

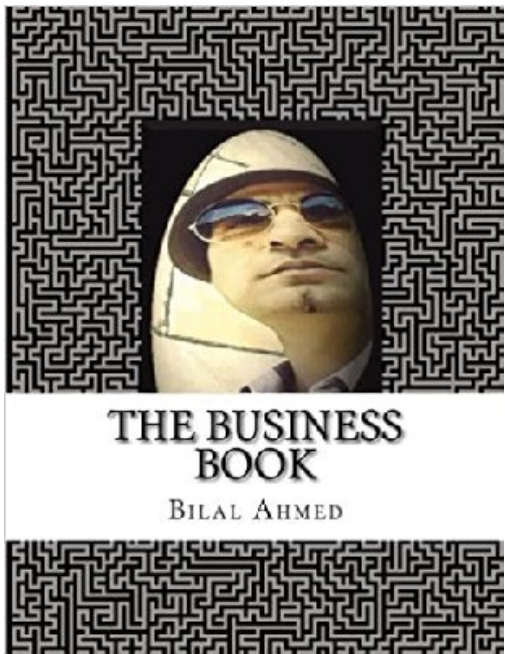
# The Business Book

Subtitle: Working with Startup Incubators

Author: Bilal Ahmed

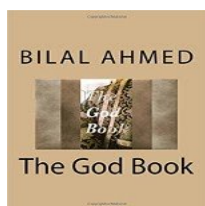
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In spring of 2017, I decided to go to a startup school. There are many incubators around the world and it's a door to venture capitalists. The programs are rigorous and only a few make it out successfully. Thousands of startups apply to these schools, perhaps a few hundred selected, and only about one hundred receive a test. The test is designed by many prestigious school, with the ability to weigh in on both be present and intuitive, both in known and known situations. When I started taking the test, middle way through, my thought was, "are they kidding with me?" Then thought of quitting came to my mind, but still I continued on taking the test. Not knowing how I am going to score. I turned in the test, fully completely. I found out a week later that I passed the exam. Only one out of three of startups pass the exam. My startup was selected, 1 of 38 total startups were in the program. We started in April and grinder away in all aspects of building a startup. Presented our ideas to many investors and also received great mentor-ship. The name of my company, foodal. My previous startup, mytweetmark and homecookme, one that helped with social media and marketing, and the other with marketing for local food and farmers markets. The best part of building a startup is networking with co-founders, investors, business folks, engineers and many other in the space. In our incubator program, we met with many like-minded folks, went out for drinks, mingled and discussed our ideas. We worked on my startup idea very hard, spending about 80 hours a week, for three months. The experience is very similar to shark tank on television, where the investors and heavy on the pitch, critique, and displaying all forms of risk factors. There is no win or loss in building a startup. The lessons learned are invaluable, and sets up for next phase of life. It is an honor itself, to be given the opportunity to build a startup, especially under the guidance of venture capitalists.



## Chapter: Customer Archetype - Exercise

We have been working with New York Times for a couple of years. Today, @nytimes wrote a great article on our customer archetype in the local food and farmers market space. Please click [here](#) to read the article. The customer archetype is a local food vendor. Name: Ahmed Role: Entrepreneur Hobbies: Family, Country, Patriot, Immigration Interests: Religion, Film, Community events, Neighborhood Age: 46 years old Gender: Male Industry: Food, Local food, Street Vendor Education: High School Products: Chicken and Rice Annual Revenue: \$40000 In the past, New York Times also wrote an article for Patch farms, one of our customers in the local food and farmers markets, selling in the Napa Valley region in California. Please click [here](#) to read the article. The customer archetype is a small produce entrepreneur. Name: Mr Calderon Role: Family Entrepreneurs Hobbies: TV, Newspaper, Camping, Fishing Interests: Local food and farmers markets, Mexico Age: 49 years old Gender: Male Industry: Produce, local food, farmers market Education: High School Products: Mission Figs, Heirloom Tomatoes Annual Revenue: \$100k



## Chapter: Company Brand Name Positioning - Exercise

Exercise: Visit the focus group again, and get feedback on various assets of the business and marketing. Feedback: Feedback, after launching foodal.co website, showing email, logo and site again to the focus group: Catchy Awesome People will remember the name Very clean website

design and marketing email Logo looks similar to Facebook, and some Mark Zuckerberg association Excellent Clever The focus group believes in my ability to deliver foodal. They understand my entrepreneurship background. They trust what I have already done for the farmers markets. The design is the most important aspect of releasing the product. It needs to have a voice. Some of the words that come to mind, all in a funny way, after association with foodal: Poodle Noodle “Hi, I am Bil-al, founder of Food-al” (unintentional) “Hi, I am the foodaler of Foodal”



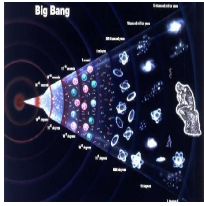
## Chapter: Vision, Mission and Values Statement - Exercise

Vision: To be the nationwide leader in local food and farmers markets promotion. Mission: To give the local food and farmers market business branding they deserve, make them popular and generate more revenue. Values: Build the largest network of local food and farmers markets, marketing great products, and innovate social media to generate more money for the local business.



