

Startup Tips & Resources for Linn Benton Entrepreneurs

plus random weird stories, bootstrap marketing, customer discovery, and a few other things...

by Corey Wright

Venture Catalyst with Oregon RAIN



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Background in chemistry and drug development. Entrepreneur, inventor, and creator. Executive MBA student in Innovation & Business Creation at TUM, Class of 2022. Avid hiker, traveller, musician, husband, and dad!

Top Skills: Entrepreneurship (aka GSD!), Fundraising, Customer Discovery, Community Development, Product Development, Tech Transfer, Kickstarter, Marketing, Operations



RAIN
OREGON

MASSIF M GAMES

MASSIFVENTURES

RAIN
OREGON

Building Entrepreneurial Ecosystems







MASSIF GAMES

German Route Card Pack 1




18 Poker Sized Climbing Route Cards

German Climbing Route Card Pack 1

\$9.99

MOUNTAINEERS BERGFÜHRER



German Mountaineers Guide Book

\$9.99

German Translated Card Pack



165 Poker Sized Cards

German Translated Card Pack

\$24.99

Italian Route Card Pack 1



18 Poker Sized Climbing Route Cards

MOUNTAINEERS MANUALE



Italian Translated Card Pack



165 Poker Sized Cards



Brand Manifesto

MASSIF means MOUNTAIN.

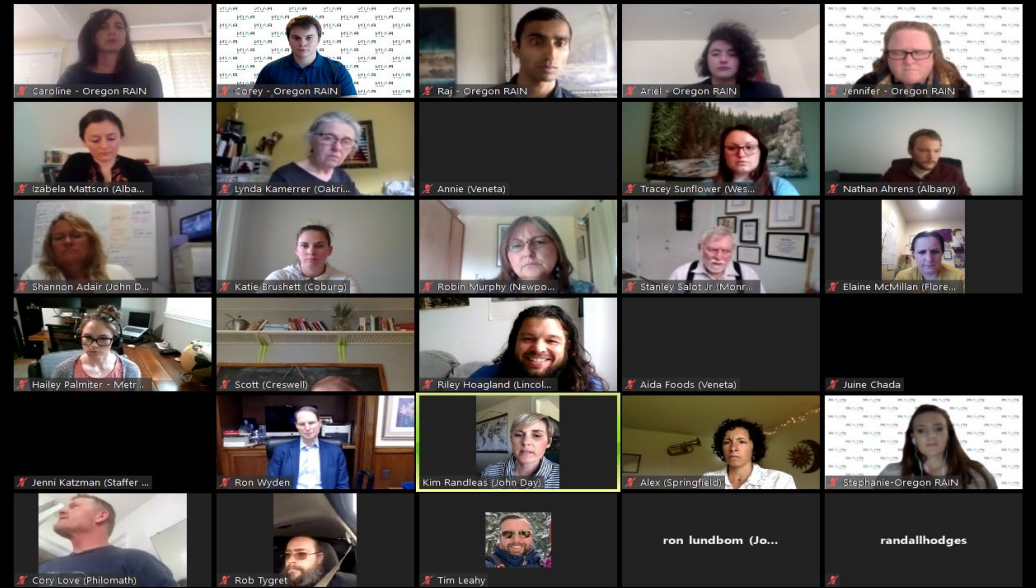
Hence, by association:

- | | | |
|----------------------------|---------------------------------|-----------------------------------|
| MASSIF means FUN | MASSIF means STRENGTH | MASSIF means VISIBILITY |
| MASSIF means BEAUTY | MASSIF means INSPIRATION | MASSIF means ADVENTURE |
| MASSIF means POWER | MASSIF means PROTECTION | MASSIF means DANGER |
| MASSIF means WILD | MASSIF means FREEDOM | MASSIF means NO BOUNDARIES |

At Massif Games we resolve to create **FUN** and **BEAUTIFUL** gaming experiences that **EMPOWER** anyone to go on a **WILD** and **INSPIRATIONAL ADVENTURE**. We pledge to use the **STRENGTH** of our brand to bring **FREEDOM** to the powerless, to provide **PROTECTION** to the mountains we love, to ensure **NO BOUNDARIES** keep anyone from enjoying mountains, to bring **VISIBILITY** to our actions and the issues we care about, and to embrace the **DANGER** of daring to be a brand that cares about more than just profit.

At **MASSIF GAMES**, we embrace the **MASSIF BRAND**, and resolve to make the world a better place, no matter how small we are, or how big the challenge.

Venture Catalyst with Oregon RAIN



RAIN

OREGON

OREGON REGIONAL ACCELERATOR &
INNOVATION NETWORK

OUR MISSION

Partner with communities to catalyze entrepreneurial ecosystems, connect entrepreneurs to resources (including overlooked entrepreneurs), and contribute to the creation of prosperous economies.



OUR VISION

Communities support, value, and celebrate entrepreneurs.

Regional leaders recognize entrepreneurs are a primary creator of net new jobs.

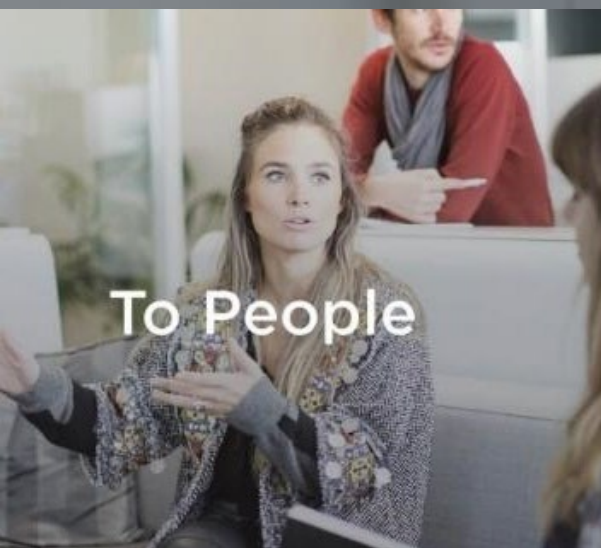
Small and rural communities have thriving economies.

A culture of possibilities is embraced.

