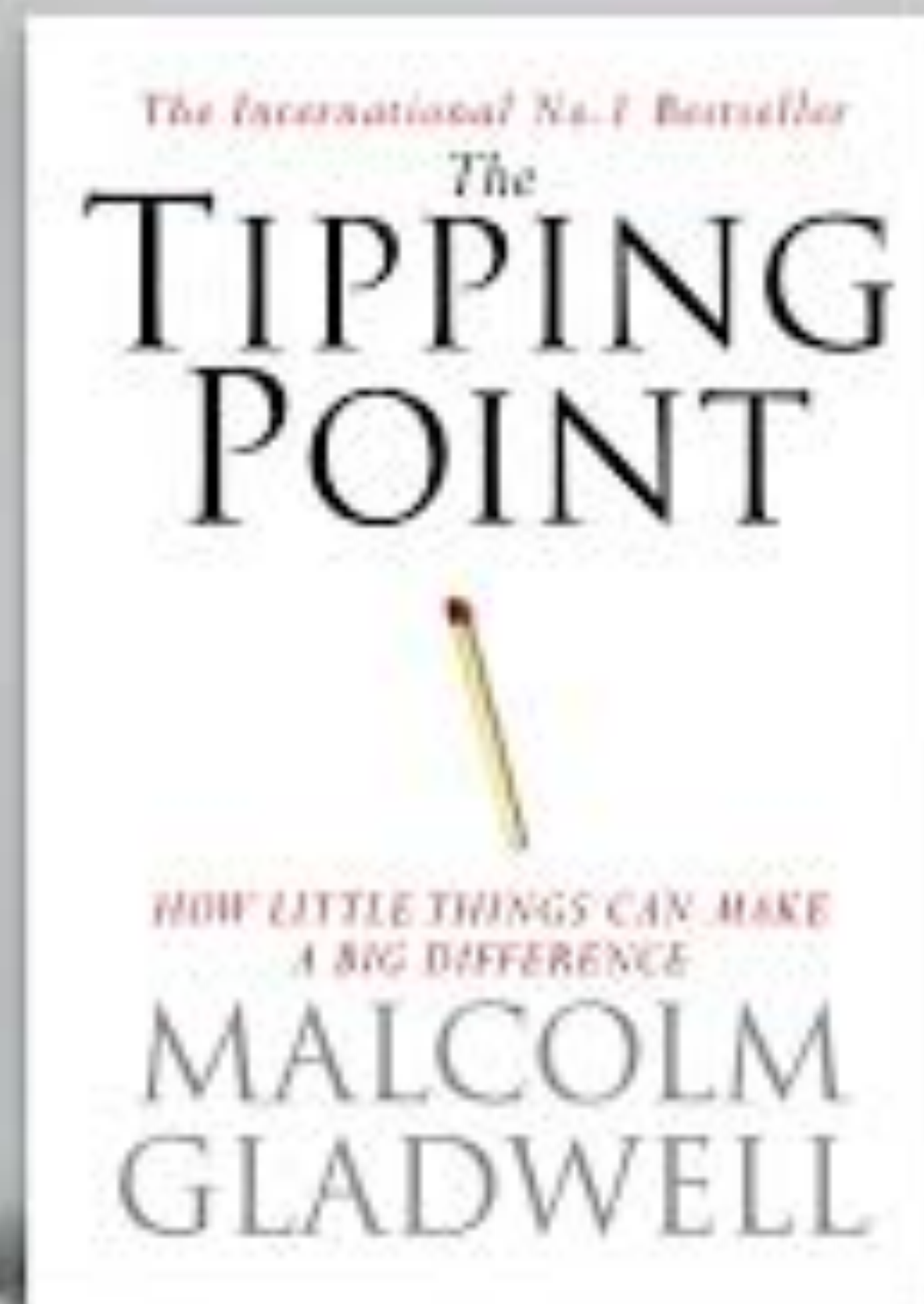
# **Ideal Customer Profile (ICP) and Triggers.**