## Chapter: Meeting Investors at Parties and Pitching - Million dollar introductions - If we make an intro, sell your company, what is the value of the introduction? What's your budget?

Last year, 2019, same drill. Built Shop, coded 20 hours a day. Went to a Christmas Party with venture capitals. I didn't feel like talking to anyone, so I just went to the food table. Being vegan, looking for things to eat. As soon as I turned my face, one investor after another, is coming at me. They could sense the "hardworking energy". He says: "What do you do?" Me: "Building a startup for venture capitals and entrepreneurs, through lean startup and agile development methodology". He says: "Tell me more". Then came 20 other investors, one after another. 2021 Goals. Meetings with Investors.



## Chapter: Brand Expert Feedback (Investor) - Exercise

Exercise: For this homework, find three brand experts. The experts must be people with previous experience in the field and/or hold credible positions in the business. Make the appointments, setup interviews, pitch the business idea, and ask for feedback. Feedback: Great Idea. How many business for target size? When will the product be launched? How will you get customers? How advertising on facebook and Google will work, to buy monthly subscription? How will yelp and Google integrate with the Enterprise edition subscription service? How Safeway can utilize the foodal service? Are there any technical challenges? When will you collect data to show the local business to justify monthly subscription? Will a free month trial work? How much revenue will you generate in 2017? How are you going to hire the team? How are you involving USDA? How are you attracting experts in local food and farmers markets? What are your next steps? Keep me posted. I would love to get involved, as you make progress. I love the fact you are helping local economy, food and entrepreneurs. The revenue model looks great, KPI looks solid. When will you collect the revenue? What stage of investment are you in? Keep me posted after the 3 minute pitching session tonight at Founder Institute. Love the slide deck. What are your resource constraints? How many customers do you currently have?

Shelf

Products
Checkouts
Items
Accounts
Info

## Chapter: Customer List - 150 Farmers markets - Exercise

Valerie Moe A. Lopez – Valerie has a background in Finance, MBA and very interested in working with startups. She loves the automatic feeds of mytweetmark and understands artificial intelligence in advertising. She gave very positive feedback. Sumana Samuk – Sumana is an entrepreneur, and getting her Masters Degree in Social Business. She is graduating in September and interested in content, social marketing, business development utilizing mytweetmark network. She gave very positive feedback. Vikas Agrawal – Vikas works in the Silicon Valley, as a CTO, as well as heads Business Development. He is very curious in the algorithm behind mytweetmark engine, for automation, artificial intelligence and auto tweets in marketing. He gave very positive feedback. Reem's Arab Street Food – I met with Reem's wife in Jack London Square farmers market in Oakland, California. She loves the homecook product and would love to sign up with the service. She gave very positive feedback. La Vie Kitchen & Tasting Room – I met with one of the employee of La Vie, gave a demo of homecook product on my tablet. She

loves the product, gave me the business card and wants me to contact their head office. She gave very positive feedback. Crumble & Whisk – I met with Charles, the owner of the business in Downtown Oakland farmers market in California. After giving a 2 minute demo on my Android phone, Charles loves the service and wants to sign up. He gave very positive feedback. Wisdom by Wisdom Natural Soaps – I met Meisha, the owner of the business in Jack London Square farmers market. She loves the marketing as well as wants to try out the new selling platform as early access user. She has spent money in advertising on Google/Facebook before and very unhappy. She gave very positive feedback. Big Paw (Olive Oil & Balsamic Vinegar) – I met with John, owner of the business, that sells in many farmers markets across Northern California. John has spent lots of money in advertising on Google/Facebook to sell his products and don't know how to measure results. John has been a homecook customer for years. He gave very positive feedback.