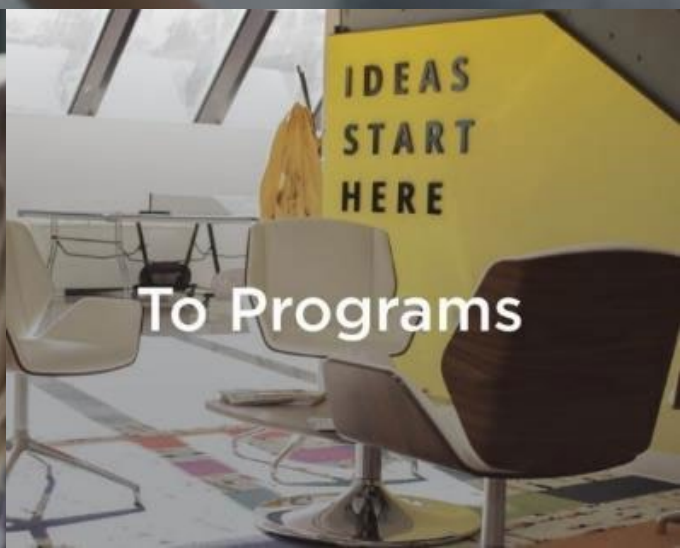




connecting entrepreneurs



To People



To Programs



To Physical Assets



To Capital



MONEYmaker

a financial accelerator program

Hosted by **RAIN**
OREGON

March 31 to June 30
9:00 - 10:30 AM on Wednesdays

www.oregonrain.org/moneymaker



MONEYmaker

by RAIN
OREGON

<https://youtu.be/ULPeNqHtUng>



THINGS TO KNOW ABOUT VENTURE CATALYSTS

Advisors tell you
what to do.
Mentors ask you
questions.