*Who are your ideal customers?*

*What makes them suddenly look for a solution like yours?*

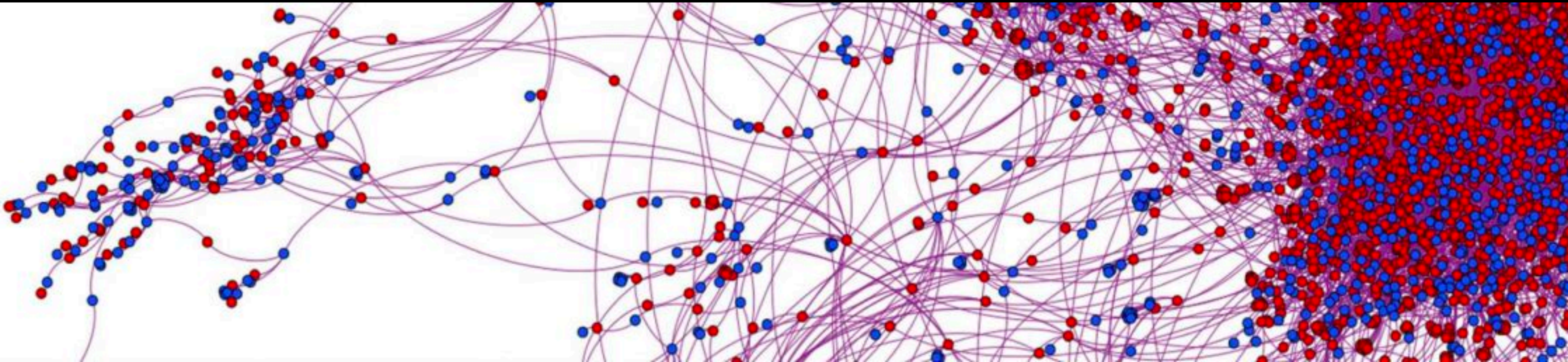


**The Law of the Few.**  
*Not all customers are equal.*





**Epidemiology: The study of how epidemics spread.**





**Not all customers are created equal.**

**A few of the right ones can start an epidemic.**

**You will eventually find that 20% of your customers are  
creating 80% of your success.**



**GEOFFREY A. MOORE**

*Author of *Inside the Tornado* and *Living on the Fault Line**

*A BusinessWeek Bestseller*

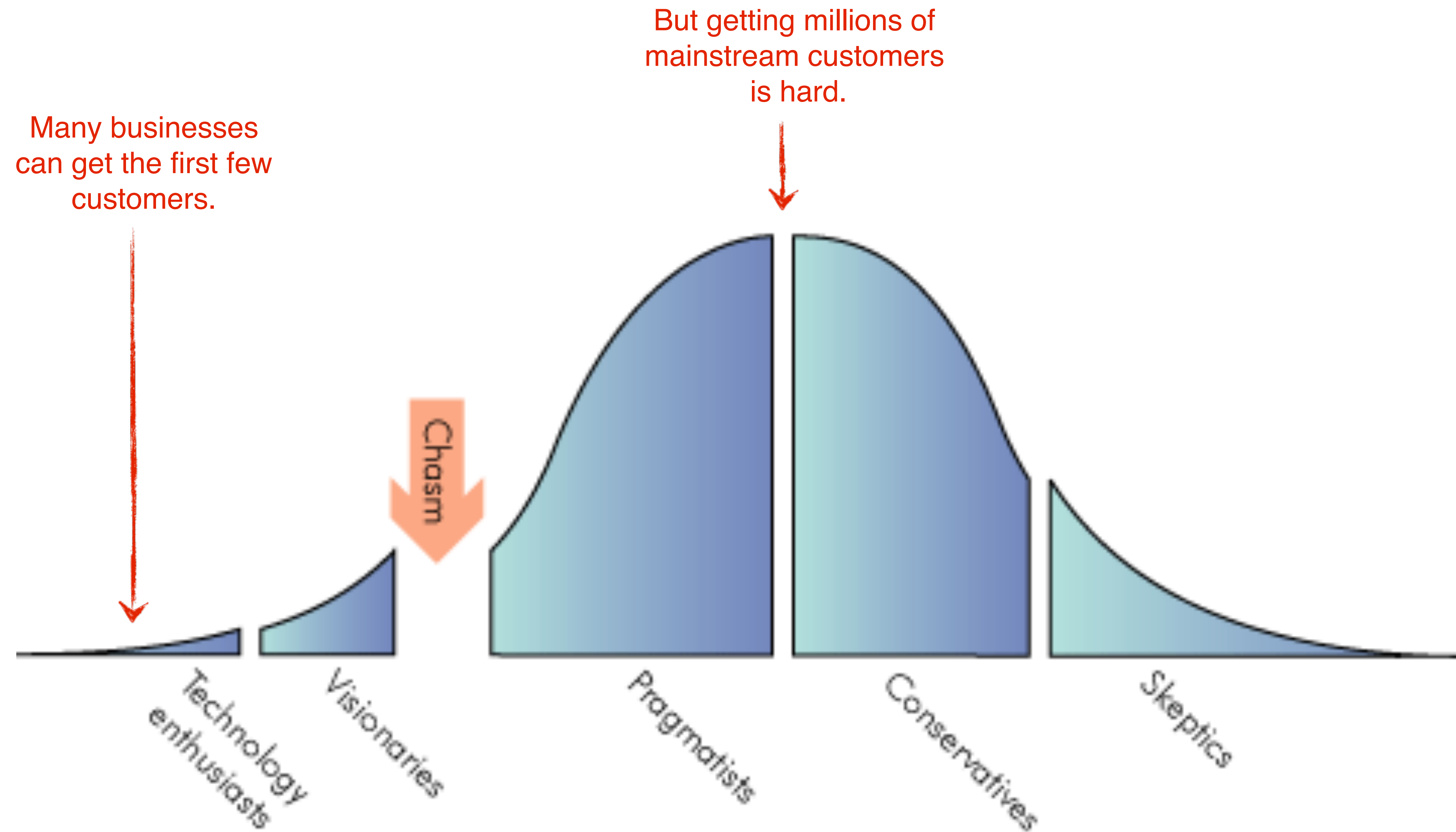
# CROSSING THE CHASM



"For the most astute companies this book provides the blueprint for success, for the others it is a manual for their survival, and for all it is a great read."

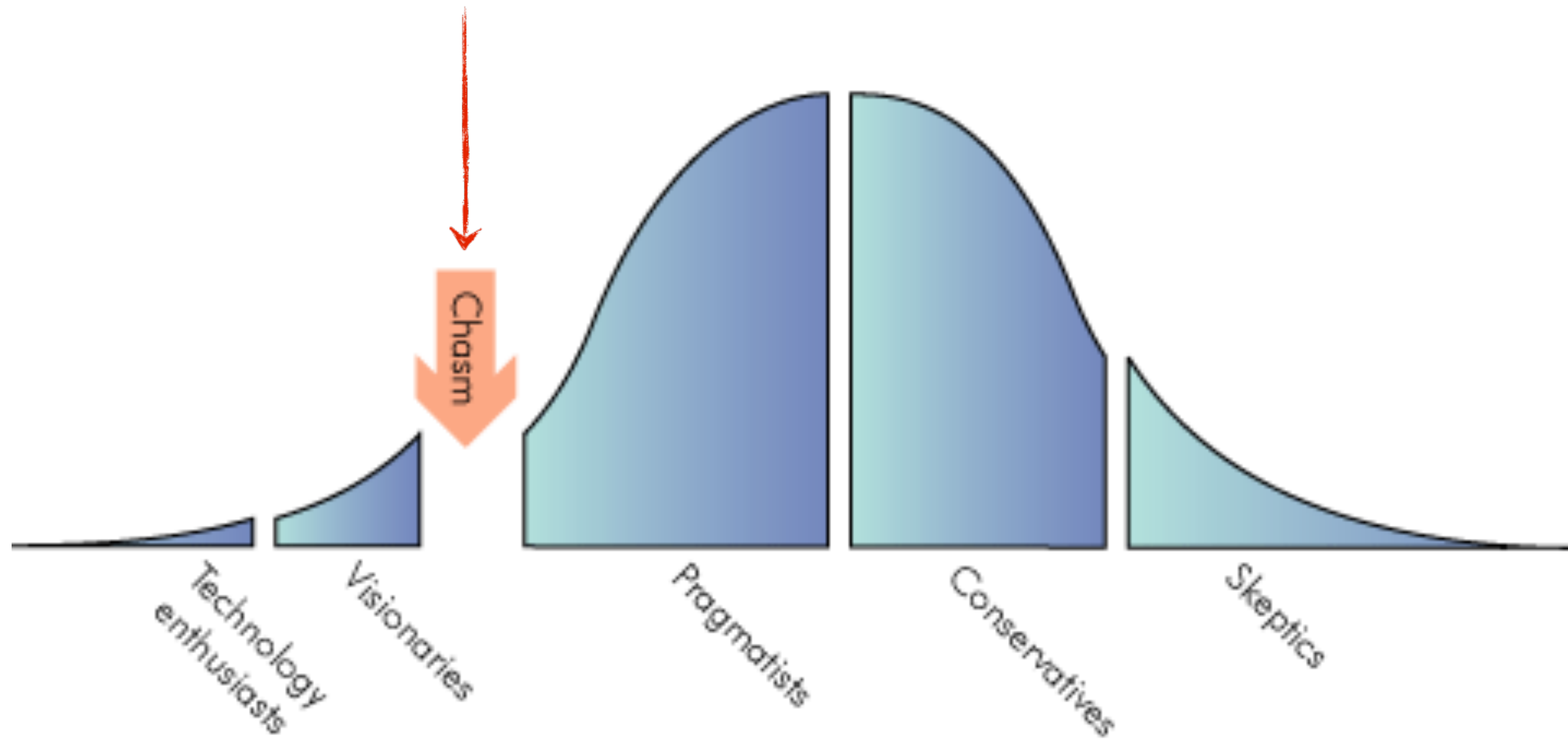
—William Davidow, general partner,  
Mohr Davidow Ventures

MARKETING AND SELLING DISRUPTIVE  
PRODUCTS TO MAINSTREAM CUSTOMERS





This is littered  
with the dead bodies  
of many promising startups.