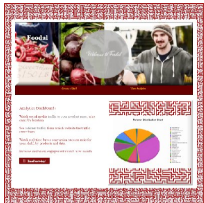
## Chapter: Name Brand Expert Validation (Investor) - Exercise

Exercise: Pitch the brand names to a brand expert for validation. seller.io (came 3): Brand new name, highlights the ability to attract local food and farmers market business, to encourage selling, collect revenue. The name doesn't exist anymore and already bought. foodal.co (came 1): Great name with an abstract, however simple tone. Came with merging the two words, food and local. (Using Portmanteau and KnowEm as suggested in assignment) homecook.me (came 2): An established name. Yesterday, at RocketSpace, I randomly met with Myles, founder of sfnewtech, and he mentioned, “dude, your #sfnt tweets still contain @homecookme”. I presented at sfnewtech a couple of years ago, and the auto tweets still keep our memory refreshed, hence Myles feedback re-validated the @homecookme brand name. Please see #farmersmarket on Twitter as well. Concern: Adding a new brand name, for an existing brand, is a challenge. Most local food and farmers markets business know the homecook.me brand and trust it. In that case, seller.io or foodal.co could be risky. The choice is whether to keep the existing brand, or whether to introduce a new one.



## Chapter: Switching Costs - From Competition to You - How much would it cost to switch? Exercise

An example customer, who is using an alternative solution, for example, yelp or google business services, that charges a monthly fee for page listing. Google business pages are helpful, although the free option is better. Yelp also charges upto \$500/month for a premium business listing, however the free business option is better. With our service, the business only have to cancel existing subscription services, and sign our contract for \$30/month. With our service, the customer is part of a niche, local food and farmers markets network, with access to many other local business as well as consumers, that are willing to change towards a healthy lifestyle. We provide the farmers markets by location, the business listing within, the products they are selling and prices, their contact information and websites, blogs, recipes, subscribers, location and analytics data by page views and followers. With our service, other partners in local food and farmers markets have access to our REST web services API, accessible on mashape, where other startups can build mobile applications to help the local food economy. We plan to integrate all 12000 farmers markets into our system, the data accessible through the API. With our service, the customer can view incoming traffic, for example facebook, twitter, linkedin through analytics dashboard. With our upcoming seller service, we will provide deep analytics on buyer conversion, i.e. how much consumers bought the product.



## Chapter: Foodal Product Specification - Product Plan / Project Plan - Exercise

This product specification document contains the following for foodal: A product plan. A project plan. The product plan is essential, to list all the features. It is a high level vision document for engineering teams, however it lists all the product requirements. In this document, the user interactions display many screens. Usually, if the product is not implemented, there are mocks, whether hand drawn, balsamiq, photoshop or HTML. However, we already have these UI components and user interactions implemented. The screens are real, the code is done, we just need to integrate the components and build the first release candidate, the minimal viable product (MVP). The project plan translates the product plan into actionable tasks, that engineers can understand and implement. The tasks are also sized, so project management leads can create a release schedule, i.e. when the various software releases will be launched. We will use Agile Development methodology for building foodal. The enhancement requests are growing, so we will track them in jira. We will continue to prioritize the backlog and build a product roadmap for next 12 months of software development. Agile development methodology is a handshake between project managers and engineers. For engineers, a task can easily be assigned from jira and we can start working on them. Make sure to size each ticket, so the project manager knows how long it takes to code the feature, or a bug. The code always needs to be reviewed and checked in properly in various code branches on git, git flow via github. The engineers team must follow best engineers practices, for example continuous deployment, and always stay on top

of all technology stacks. We will setup Jenkins for continuous deployment, integrated with github and deployed on rackspace cloud servers. Our agile sprint will have a backlog grooming session, sprint kick off, daily standups, demo when ready, sprint postmortem at the end of the two weeks. The agile sprint cycles continue on, over and over. Make sure all tickets are executed as promised, as sized, so we can determine engineering velocity, i.e. how good each engineer is.



## Chapter: Startup School Meetings

We met once a week, with all the startups, mentors and a special investor, that came to visit us every Tuesday. The meetings were rigorous, and compared a key topic, with many mentors present, perhaps a special presentation. Every week, we received homework. I worked around 80 hours a week on the startup. Building presentation material and meeting with the mentors.

Groups: The program broke us up in groups. A few startup founders, working together, helping each other, whether pitching, discussing business models, going through homework and meeting for co-founder opportunities. Co-Founders: It is always best to go in with a co-founder. It defines a set of commitment, helps with pitching, and a set of responsibility. However, in the program, there are many single founders, looking to partner with other co-founders, that can fill in the void, perhaps a technical founder, which codes the product, and a business founder, that runs the show, is the ideal combination.