We go where we are invited

We practice listening really well

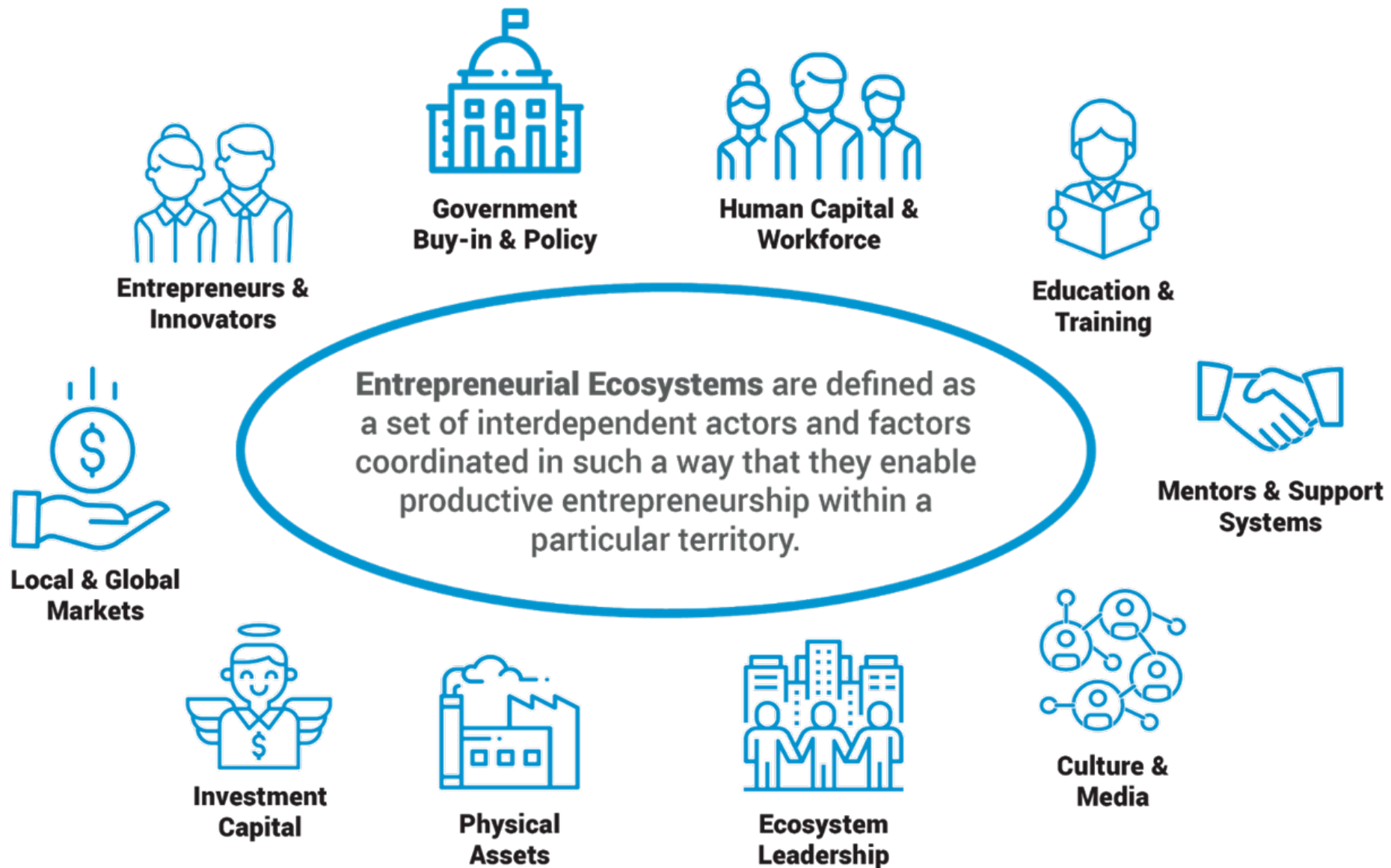
We try to not “should” on people

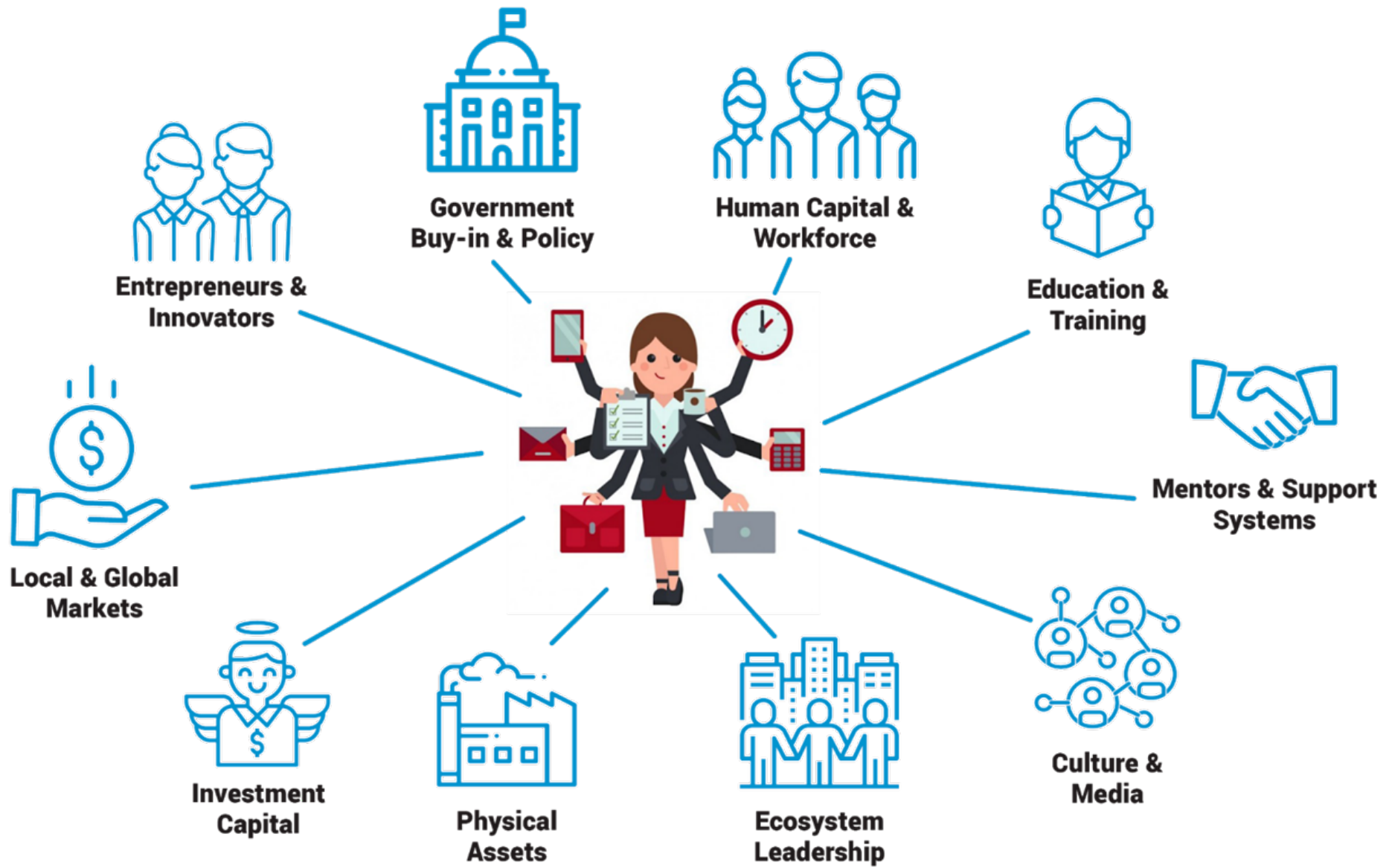
We don't take equity or payments

We try to collaborate with everyone!

We build **entrepreneurial ecosystems!**

(infrastructure for startups!)





Today's Discussion...

- 1) **Mindset and Motivation**
- 2) **Understanding Your Customer**
 - A. Value Proposition Design
 - B. Bootstrap Marketing
- 3) **Additional Linn Benton Resources**

(These are critical to starting a successful business.)





“I always take the same perspective with each new adventure. I put myself in the position of being at the end of my life looking back. Then I ask myself if what I am doing is important to me.”

— Reinhold Messner





Mindset & Motivation

How an entrepreneur thinks is just as important as what an entrepreneur does.





Mindset & Motivation

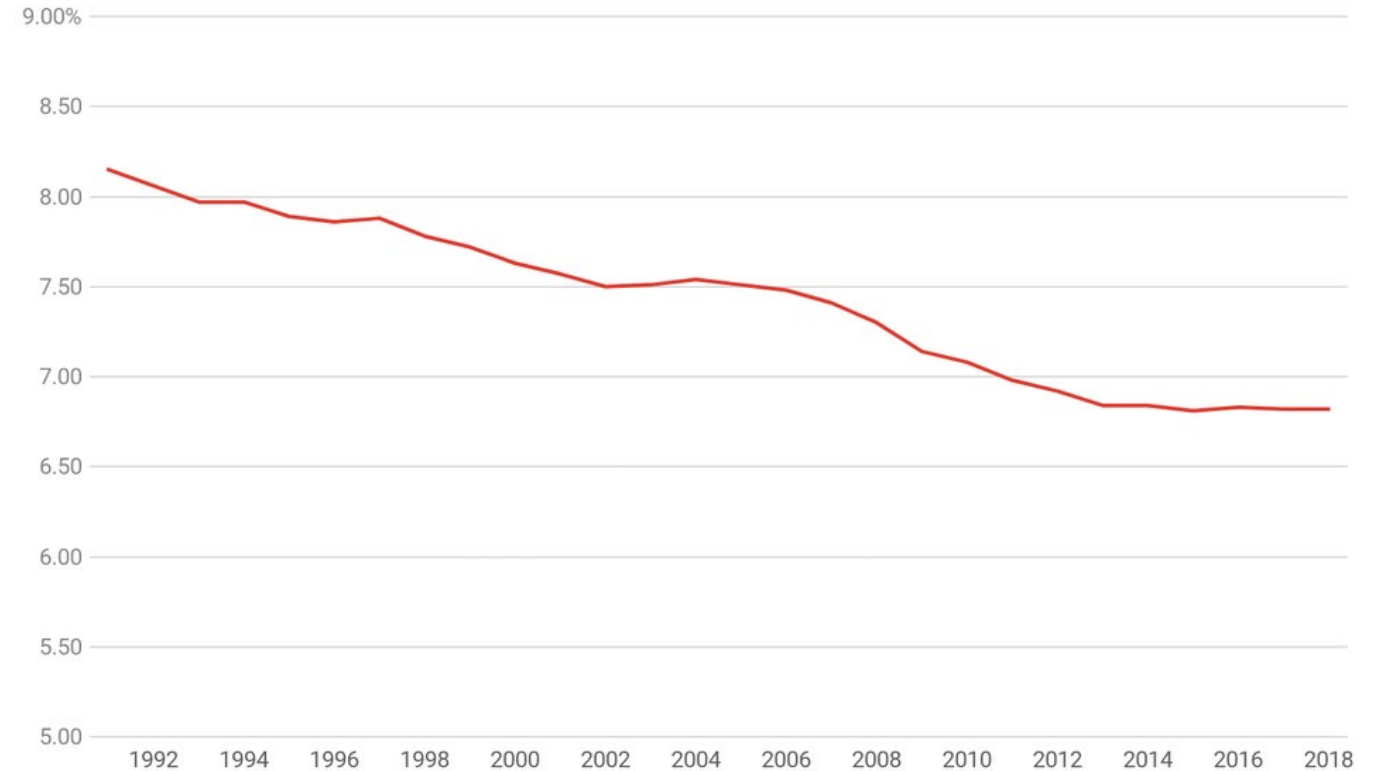
- Entrepreneurship is **NOT** sexy.
- Entrepreneurship is **NOT** easy.
- Entrepreneurship is **NOT** (always) fun.
- Entrepreneurship is **NOT** a “career choice”.