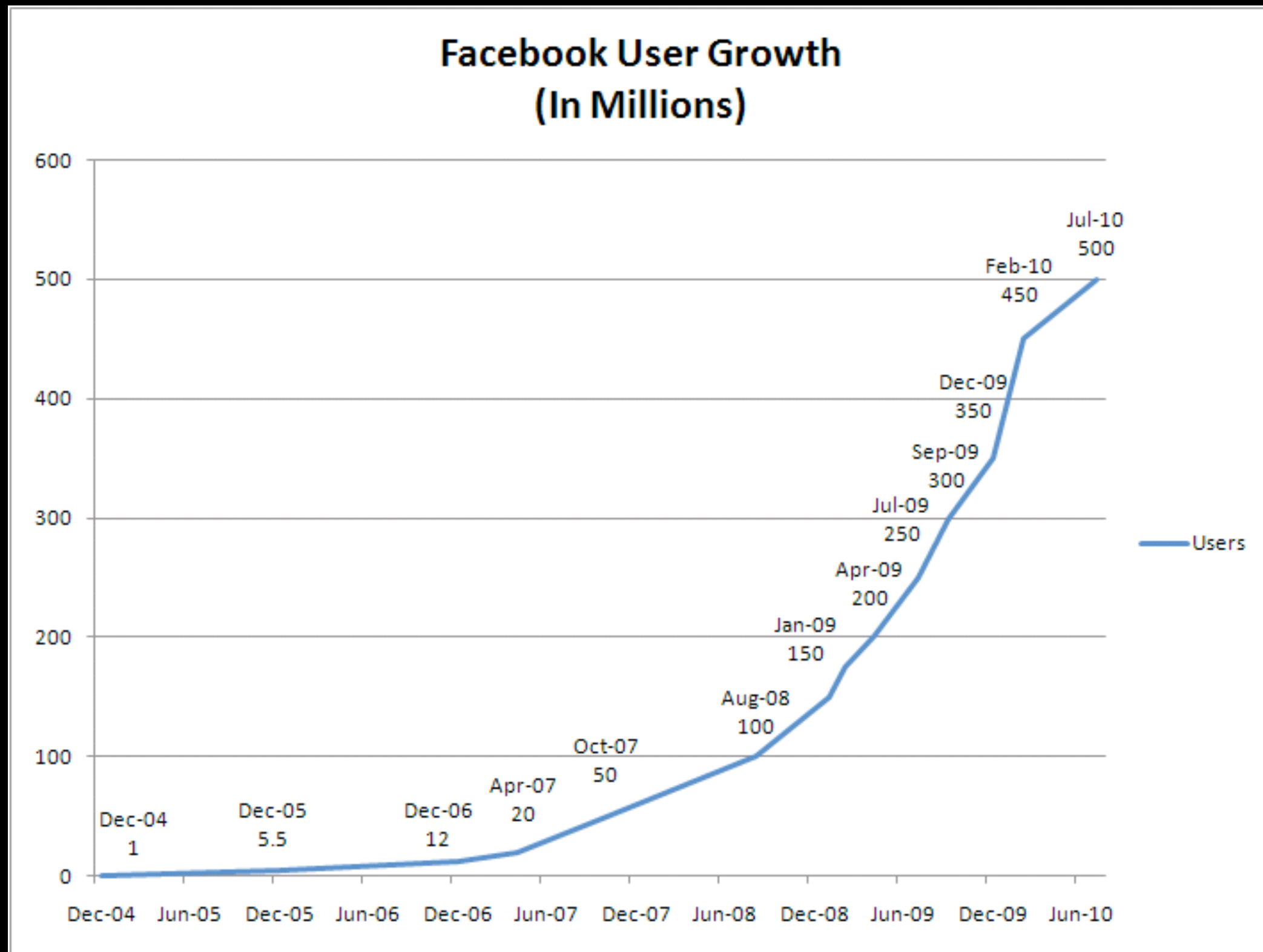
“

**The marketer should focus on one group of customers at a time, using each group as a base for marketing to the next group.**

**Geoffrey Moore**

*Crossing the Chasm*





**At launch was restricted to one university.**

**Then to three universities.**

**Then restricted to just .edu email addresses.**

**Then targeted mass market.**

**Now has >2 billion users.**

# Post-it Notes



**Adhesive invented in 1968, and initially marketed for bulletin boards. A few thousand units were sold.**

**Then re-launched launched as Post-its in 1977 and went nowhere. Product was slated to be killed.**

**1978 sent free samples to secretaries at Fortune 500 companies.**

**Today, the product line generates \$3.7 billion in revenue, selling in 150 countries.**





# BUS-217: Spring 2025

*Getting from a startup idea to a launch-ready venture.*

- [Reading Recs](#)
- [Resources](#)
- [LinkedIn Group](#)
- [Slack Workspace](#)
- [Support Alums!](#)

The Launch Path Canvas				
Problem	Solution	Why it matters	Business Case	Customer

- [Week 1: Listen to the Waves.](#)
- [Week 2: Build something people want.](#)
- [Week 3: Draw the landscape.](#)
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- [Week 7: Frame a funnel.](#)
- [Week 8: Become a master storyteller.](#)



BUS-217: WEEK 7

## Frame A Funnel

**We need a scalable process for getting customers at a rational cost.**

Sales, marketing, and brand-building are all subsets of one thing: getting and keeping customers. Ultimately, a venture has to be an engine that can acquire, satisfy, and monetize customers. The main reason startups die is simply an inability to attract enough customers at a rational cost ( $CAC > LTV$ ). So let's avoid that by designing and building a customer acquisition process early. Like everything else in our BUS-217 process, we will build an "MVP" of our process first so that we can learn, adjust, refine, and eventually optimize.

---

"The purpose of a business is to create and keep a customer."

-Peter Drucker

---

### Main Reading:

- [Marketing Your Startup.](#)
- [Personas.](#)
- [Start Marketing Now!](#)

### Other Reading:

- [The Name and Logo Dilemma.](#)
- [The iPod: Benefits, not features.](#)

### Case Study:

- [Farmgirl Flowers](#)

### Assignment:

- What will the funnel look like for your venture? [Here's a blank diagram you can download as a PDF.](#)

### Founder Interview:

- Darren Powderly talks about founding and growing



# Start Marketing Now

## Free (And Nearly Free) Things You Can Do Right Now To Begin Your Startup Marketing Machine.

There are many benefits to starting marketing operations for your startup long before you are actually ready to start selling products and services. Customer acquisition always ends up being harder than you think it's going to be, so begin the process of building a marketing foundation now.

Here's my quick list of (nearly-free) things every startup should do, long before you are actually ready to start selling products and services:

**Landing Page.** Don't put off building your startup's website, thinking that you need time to develop content and hire a designer. Just get a quick landing page up! Use one of the many DIY platforms such as Wix, Squarespace, WordPress, etc. Get a nice photo for free from Unsplash, write a few sentences about your startup, and say *"Launching soon- sign up here to find out more!"*. While you're at it, make sure you install Google Analytics on your landing page. It's free. You can get all of this done in less than an hour.

**Get on the Socials.** It costs you nothing to create accounts for your startup on Facebook, Instagram, LinkedIn, Twitter, TikTok, etc. Start posting things that are relevant to the sort of customers your startup will be targeting, with links to your landing page. For almost all startups today, a social media presence is important for getting awareness.