## Chapter: Foodal Executive Summary - Exercise

Mission: Local food and farmers markets promotion. Business Goal: Become the largest business to business (B2B) local food and farmers markets network in the United States. Company

Background: Started homecook.me in 2010, build great relationships with hundreds of local food and farmers markets business in Northern California. Now offering foodal.co, a seller platform with analytics, for a monthly subscription: \$50 for Basic, \$100 for Advanced and \$150 for Enterprise Edition to businesses, to help them generate more revenue and customers.

Product/Services: mytweetmark, homecookme and foodal. Technologies: Groovy on Rails, Postgres database, Rackspace and 1and1 hosting, Twitter and Facebook API, Java and RESTful Web Services. Markets: There are over 12000 local food farmers markets in United States. On average, 50 business per farmers market equals 600k local business as our initial market size. Distribution Channels: Twitter, Facebook and Google traffic generated through mytweetmark



marketing platform for advertising of local business. Competition: B2B, lovewithfood.com however we don't food delivery. Financial Projections: \$1 million in revenue in 2018, \$5 million in 2019. Team: Bilal Ahmed, Founder / Full Stack Developer, LinkedIn. Industry: Local Food and Farmers Markets. # of Employees: 1. Financing Sought: \$500k. Use of Funds: Generate \$1 million in revenue in 12 months.



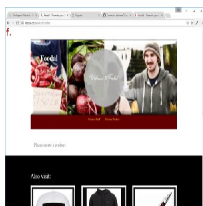
## Chapter: One Revenue Stream - Exercise

12000 farmers markets \* 50 local business each = 600000 local business (conservative). 600000 local business \* \$30 per month \* 12 months = \$216000000 annual revenue Need to implement transactions per item sold = extra revenue We have identified a very simple conservative formula, which is the amount of total farmers markets in the United States (~12000), multiplied by average number of business selling in the market (~50) equals potential 600k local business. If each business pays \$30/month for monthly subscription equals \$216M annual revenue. For every product sold, there will be additional revenue for transactions.



## Chapter: One Customer Problem - Exercise

Provide marketing and selling services to local food and farmers markets business. There are over 12000 local food farmers markets in United States. On average, 50 business per farmers market. The opportunity is huge to sign these business for \$30 monthly subscription. We have signed up huge amount of local food and farmers markets business already as customer through homecook.me website. We have local food and farmers markets signed up as customers for the marketing service through homecook.me. Next is to provide one-click buy option for these business to sell their products, with analytics. For each local business customer, there is opportunity for \$30 monthly subscription and also revenue per transaction, of product sold.





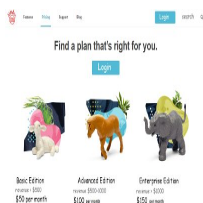
# Chapter: Steps to Revenue for your Startup - Exercise

Exercise: In this homework, write down the steps to revenue for the business. Launch #1: Launch page, for a customer to pay for subscription service, either Basic \$50, Advanced \$100 or Enterprise \$150. Setup Stripe online payments. Accept money in Foodal bank account. Foodal company incorporation. Launch #2: Seller page, upload pictures of your product. Allow people to buy product. Setup Stripe online payments. Accept money in Foodal bank account. Launch #3: Analytics dashboard. Inbound traffic metrics from all social channels dashboard. Buyer conversion dashboard.



## Chapter: Foodal Product Plan - Exercise

Foodal: We provide marketing services to local food and farmers markets business. There are over 12000 local food farmers markets in United States. On average, 50 business per farmers market. We have many local food and farmers markets signed up as customers through homecook.me. We have signed up huge amount of local food and farmers markets business already as customer through homecook.me website. We are also launching a new seller platform, where the local food and farmers market business will easily be able to sell more products and make more money. The new service will offer analytics on how many visitors came to the seller page, and how many products sold. For each local business customer, \$50 monthly basic, \$100 advanced and \$150 enterprise edition subscription. Monthly Subscriptions: Basic Edition: \$50/month. For business that expect to make at least \$50 in revenue for the month. Advanced Edition: \$100/month. For business where the sales are greater than \$500 for the month. Enterprise Edition: \$150/month. For business where the sales are greater than \$1000 for the month.