Mindset & Motivation

- But... we **NEED** entrepreneurs!
- Entrepreneurs create majority of net new jobs.
- Entrepreneurs change the world.
- Entrepreneurs make our lives “better”.
- Entrepreneurship brings wealth and opportunity to our communities.

Entrepreneurship rate in high-income countries



Entrepreneurship rate is own account plus employers in self-employment

Chart: The Conversation • Source: Wim Naudé's compilation based on ILO data

Mindset & Motivation

Start a company because...

- You are passionate about what you would be doing.
- You love working hard.
- You care about the journey and understand the destination.
- You want to create something unique for the world.
- You are ok with failure and want to learn from it.



What is your entrepreneurial motivation?

- What drives you, what makes you come alive?
- What is the goal behind the goal, aka, what is your life aspirational vision?
- Work backwards from your aspirational vision to create your 5-, 3-, and 1-year vision statements.
- Review your vision statement daily!
- Does your startup or business fit into your vision statement?



There's no such thing as a "good idea"

There's no such thing as a "bad idea"

**The success of a startup is primarily
determined by timing, team, and execution!**

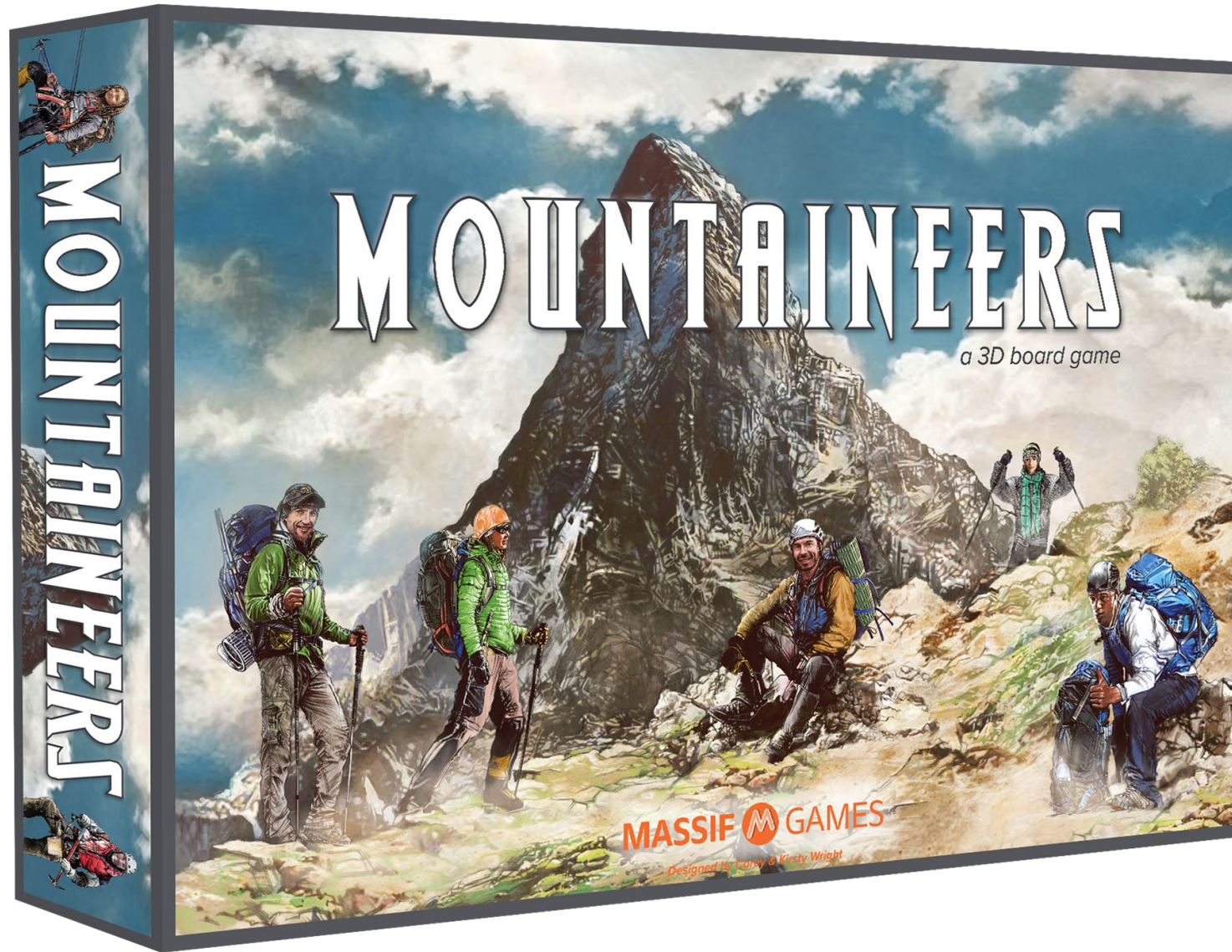
Chi è il tuo cliente?



Which Product Succeeded?