**Be in the news.** As the founder of a new startup, you want to start building your personal brand around being an expert in the field. Write an interesting article on Medium and then post it to all your socials. Publish a LinkedIn article and share it with your network. Find online magazines that are looking for contributors and submit an article to them (here are the submission guidelines for Business Insider, BuzzFeed, Fast Company, TechCrunch, and the New York Times). Always make sure anything you publish has a link to your startup's landing page, of course. Also, get yourself signed up on [Help a Reporter Out \(HARO\)](#) — if a Wall Street Journal reporter is writing an article about your sector, you want them to contact you for a quote to include in the article!

**Find out what people are searching for.** Free tools such as Google Trends, Answer the Public, and UberSuggest will give you insight into what people are searching for online. This will help you to craft articles and posts that will align with current search traffic, plus it will give you market visibility that will help to inform all of your marketing efforts.

**Be active in online communities.** If you've developed a new brand of ice cream, you'll want to join all the different online groups for ice cream lovers. Check out Facebook Groups, Reddit, Slack groups, Quora, and find groups that are relevant to your venture. Join the conversation. It costs nothing, you'll learn a lot, and you'll develop leads that will end up being valuable for your startup.





**HARO**  
HARO Queries for May 21, 2025 - Evening Edition  
To: Bret Waters



This message is from a mailing list.

Unsubscribe



*Struggling to keep up with HARO queries? While HARO doesn't yet offer built-in keyword alerts, there's a quick workaround. Sign up for a free account on [Featured.com](#) and [set up keyword alerts](#) to receive email notifications when relevant queries — including some HARO cross-posts — match your interests. It's a helpful short-term solution to make sure you never miss an opportunity.*

*Sponsored*

Queries from Forbes, Next Avenue, Chewy and more!

\*\*\*\*\* INDEX \*\*\*\*\*

**General**

- 1) [\[X\] Tips For Moms Returning To Work After A Career Break \(Forbes\)](#)
- 2) [Women who were a victim on romance fraud / a romance scam \(Women's magazine\)](#)
- 3) [Seeking aquatics veterinarian or qualified expert \(Chewy\)](#)
- 4) [What California homeowners need to know before they go solar \(ConsumerAffairs\)](#)

**Health and Pharma**

- 5) [Looking for a dermatologist to comment on SPF \(Holland and Barrett\)](#)
- 6) [Reviewer for Breastcancer.org article on sunscreen and breast cancer risk \(Breastcancer.org\)](#)
- 7) [Nurse Practitioner Expertise and Advice \(NP Schools\)](#)
- 8) [Looking for people on the Alternative Healthy Eating Index \(AHEI\) diet \(Next Avenue\)](#)

**Business and Finance**

- 9) [How can lumberyards improve marketing on a budget? \(HBSDealer\)](#)
- 10) [Biggest Career Development Challenges/Opportunities Over Next 5-10 Years? \(HR Daily Advisor\)](#)
- 11) [How are HR teams leveraging AI? \(HR Daily Advisor\)](#)
- 12) [Are you a business blogger in the U.S? \(Scoop Business\)](#)

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# **Founder-led Marketing**

**A strategy where a company's founder actively uses their personal brand, expertise, and connections to build brand awareness, drive engagement, and generate leads, often bypassing traditional marketing tactics.**

**It's about leveraging the founder's authority and authenticity to connect directly with the audience and build trust.**

# Summary:

**Start with Founder-Led Marketing.**

**Until PMF, prioritize learning. After PMF, marketing dollars will get much more efficient at customer acquisition.**

**Not all customers are created equal. 20% of your customers will drive 80% of your success. Learn to identify the most influential subset to focus on.**

**Find the trigger points that make someone look for a solution like yours.**

**Ultimately, the success or failure of your startup will distill down to one equation: CAC: LTV.**

**Small experiments lead to big things. Start now.**



## BUS-217 Recommended Reading List

Here is some recommended reading you might enjoy. Many of the concepts presented in this course have been drawn from these influential books and blogs.

**The Mom Test: How to talk to customers & learn if your business is a good idea when everyone is lying to you** – an indispensable guide to how to correctly conduct Customer Development interviews.

**The Lean Startup** This book by Eric Ries is the source of many of the concepts and terms that have become part of everyday conversations around Silicon Valley. Nice, easy read.

**Four Steps to Epiphany** Steve Blank's seminal work. If you want to read the background thinking behind *The Lean Startup*, this is it (warning: it's a bit dense and a bit hard to read – Eric Ries's book above distills the same concepts down into more readable form).

**The Hard thing about Hard things**. This book by Ben Horowitz is one of my favorites. Funny, profane, and insightful.

## BUS-217 Recommended Reading List

Here is some recommended reading you might enjoy. Many of the concepts presented in this course have been drawn from these influential books and blogs.

**The Mom Test: How to talk to customers & learn if your business is a good idea when everyone is lying to you** – an indispensable guide to how to correctly conduct Customer Development interviews.



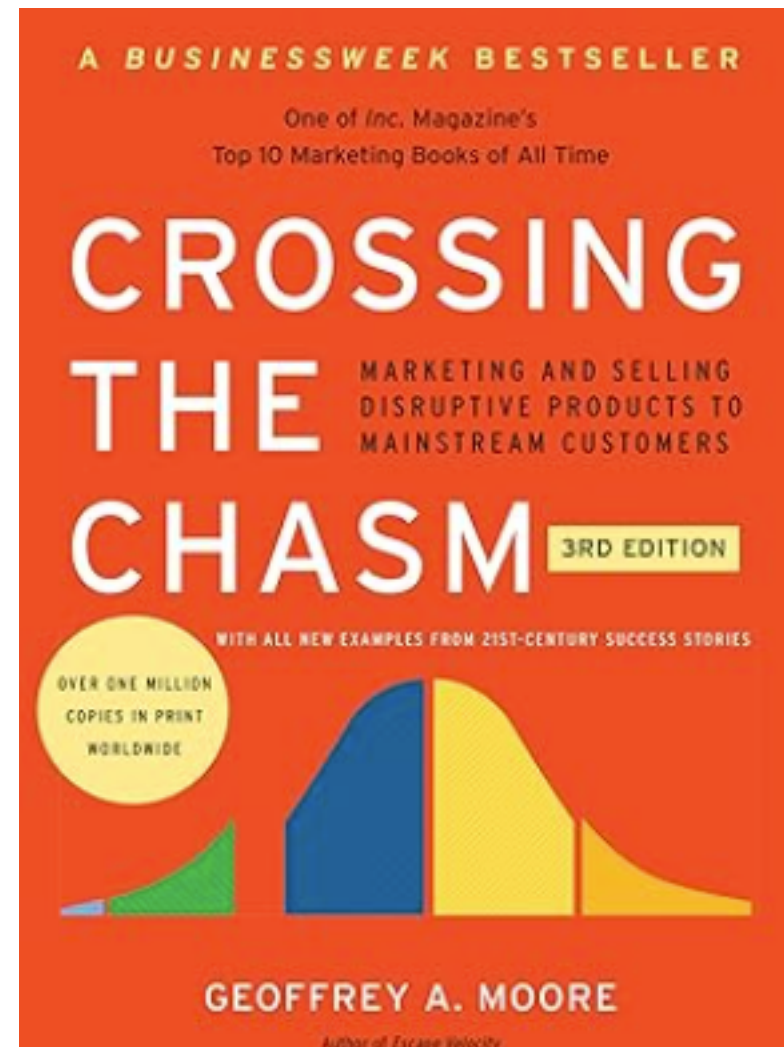
**How to Wash a Chicken** Despite the odd name, this is a terrific book on mastering business presentations, by the brilliant professor Tim Calkins of The Kellogg School of Management at Northwestern University. Just came out last year.