## Chapter: Extend Validation - Connect with larger Group of Customers - Exercise

Validation #1: All business brands need marketing. Business develops from an idea, then the

business forms a product and eventually every business wants marketing. Marketing is a way for business to create a brand that people trust. Recently, visiting a fund raising session, the thought leaders mentioned that 50% of the funding will go into product development and 50% in marketing. Hence, all business brands need marketing. Validation #2: I will make money by charging business customers for the service. In the initial interviews with the local business, the entrepreneurs and founders of the business loved it. The customer understands the power of automation. While many technical folks in the bay area prefer to hire a full time social media marketing department, many of those tasks can be automated with artificial intelligence. Facebook and Twitter charge a lot of money for auto posts and promoted tweets. Hence, charge a monthly subscription fee to the customers for using the service. Validation #3: The product can scale up to any niche market and category. The auto tweets marketing platform can scale to any niche market and category. There are many local food and farmers market business using the product. There are also many yoga ashrams and small yoga business, that are utilizing the platform to auto tweets blogs, products, prices and links. The platform also gives an analytics view to measure traffic and followers. There are also early stage startups, using the product for initial visibility and marketing. Validation #4: The local food and farmers market business need marketing. While most local food and farmers markets business are actively out in the sun, driving around and visiting multiple markets, every business wants marketing. I created a simple survey, where I asked questions, for local food and farmers market business. I would then give them a demo on my phone. The best scenario was in Healdsburg California farmers market, where I walked in and within 30 minutes signed up half of the farmers market into the service. Because every local business wants marketing. Validation #5: The local food and farmers market business wants to add revenue channels. While interviewing the local food and farmers market business, given that the local business generates X amount of revenue, every business is always looking to add another revenue channel. With the homecookme service, the local business information, phone number, address, location is on the profile page and auto tweeted through the artificial intelligence platform. This allows Google to SEO the local business. The local business is then easily found on Google searches. Hence the platform is providing a new revenue channel to the customers. Validation #6: All local business wants to eventually have a website where they can sell products and become a brand. Every small local business that sells in the local food and farmers market want to add to their online presence. 30% of the signed up local business to the homecookme service, didn't have email address. In helping them create email address, Twitter accounts and profile pages, the next step for them is to create their own business websites. Eventually they take control over the social media themselves. Validation #7: We already have customers from local food and farmers market that want to sell more products. Many of the local food and farmers market customers, after utilizing the homecookme marketing service, now want to sell their products with seller.io. This is a great option for them, because they wouldn't need to allocate or hire resources, to build an e-commerce solution themselves. Also, there is trust in place with the homecookme service. Now it is time to actively help them sell more products. Validation #8: We can quickly launch a seller MVP and start testing it with the local business. The initial MVP will be where a local business can register themselves, and upload pictures of the product they want to sell. They can add price, return policy and other attributes of the product. The seller platform will then run marketing for the local business, generate measurable traffic, and measure conversions. The local business can then make modifications to the product, by reviewing the seller analytics data. Validation #9: The revenue from the project will be critical to the success of the startup. With the seller platform, there is opportunity to charge customers transaction fee for every product sold. There is also opportunity to charge customers if they

would like to use the marketing service. The auto tweet marketing service will generate a constant stream of traffic, from all social media channels.



## Chapter: Recruit Competitor Customers - Make them Yours - Exercise

Customers: Napa Valley Tea, Rodriguez Farms, Yerena Farms, Toofu (phone calls: 4/22/2017)  
Feedback: In talking with Agnes, the owner of Napa Valley Tea, she would pay \$50-75/month for the Basic Edition. She would love to join in on the early access program, and provide feedback on the software. Agnes is making a great name for herself in the Napa and Calistoga regions with her tea. She has many tea to sell and she would love to use the tool to see which products are doing well, by measuring the sales. This way, she can produce the top selling tea more. Feedback: Poli, owner of Yerena Farms, is willing to pay \$100/month, for advanced edition where we will help him setup his marketing as well as selling his products. Rosario, owner of Rodriguez Farms, is also willing to pay \$100 for the advanced edition, where will we help him come off the ground and do additional marketing, while using the new seller tool, to sell his products. Feedback: Tyhoon, owner of Toofu, will pay \$150/month for the Enterprise Edition, where the software is adding another revenue stream to his business. Tyhoon is very technical and has been running a successful business in the San Jose and Campbell area. He makes various kinds of Tofu, which could easily be delivered to his customers, by using our tool.



## Chapter: Life Story - Entrepreneurship - Family Roots - 1800 acres of Land in Pakistan - Landlord Family - Agha

Early Childhood: I grew up in a home of riches, where my grandfather owned 1800 acres of land, a huge landlord. He was also a very successful lawyer. However my father, also very successful in civil services of the government, very educated, passed away when I was one year old. My mother raised me in the shadow of my grandfather. My mother with her Masters degree in Economics, obtained a Law degree and worked alongside my grandfather. My mother also made a name for herself in social works, helping the poor. She is my first inspiration, a teacher and an entrepreneur. Schooling: As I was growing up, my mother always sent me to the best schools.