COMING SOON ON
KICKSTARTER





The Mountaineer

A 3-DIMENSIONAL BOARD GAME





Why Knowing Your Customer Is More Important Than Ever



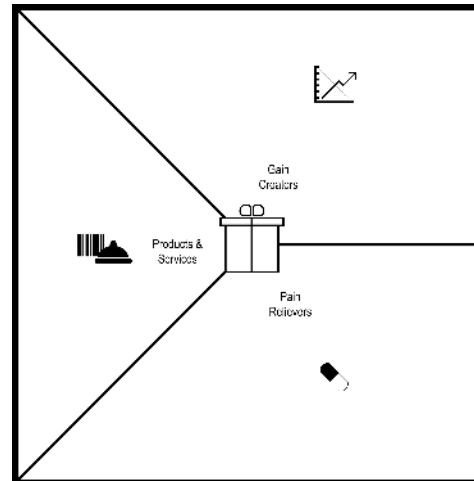
Common Wrong Assumptions by Startups

- Who I think my customer is, is actually not my customer
- I don't need to talk to my customers
- Because my friends/family like my idea, my customer will also
- I see the value in my business/product/service, therefore other's will as well
- I can always just lower my price
- My customers will come to me
- I'm already successful, I can stop talking to my customers

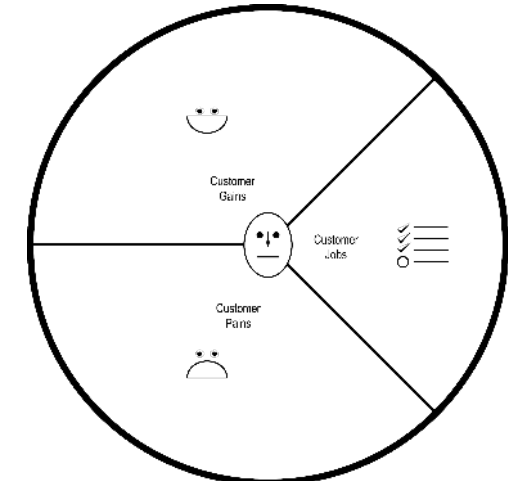
Value Proposition Canvas

A useful tool for keeping your products and services designed around your customer.