**Make Elephants Fly** Steven Hoffman runs **Founders Space** here in the Bay Area, and recently wrote this book on innovation and entrepreneurship. It's an easy read – you'll finish it in one airplane flight.

**Crossing the Chasm** A seminal book. Came out many years ago, but the concepts still hold. Potential investors are going to ask you how you plan to “Cross the chasm” and you better know what they are talking about!

**The Tipping Point** This is a personal favorite for mine. While not specifically about business, *The Tipping Point* by Malcolm Gladwell is a fascinating read, filled with insights that are applicable to marketing and communications for any business.

**Business Model Generation** Subtitled “*A handbook for visionaries, game changers, and challengers*” – this is a must-have if you are using (or want to understand) the business model



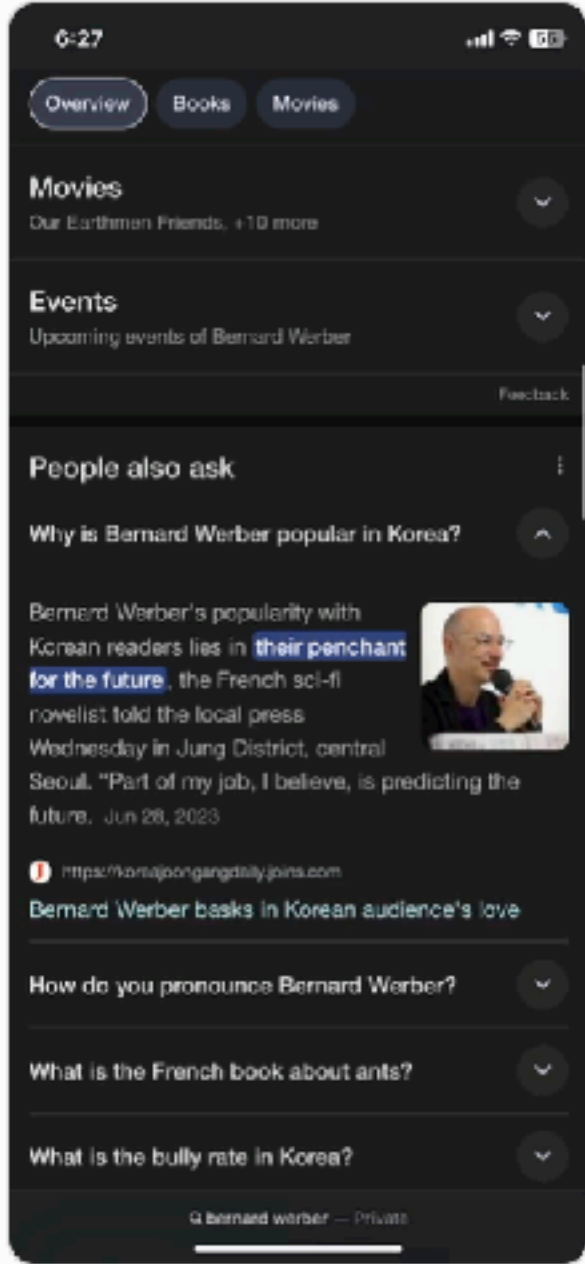






**Break**

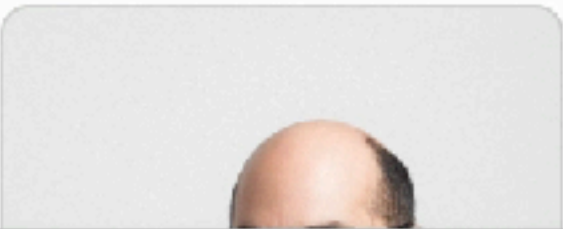
↓ 1 new message ×










W **Wikipedia**

**Bernard Werber**

Bernard Werber (born 18 September 1961 in Toulouse) is a French science fiction writer, active since the 1990s. He is chiefly recognized for having written the trilogy Les Fourmis, the only one of his novels to have been published in English. This series weaves together philosophy, spirituality, science fiction, thriller, science, mythology and consciousness.



**B** *I*       

Message #social

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# Our final session is next week.

- Take advantage of the fact that you have one more week to learn from your awesome classmates. Ping one of them this week and have a call and/or cup of coffee.
- The final session will be the best night of the entire course. Whether you are one of the semifinalists who pitch, or are just watching, you will learn so much.
- Feel free to bring a friend/spouse/kid into the classroom next week.

# Our final session is next week.

- The class website and Slack workspace will stay up for two weeks after our last class session, and then will be taken down.
- The private LinkedIn group will stay up forever (or until Elon Musk destroys the internet).



# **If you are taking the course for a grade:**

- **If you are taking the class for a grade, you'll need to turn in a 3-minute pitch deck before our final class session.**
- **Even if you're not taking the class for a grade, you will find it to be a useful exercise and I'll be happy to give you feedback.**
- **The top five vote-getters tonight will present their 3-minute pitch on our final night together.**





# Grand prize: One Million Dollars!\*



**\*Fake money.**

# The BUS-217 pitch contest. Spring 2025



**Tonight!**

**Next week.**

**\*fake money**





# **60-second pitches.**

**Score each on a scale of 1-5.**

**5 = “I really want to hear more!”**

**Write notes on your cheat sheet, and then enter your scores online (at the QR code) after you have watched them all.**

**Give yourself a 5. Because you were awesome.**



BU





**Every great entrepreneur has a nesting doll set of pitches.**





# Pitch Decks



# Things that might go into a 3-minute pitch deck:

- Why are you exactly the right entrepreneur for this venture?
- What problem are you solving?
- Why does it matter?
- What's your “secret sauce”?
- What does the current competitive landscape look like?
- How big is the opportunity?
- How will you efficiently acquire customers?
- What is your capital strategy?

**This is not a definitive list - every venture is different, every founder is different.**



**A healthy startup opportunity.**

**Bret Waters**





# **Bret Waters**

**3x Founder**

**Kellogg MBA**

**Lover of Tacos**



# Eating junk food is killing people more than smoking, finds a study

TNN | Last updated on -May 6, 2019, 17:30 IST

Share

Comments (6)

01 /10 | Are you living a healthy life?




When it comes to following a healthy diet, smoking is considered to be one of the biggest evils risking our health. From the risk of developing cancer, cardiac complications, breathing difficulties and the danger of catching second-hand smoke, there is a very valid reason to say no to smoking.

**DON'T RENT A CAR.  
RENT THE CAR.**

UP TO  
**30%  
OFF\***



**Book now**



**SUBSCRIBE NOW**

Find out about the latest Lifestyle,  
Fashion & Beauty trends, Relationship  
tips & the buzz on Health & Food.

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[privacy policy](#)

**JORDAN YEOH'S FITNESS**

**COMPOUND CIRCUIT**  
HANDMADE & BURNING OIL

**10 MINUTE  
ABS HIIT**



# Eating junk food is killing people more than smoking, finds a study

TNN | Last updated on -May 6, 2019, 17:30 IST

Share



Comments (6)

01 /10 | Are you living a healthy life?