She was so fond of schooling, that she sent me to kindergarten at the age of 2, class 1 at the age of 4. Catholic schools were big part of my early education and she wanted nothing but success for me. I finished High School at the age of 16. I then went to college at Brigham Young University (BYU) in Provo, Utah, obtained a Bachelors in Computer Science. I had the opportunity to work with some of the best professors from a private school. I graduated from BYU in 1996. Professional Career: While I was going to school at Brigham Young University in Provo, Utah, I was lucky enough to receive an internship opportunity with IBM K-2, school software systems. I worked part-time at IBM, my junior and senior school years, 20 hours a week, while getting paid a great salary. This allowed me to work for Novell, right after graduation with a Computer Science degree and move to the Silicon Valley in 1996. I worked for Lockheed Martin for 6 years, hi5 for 3 hours, worked for a few startups and banks since then. I have been in the San Francisco Bay Area, California for over 20 years. Entrepreneurship: While I was working for bebo, a social networking startup in 2009, that sold to AOL for almost \$1 billion, I had a dream one night, that if I don't start now, I will be crying later. I was so scared from the dream that I worked all night, and coded the homepage for mytweetmark. Bebo traffic was on a decline, having fierce competition with Facebook and Twitter. It was the right time to do a startup, so I worked nights and weekend, built a minimal viable product. Since then, entrepreneurship has been the most rewarding experience, continue building on the lessons learned. From the skill prospective, startups require fast execution. While I was working as a senior software engineer at hi5, the founder used to take me out for coffee and explained the mantra, "One good engineer is equal Ten". The motivation to keep going, keep coding, till the team milestone, which is to exit the startup is reached. Hence, initially when I started building the mytweetmark product, I realized that I have all the skills needed to build a minimal viable product. Now the dream has become bigger, having learned many entrepreneurship lessons along the way. The best skill is to be humble, always be a student first. Future: By signing up in the Founder Institute program, I am really hoping to build the next generation of platform, that helps local economy and business. I believe that building a synergy model among local networks, for example local food and farmers market via homecook, can scale everywhere in the world. The local community everywhere needs help, bringing them up to social media. However, automate marketing is needed, so the focus of the local business can be on the product and revenue. Artificial intelligence is needed to automate the workflow, for example generate internet traffic for local business through mytweetmark. With the one-click buy option, when a user buys from the local business, each transaction is revenue potential. The local business in this case receives an email notification, and delivers the product, while receiving the money into their bank. The mytweetmark platform receives a transaction fee. Our revenue model and sales channel still needs to be flushed out, however many of the software services are already currently used by the local food and farmers market business.



## Chapter: Application Flow & User Interactions

Exercise: In this exercise, draw out the layout of the flow, the application will use to engage with customers and generate revenue. Page 1 (Homepage): Visit Foodal.co homepage (anonymous). Login with Facebook, LinkedIn and Twitter buttons. Displays 3 subscription prices, \$50, \$100 and \$150. Displays benefits for each edition price. Page 2 (Logged in Homepage): Logged in Foodal.co Take user to the Settings page. Displays 3 subscription choices: Basic, Advanced or Enterprise. Display more details on the benefits and revenue differences. Allow user to pick the subscription. Use a radio button within the Settings page. Save the Settings. Display add products link. Page 3 (Add Products): Seller add products page. Display add product button. Build a seller shelf, add multiple products by name, price, image and quantity. Page 4 (Products – Shelf): Buyer page, display the buyer view (no login required). Display all products, image, name, price, image and quantity. Display buy now button on each product. On click on buy now, a credit card pop up, linked to Stripe payments. On adding the credit card details, display pay now button. Page 5 (Transaction detail page): On click on pay now button, process the credit card. Send out emails to foodal, seller and buyer. Track the seller sales for the month, to justify the subscription. Display the transaction detail page, whether success or failure. On failure, display a try again link. A try again link takes the user back to the seller page. Page 6 (Analytics dashboard): Display each product. Next to each product, show number of total traffic count. Next to each product, show number of items sold, buyer conversion. Next to each product, display inbound traffic sources, referrer distribution chart. For sellers on Twitter, display followers/following analytics chart, display growth. Menu: Menu bar for seller. Products (Shelf). Analytics (Dashboard). Settings (Account).