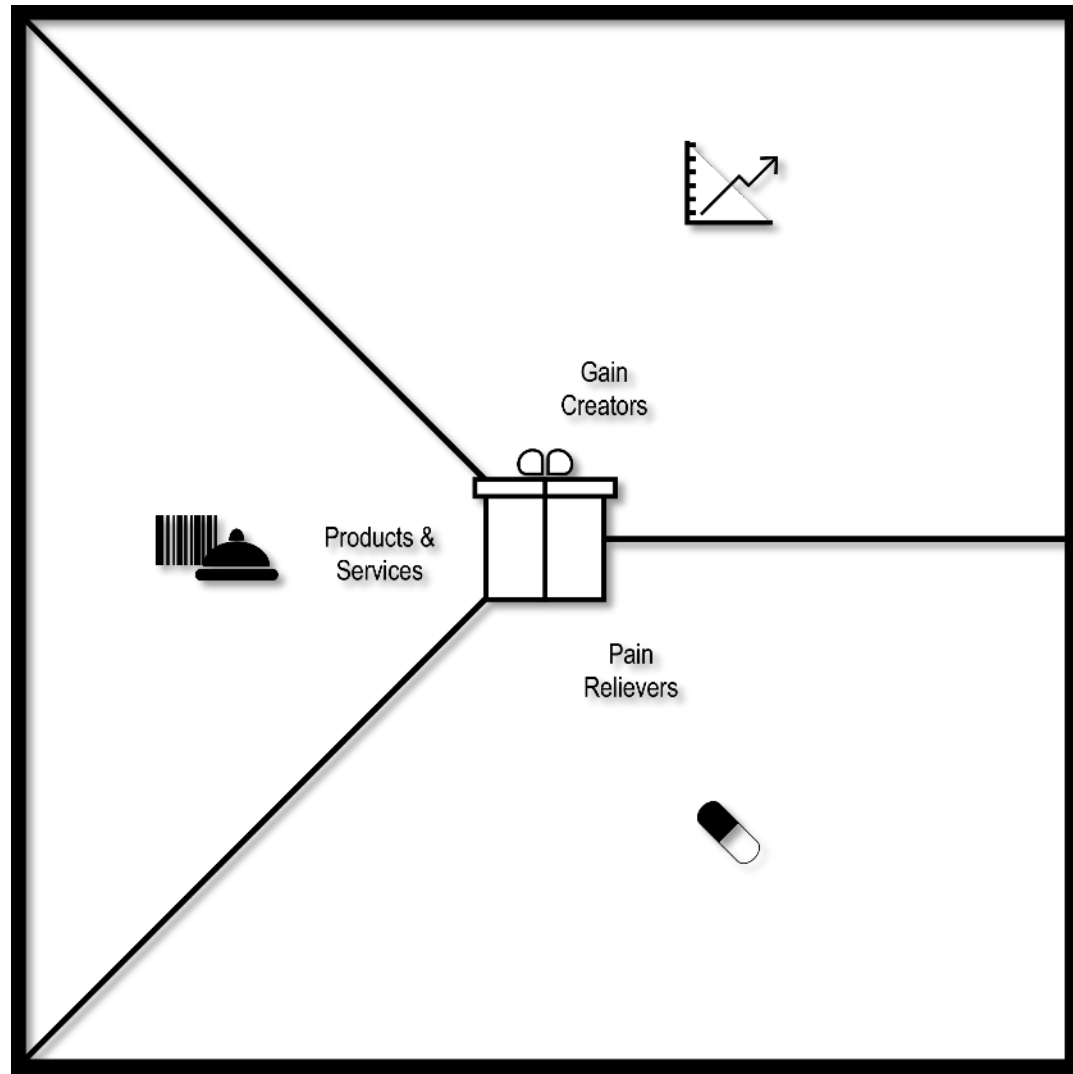
MVP



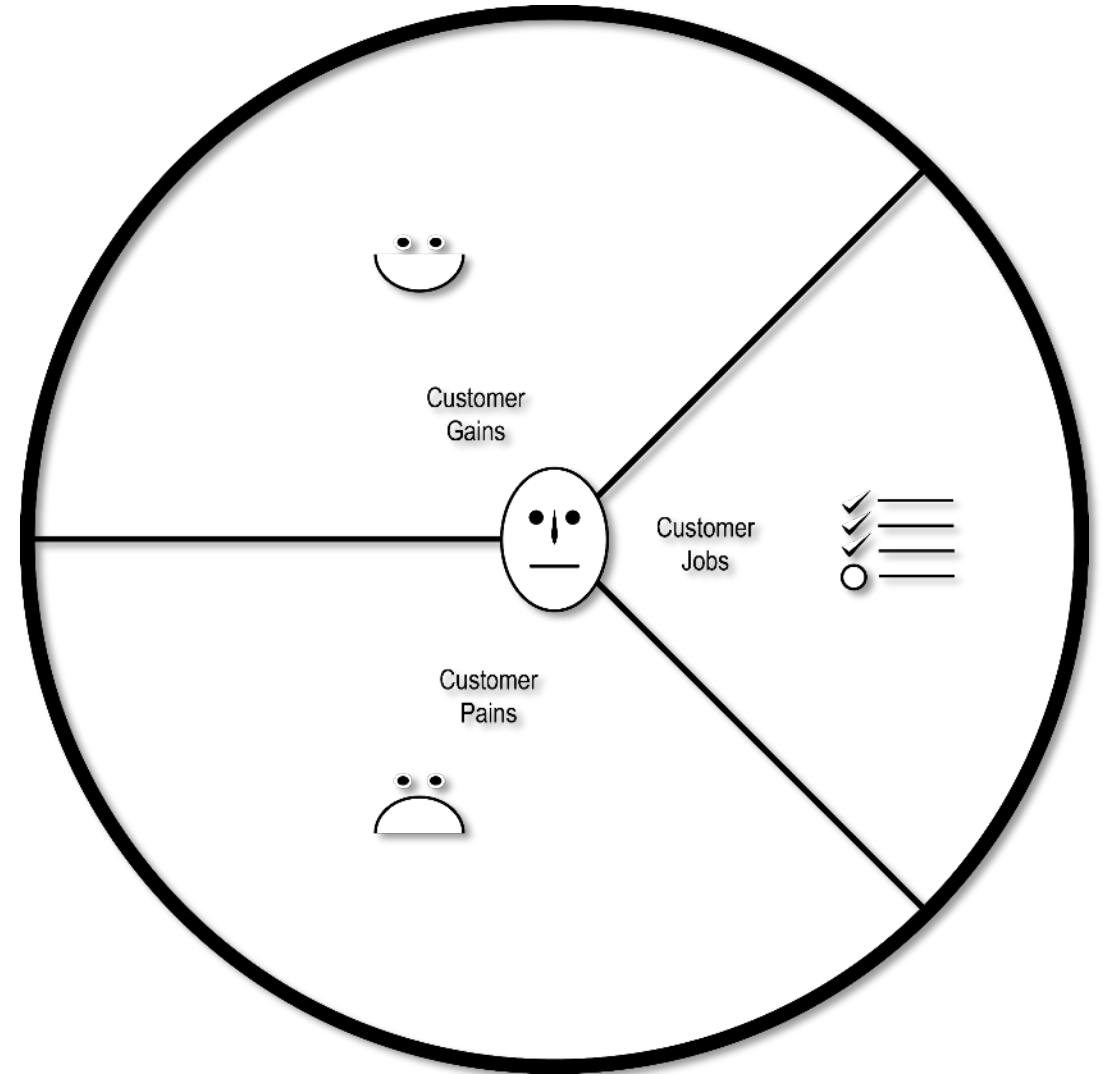
Customer Segment