  
RENT THE CAR

**DON'T RENT A CAR.  
RENT THE CAR.**

UP TO  
**30%  
OFF\***



**Book now**



# **Fast food kills - and we buy a lot of it.**

**Americans spend \$300 billion/year on unhealthy fast food.**

**“A fast food diet increase your chances of developing depression, cancer, type 2 diabetes, heart disease and other chronic conditions.” -Cleveland Clinic.**

**“Over the past 50 years, the health of Americans has gotten worse, Today, eating processed foods and fast foods may kill more people prematurely than cigarette smoking”.**

**- National Institutes for Health**

**“The health benefits of a natural, plant-based diet have been established by numerous research studies”**

**- Stanford School of Medicine**



# **There are so many ways to make tacos healthy:**

- **Veggie fillings.**
- **Gluten-free tortillas.**
- **Grilled tofu.**
- **Low-fat cheese.**
- **Fresh salsa.**
- **Heart-healthy fillings.**



**“Tacos are the most popular and versatile food in the world.”**

**- Anthony Bourdain.**





Introducing **Fitaco**, tacos that keep you fit.

*For busy people who want to eat healthy, **Fitaco** delivers delicious healthy tacos directly to your home or office.*



2:22



# FITACO

Healthy. Delicious. Delivered.



Vegan Delight



Power Taco

## Today's Special Tacos




### Heart Healthy

 dhwani



### Veggie Delight

 miriamy



### Pure Goodness

 miriamy



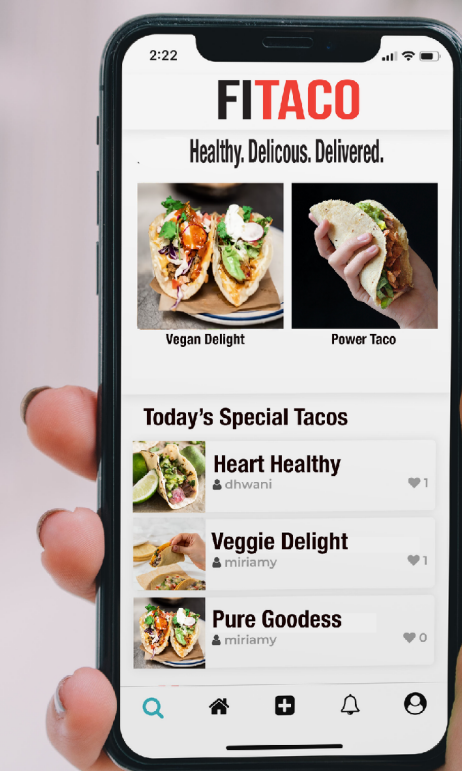






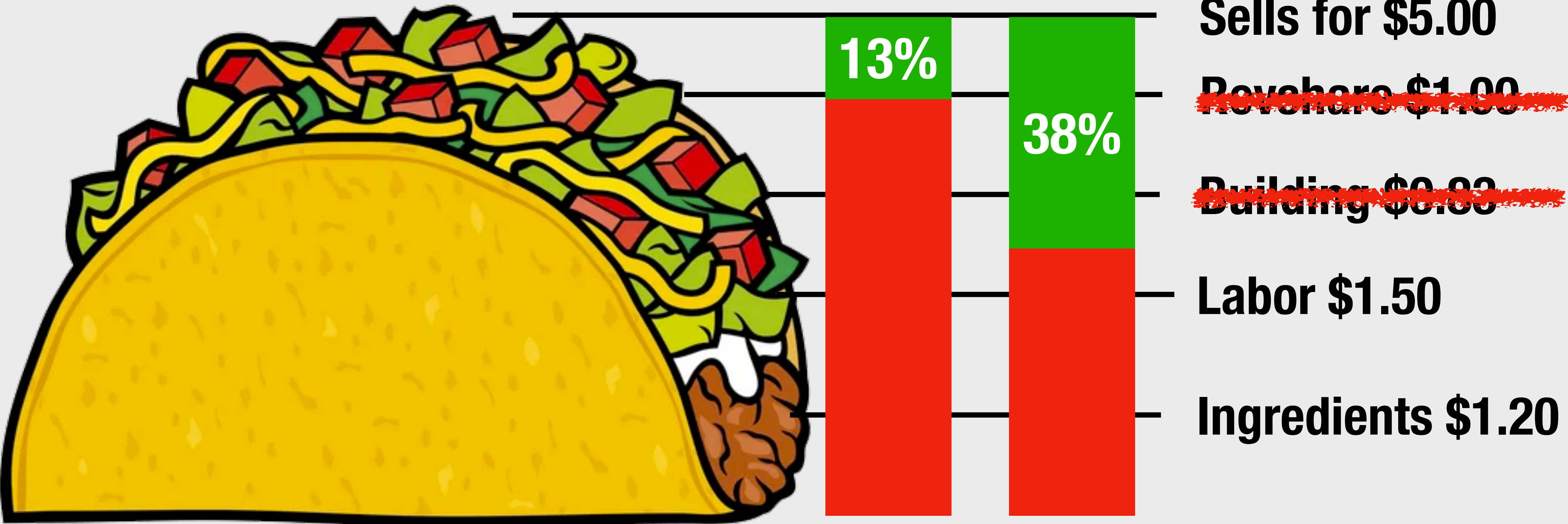
# Inside each van is our proprietary Fitaco machine.