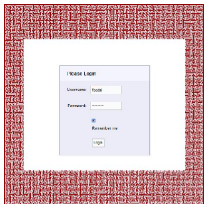
## Chapter: Startup Legal Preparation - Exercise

Exercise: For this homework, prepare for legal to work with the startup. Make the necessary calls to arrange meetings with potential lawyers. Working Group session Discussion: Questions: Should I use Legalzoom? In talking to a mentor for pitch session, they suggested using clerky.com. Is that a good option? Should I incorporate C-corp? Should I incorporate in Delaware? What is the cost of a legal package for a professional law firm? How many shares should I allocate? Can the mentor institute suggest a law firm? My friend received a giant tax bill due to allocating too many shares. Why? What are the difference in incorporating in Delaware compared to California? What is the new California foreign tax? Do law firms work for future payments? Is it helpful to offer equity for law services? Do venture capitalists ask to re-incorporate the company once the funding round happens?



## Chapter: Business Model Testing - Exercise

Pricing (customer calls: xx/xx/2017): Low: \$50/month The Basic Edition: Ability to upload the product to sell. View analytics for incoming traffic from online sources and watch buy conversion. Medium: \$100/month The Advanced Edition: Create one time online presence for the business, profile page, product, pricing, farmers markets and blogs. Basic Customer Support included. High: \$150/month The Enterprise Edition: The business is making more than \$1000, use this feature for additional marketing, auto tweets, additional traffic to the seller page to supercharge the sales. 24/7 Advanced Customer support is included to fine tune the analytics to sales and buy conversion. Summary: There is a huge demand for the seller tool. The customers would like to upload their products, and get detailed analytics on the sales. The local farmers are really eager to come onboard now, which wasn't the case a few years ago. Every business wants more branding is a validation, from my phone calls yesterday with the customers (see #7). We need to start the sales process and start collecting revenue. We have their trust, which is the most important aspect, when dealing with local food and farmers markets business.



## Chapter: First Mailing - Connecting with your Customers through Newsletter - Exercise

Exercise: In this exercise, create a mailing list. Use mailchimp, or constant contact, import your address book. Send an email to all your audience, discussing your progress. Email: The best feeling in the world is when a startup idea gets validated. An entrepreneur searches within for a long time, to find the core, the first principle. From there, once the core customer is found, a company can be established. Our vision is to help local business and farmers markets succeed through marketing and product sales. Please visit us. We are looking for co-founders, partners and help on sales. We will continue working with USDA, various farmers markets associations and investors. The goal is to help our local economy. See our customers.



## Chapter: Paying Customer Feedback - Farmers Markets - Exercise

Exercise: Call various customers and receive feedback on the idea and revenue projections of the business. Find out how much customers are willing to pay for the service and find various price points. Feedback: Selling food products at Whole Foods. Shelf Competition. Farmers market location Competition. Breaking even on Business. \$50 great price, if it generates \$500 per month. \$150 great price, if it generates > \$1000 per month. Currently works at a Corporate job. "With that revenue, you will put me back into business." \$50 per month is a great price, for \$500 revenue. \$150 per month is a great price, for > \$1000 revenue. Sold in 8 farmers markets, where there were total 30 farmers markets in Bay Area, now > 250. Made \$1000 in revenue, by spending \$600-700. Would pay for more customers. Love the idea. Would pay \$50 a month for \$500 in revenue. Would pay \$150 a month for > \$1000 in revenue. Would love to test the beta of the new seller platform. Interested in the analytics, bringing traffic from social media sites. Interested in the buy conversion data. Interested in exploring which products are selling. Interested in retiring non-selling products, and make more money on selling products, by data.



## Chapter: User Feedback - Company Name Focus Group - Exercise

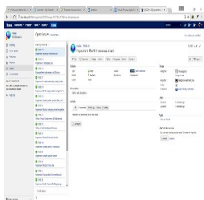
Exercise: In this homework, make appointments with a focus group, that would hear the idea of the business, and without hearing any preference, chose the best name for the company. My focus group was at Lungomare, Oakland on Wednesday (4/26) at 3pm and then at Plank, Oakland at 4pm. The focus group contained a mix of food, restaurants and bar specialists, some eager to start their own business, whether at farmers market which runs right in front of Lungomare and Plank In Jack London Square, or direct sales through our new seller platform. I pitched each one of them, without giving the name, and collected feedback. Richard Dunham: "Great idea." seller.io: 1, foodal.co: 3, homecook.me: 2 Alando Johnson: "Proud that you are doing it. Happy to be pitched." seller.io: 2, foodal.co: 1, homecook.me: 3 Dino Mehicic: "I have a business on the side, selling bar syrups to a local lady. I need branding, so I can start my own business." (I recommended looking up Founder Institute.) seller.io: 3, foodal.co: 1, homecook.me: 2 Adam Nicknig: "Love the pitch. It's coming along really good." seller.io: 3, foodal.co: 1, homecook.me: 2 Paul Duncan: "love the idea." seller.io: 2, foodal.co: 1, homecook.me: 3 The focus group liked the foodal.co name the best. Although I thought seller.io is better fit, and Richard agreed, however that wasn't true. People like abstractness in names. The focus group age varied from ages 25-60 years old.