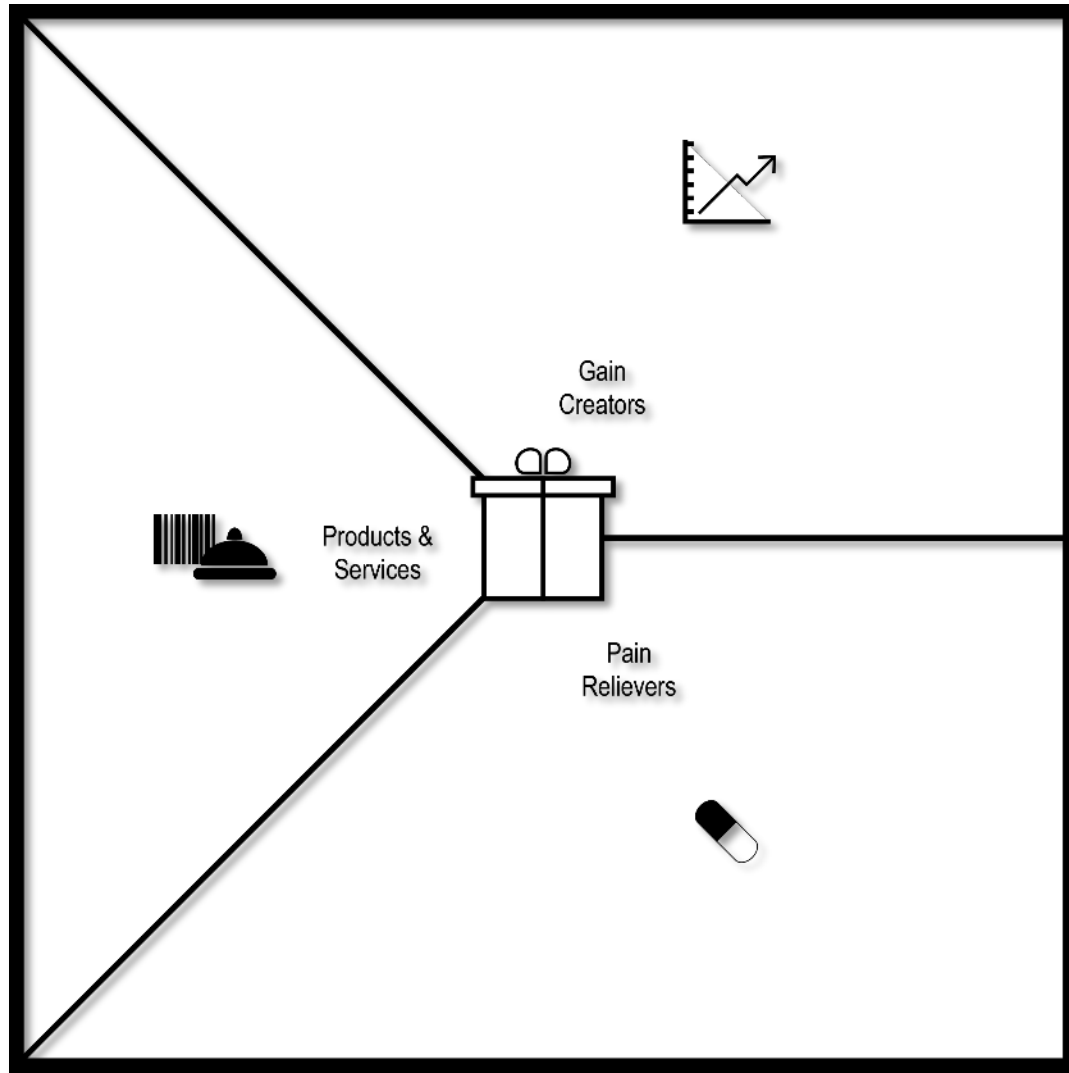
MVP



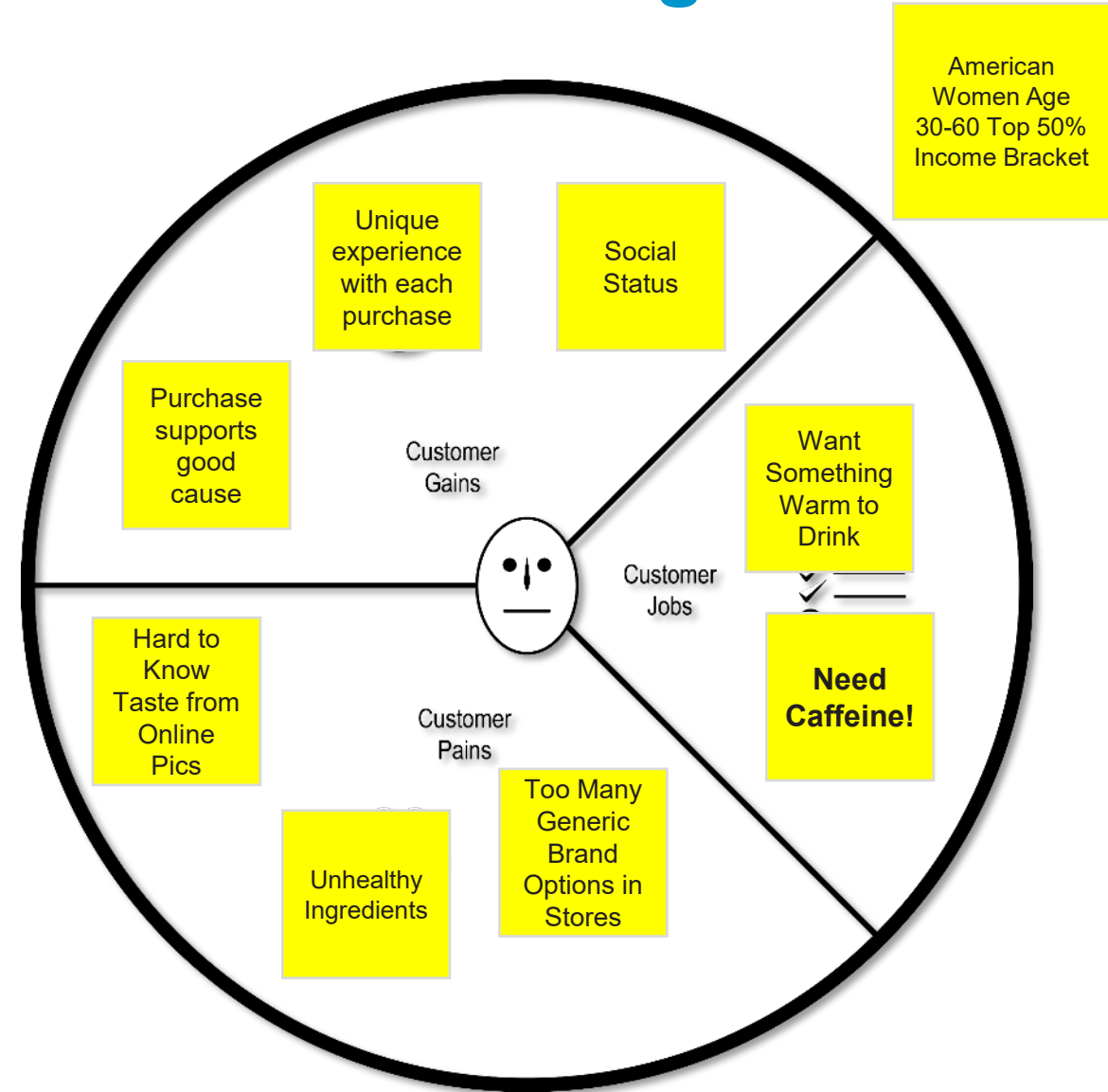
Customer Segment