**Your food arrives freshly-made and delicious.**





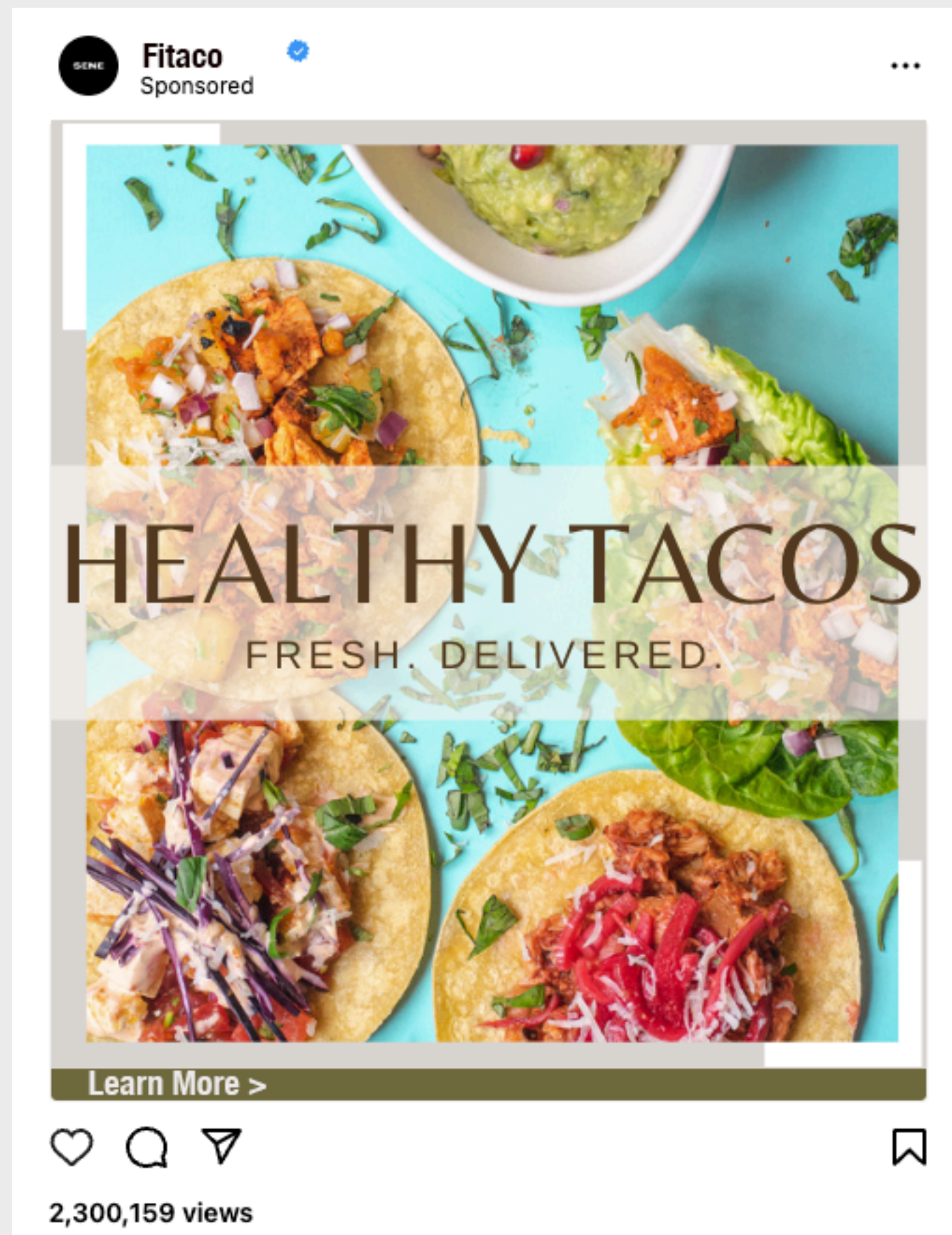
# Unit Economics





# Compelling Economics.

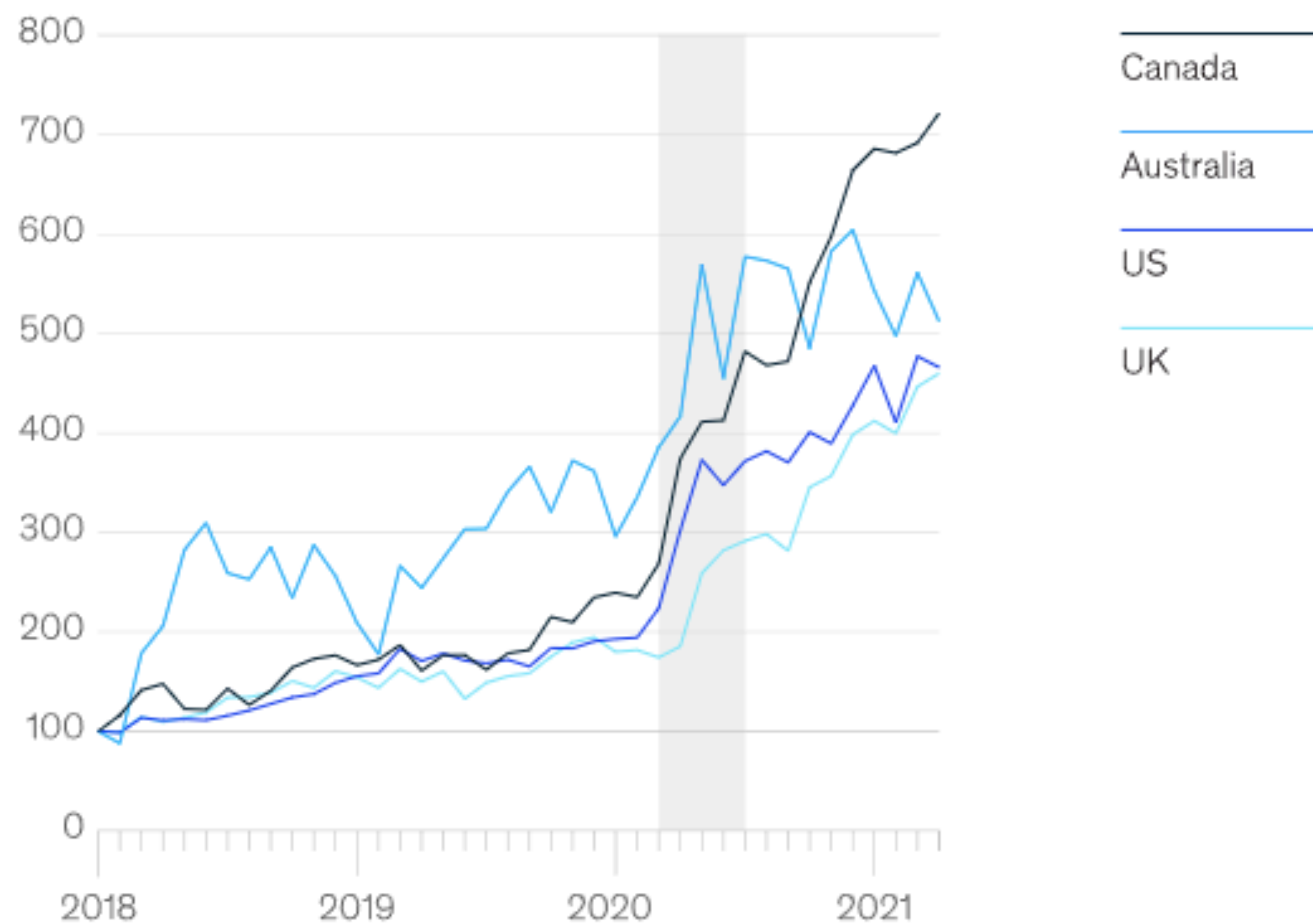
**Our CAC to LTV ratio is almost as healthy as our food.**



- Our initial testing appear to indicate that we can get CAC to approx \$9.20
- Our unit economics will yield a LTV of 5x that (\$46).

Since pandemic-related lockdowns started in March 2020, the growing food-delivery business has spiked to new heights in the most mature markets.

Normalized  
delivery-platform  
sales growth, index  
(Jan 2018 = 100)