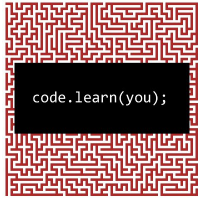
## Chapter: Foodal Project Plan - Exercise

Project Plan: Every request, whether enhancement or bug, must be logged in as a ticket and get prioritized. Especially, right now, when many mentors, partners and working group are providing great feedback. Jira: A Jira and Confluence server, which are standard practices for managing projects, tickets and wiki, is installed for a 10 user foodal team. Agile Development: Agile development, product development methodology will be used for our software development team. The enhancement requests are turned into tickets and added to the backlog. The bugs are also reported as tickets. From the backlog, we can size the tickets and identify releases. From the release dates, we can determine the product road map, for the next 12 months of software development. Agile development workflows are built into jira. Agile Teams: All jira tickets should be prioritized. From the prioritization, release feature sets are identified. The features sets tickets are sized by engineers. The product and project management leads group feature sets into releases. Multiple engineers can be working on various releases. Git and Git flow source control is enforced through github. Once the release is coded, demo and deploy. Make sure the code is merged properly across all release branches. Make sure jira tickets are always updated. Decide whether a 1 week, 2 weeks or 3 weeks sprint is ideal for the team. Retrospective, agile post mortem after each sprint. Always provide positive feedback and improve the team. Once a sprint is finished, get ready for kick off of next sprint. Project leads should always be grooming the backlog.



## Chapter: Startup Design Materials - Hoodie / Business Cards / Hats - Exercise

Exercise: For this homework, get all the basic marketing materials ready. Marketing material: Logo is complete. Final font and color is selected. Name is foodal. Ordered business cards, hoodie, mug, pen, banner, notebook, hat, mouse pad and a shopping bag for foodal from vista print, with 40% discount. Slide deck is ready, although would love to redo with recommended corporate material task on this assignment with the suggested slide deck. Landing page is complete. Interaction flow is defined in the mockup document. Most of the UI components in the mock up document are already coded. Ready to start coding MVP, putting the pieces together. Roughly 2 weeks of software development.



## Chapter: 60 Seconds Pitch - Foodal

Hi, my name is Bilal and I am the founder of homecook.me, where we are helping local food and farmers markets, sell their products through marketing. There are over 12000 farmers markets in the United States. On average, there are 50 local business per market. Our initial target market size is 600000 local businesses. Hence we want to become the largest local business and farmers markets network in the United States. <pause> We do this by providing the local business with profile page, access to farmers markets, data accessible through an API and also promoted tweets. We are planning to offer a subscription service of \$50/month to these businesses for our Basic edition. We are building a new seller platform, where the local business will be able to upload pictures of their product, price, shipping information and return policy. <pause> Our local businesses are very excited to use the upcoming seller platform which will provide detailed analytics on incoming referral traffic from all social media channels and buy funnel conversion. The cost is \$100/month for Advanced edition and \$150/month for our Enterprise edition. <pause> Please come talk to me after this pitch, if you have a passion to help the local business and farmers markets community. Thank you.



## Chapter: Company Name Brainstorming - Exercise

Exercise: In this homework exercise, collect 30 keywords for name brainstorming for your business. The naming is key, and have the account for google searching, the ability to easily remember the name. Part of the exercise is to narrow down further to 15 keywords. Munging name through portmanteaur, a website that allows a combination of names to form a small name for a website domain name. Collect 30 keywords: Local business markets market food farmers farmer farm food (from search keywords on homepage) Products product price favorite social connect customer profile (from homepage) Farmersmarket realfood localfood food buylocal (Twitter) Locally grown organic (adweek) Living selling sidewalk vendors vendor job cart (Nytimes) 15 keywords: Local markets farmers food price product locally living sidewalk vendor job Seller sell buy buyer (new seller platform) 3 Names (by most favorite first): seller.io (really like) foodal.co (Using Portmanteaur and KnowEm) homecook.me (recognized brand already,

please see on Twitter, @homecookme + search for #farmersmarket) Note: Portmanteaur allows you to combine words to form a name, for example, food + local = foodal. knowem allows to check domain names.

