



JIM MORAN SCHOOL
OF ENTREPRENEURSHIP

Postdoctoral Symposium

How to be your own boss:

Establishing a Startup

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Jim Moran School of Entrepreneurship



Should you start a company?

- It depends!
- Do you have an idea that solves a problem or meets a need that someone would pay you for?
- What are some needs?
<http://needshub-140121.appspot.com/>
- *Check with FSU's Office of Commercialization's IP handbook and guidelines*
(<https://www.research.fsu.edu/research-offices/oc/>)



Should you start a company?

- How do you know if anyone would want your solution?
 - Ask them!
- Use the Business Model Canvas to decide if you should move forward with your idea. – Validate your assumptions!



The Business Model Canvas

UNIVERSITY FOR

UNIVERSITY OF

LIFE

SYSTEM

<p>Key Partners </p> <p>WHICH KEY PARTNERS DO WE NEED? WHICH KEY RESOURCES ARE WE MISSING? FOR WHOM? WHICH KEY ACTIVITIES DO WE NEED TO DO?</p> <p>CHANNELS How do we reach our customers? Which channels are most effective?</p>	<p>Key Activities </p> <p>WHAT ARE THE MOST IMPORTANT THINGS WE NEED TO DO TO MAKE OUR BUSINESS MODEL WORK? WHICH KEY RESOURCES DO WE NEED TO DO THESE THINGS? WHICH KEY PARTNERS DO WE NEED TO DO THESE THINGS?</p> <p>KEY RESOURCES </p> <p>WHAT ARE THE MOST IMPORTANT THINGS WE NEED TO DO TO MAKE OUR BUSINESS MODEL WORK? WHICH KEY ACTIVITIES DO WE NEED TO DO THESE THINGS? WHICH KEY PARTNERS DO WE NEED TO DO THESE THINGS?</p>	<p>Value Propositions </p> <p>WHICH VALUE IS OUR BUSINESS MODEL OFFERING TO OUR CUSTOMERS? WHICH VALUE IS OUR CUSTOMER EXPERIENCE OFFERING TO OUR CUSTOMERS? WHICH VALUE IS OUR CUSTOMER EXPERIENCE OFFERING TO OUR CUSTOMERS?</p> <p>CHANNELS How do we reach our customers? Which channels are most effective?</p>	<p>Customer Relationships </p> <p>WHICH TYPE OF CUSTOMER RELATIONSHIP DO WE WANT TO BUILD? WHICH TYPE OF CUSTOMER RELATIONSHIP DO WE WANT TO BUILD? WHICH TYPE OF CUSTOMER RELATIONSHIP DO WE WANT TO BUILD?</p> <p>CHANNELS How do we reach our customers? Which channels are most effective?</p>	<p>Customer Segments </p> <p>WHICH CUSTOMER SEGMENTS DO WE WANT TO TARGET? WHICH CUSTOMER SEGMENTS DO WE WANT TO TARGET? WHICH CUSTOMER SEGMENTS DO WE WANT TO TARGET?</p> <p>CHANNELS How do we reach our customers? Which channels are most effective?</p>
<p>Cost Structure </p> <p>WHAT ARE THE MOST IMPORTANT THINGS WE NEED TO DO TO MAKE OUR BUSINESS MODEL WORK? WHICH KEY RESOURCES DO WE NEED TO DO THESE THINGS? WHICH KEY PARTNERS DO WE NEED TO DO THESE THINGS?</p> <p>CHANNELS How do we reach our customers? Which channels are most effective?</p>		<p>Revenue Streams </p> <p>HOW DO WE MAKE MONEY? HOW DO WE MAKE MONEY? HOW DO WE MAKE MONEY?</p> <p>CHANNELS How do we reach our customers? Which channels are most effective?</p>		

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Who can help if you want to start a company?

- It depends!



If you're classified as a student

- Jim Moran School of Entrepreneurship
 - InNOLEvation[®] Center
 - InNOLEvation[®] Challenge
 - JM Micro Grants – up to \$5,000
 - E-clinic – consulting services by appointment or walk-in
 - Entrepreneurship classes – minor or non-degree seeking
 - Speaker events and seminars
- FSU Research Librarians – Trip Wyckoff
- Plus resources on the next slide...

<http://business.fsu.edu/academics/programs/entrepreneurs/hip/students/cse>



If you're classified as a visiting professor

- Domi Station (<http://www.domistation.com/>)
 - Get Started Cohort
 - Coworking space, networking, mentoring
- Florida Institute for Commercialization of Public Research (<http://www.florida-institute.com/>)
 - Help with commercialization and finding funding
 - Florida Patent Pro Bono Program
- Small Business Development Center (<http://www.sbdcfamu.org/>)
 - Workshops and counseling



If you're classified as a visiting professor

- LCRDA – Leon County R & D Authority
(<http://innovation-park.com/>)
 - Innovation Park
 - Entrepreneurial Excellence Program (EEP)
 - TechGrants - \$25,000
- BigBendBiz.com – Resources from the Alliance of Entrepreneur Resource Organizations (AERO)
(<http://bigbendbiz.com/>)
- Jim Moran School of Entrepreneurship – non-degree seeking classes in entrepreneurship, community seminars and speaker events
- Startup Weekend Tallahassee – Nov. 4 - 6 at TCC
(<http://www.up.co/communities/usa/tallahassee/startup-weekend/9304>)



7 Under 30

An event featuring 7 successful FSU entrepreneurs who started businesses before the age of 30

Tuesday, November 15

3:30PM

Augustus B. Turnbull III Florida State Conference Center

Room 208

A reception will follow

FSU: The Entrepreneurial University

In celebration of Entrepreneurship Month, come hear Florida State alumni entrepreneurs share their success stories and experiences starting and growing their businesses.



Kerrie Hileman
The White Magnolia
Bridal Collection
Owner



Sohail Merchant
Lipid Nanotech
Chief Business Officer



Alexandra Gramatikis
ALTR L.L.C.
CEO and Founder



Larry Weru
CaJuLa Group
CEO



Troy Sultan
Resource
Co-founder and CEO



Amanda Spann
Alchomy App
Founder
Tiphub Africa
Co-founder



Daren Hoffman
Spectrum Interactive
Founder
Guava Records
Founder and CEO

NO CHARGE TO ATTEND. FOR MORE INFORMATION AND TO REGISTER, VISIT BUSINESS.FSU.EDU/7UNDER30





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