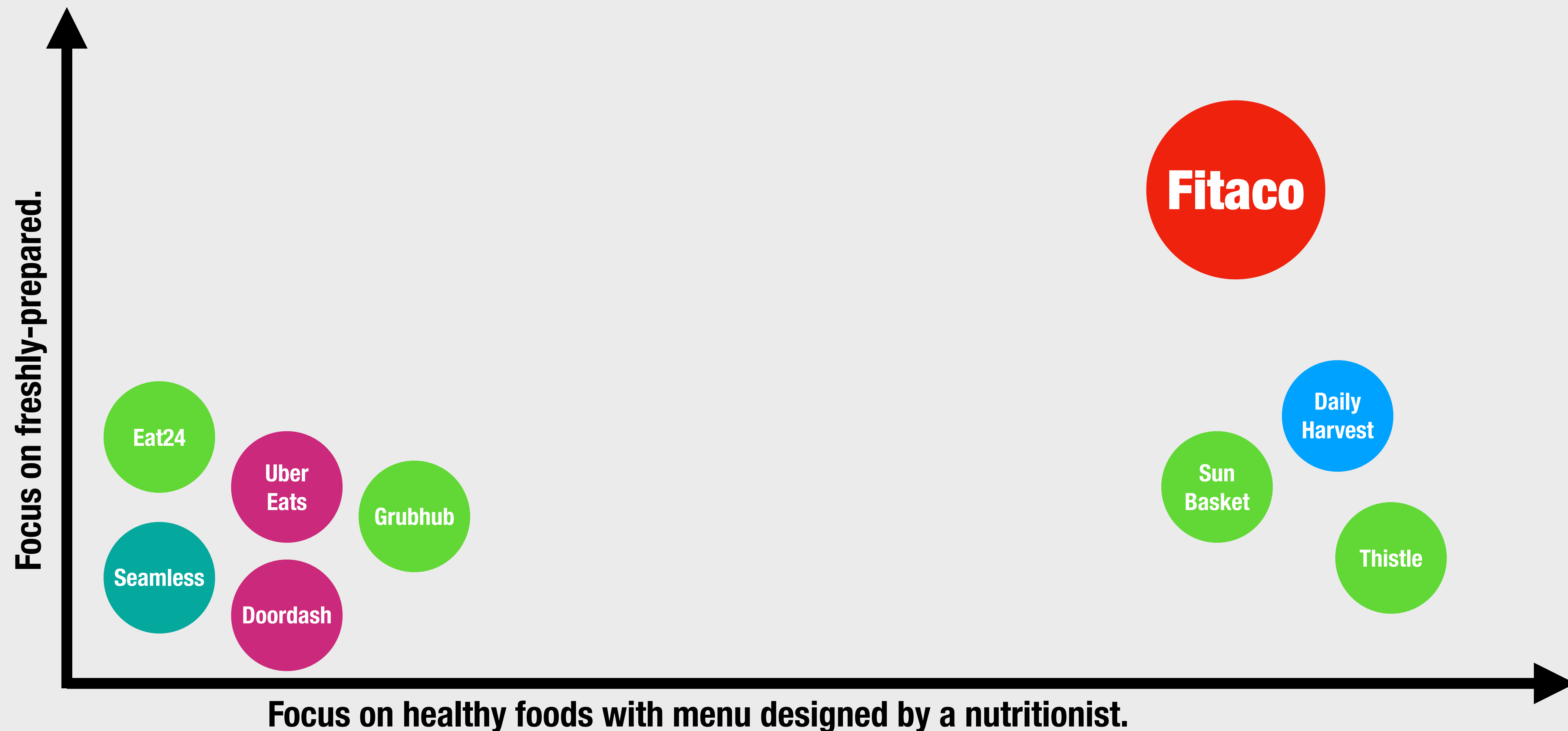


Source: Edison Trends



# Competitive Landscape

Fitaco is uniquely positioned as freshly-prepared and healthy.



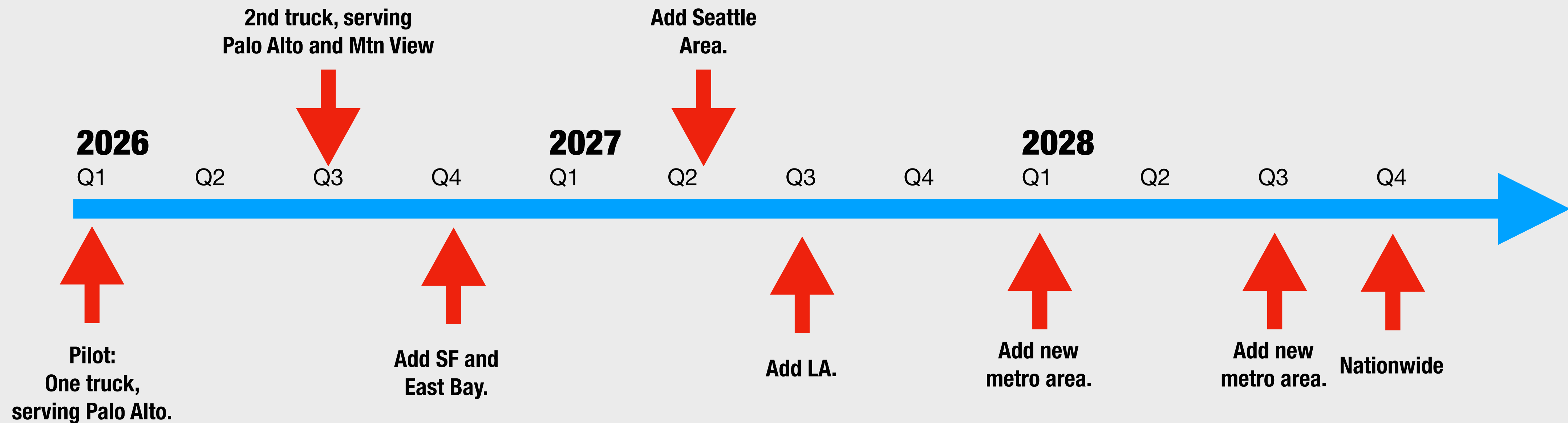






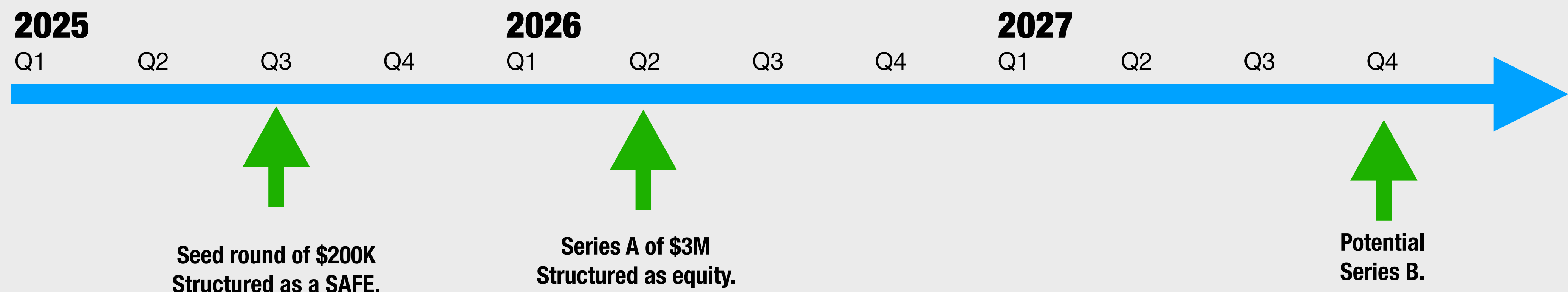
# Smart Scaling

## The Fitaco go-to-market plan.



# Capital Efficiency

Fitaco has a smart capital strategy.







***For busy people who want to eat healthy, **Fitaco** delivers delicious healthy tacos directly to your home or office.***

**Thank you.**

**We are looking for investors and partners who want to join our journey.**

**[bret@fitaco.com](mailto:bret@fitaco.com)**



# Things that might go into a 3-minute pitch deck:

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- Why does it matter?
- What's your "secret sauce"?
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- How will you efficiently acquire customers?
- What is your capital strategy?

**This is not a definitive list - every venture is different, every founder is different.**



**In the **#social** channel for our final week:**

**If you had a magic wand, what's the one thing you would do to make a positive impact on the world?**

**Thanks to Adbi for the idea!**

</7>