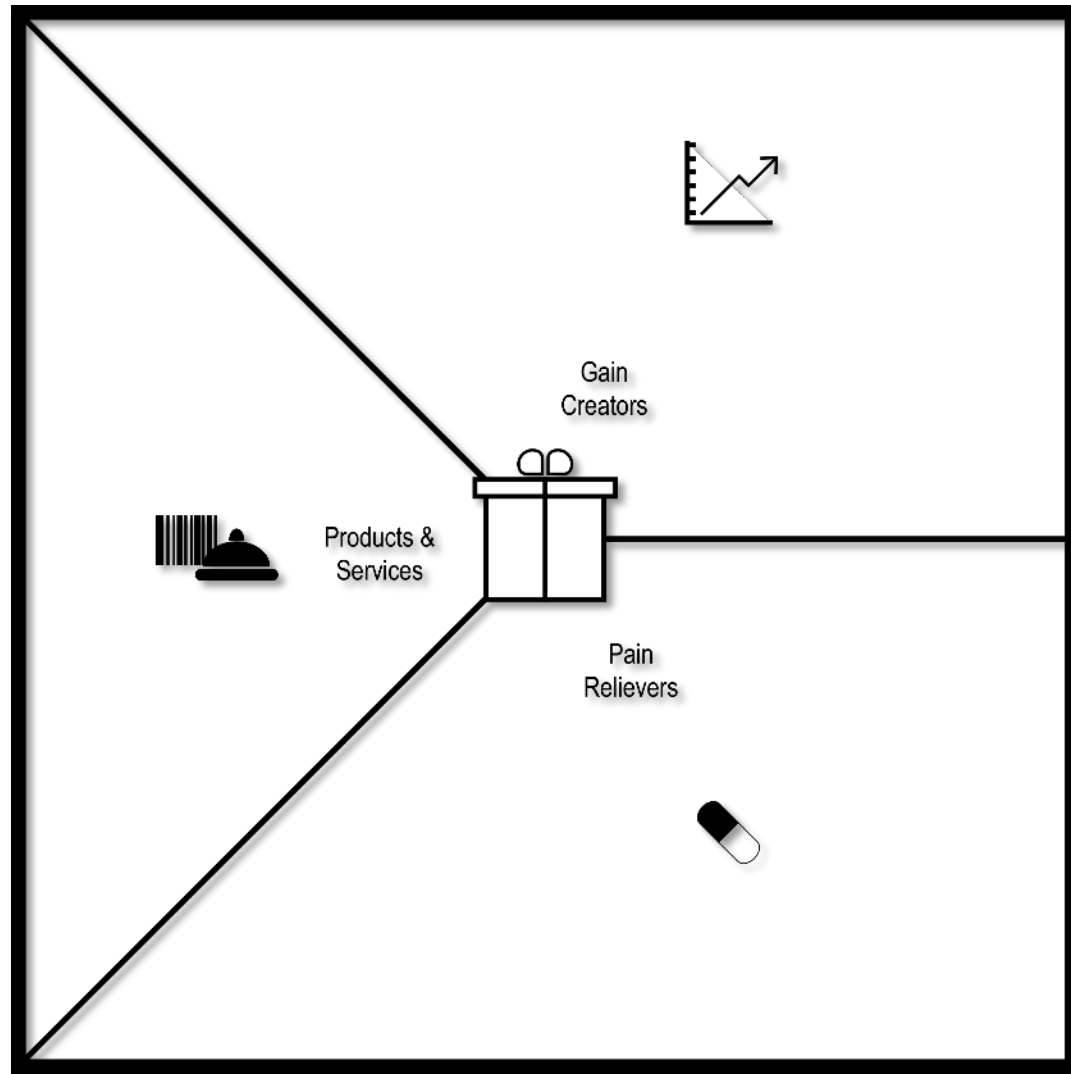
MVP



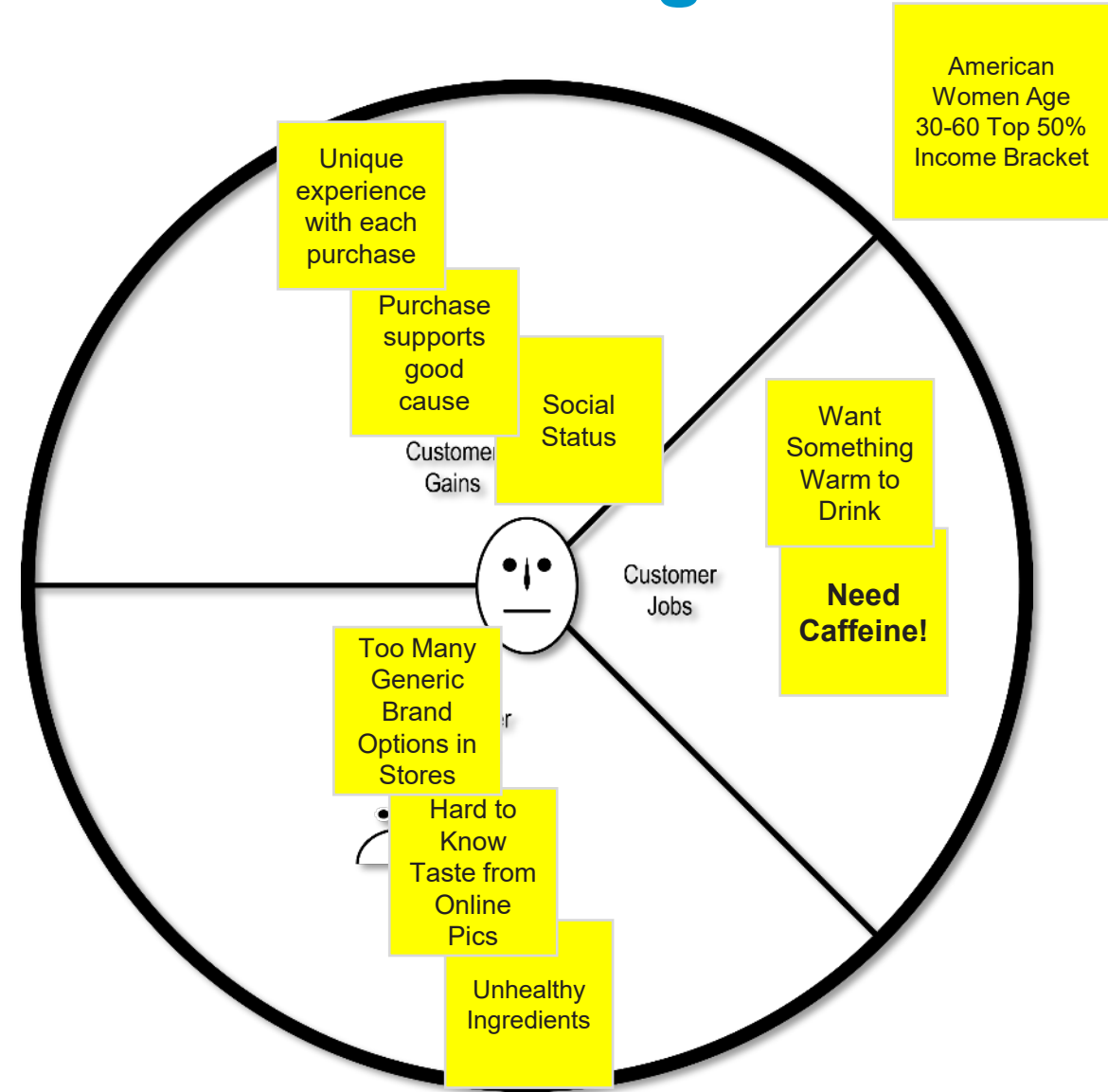
Customer Segment



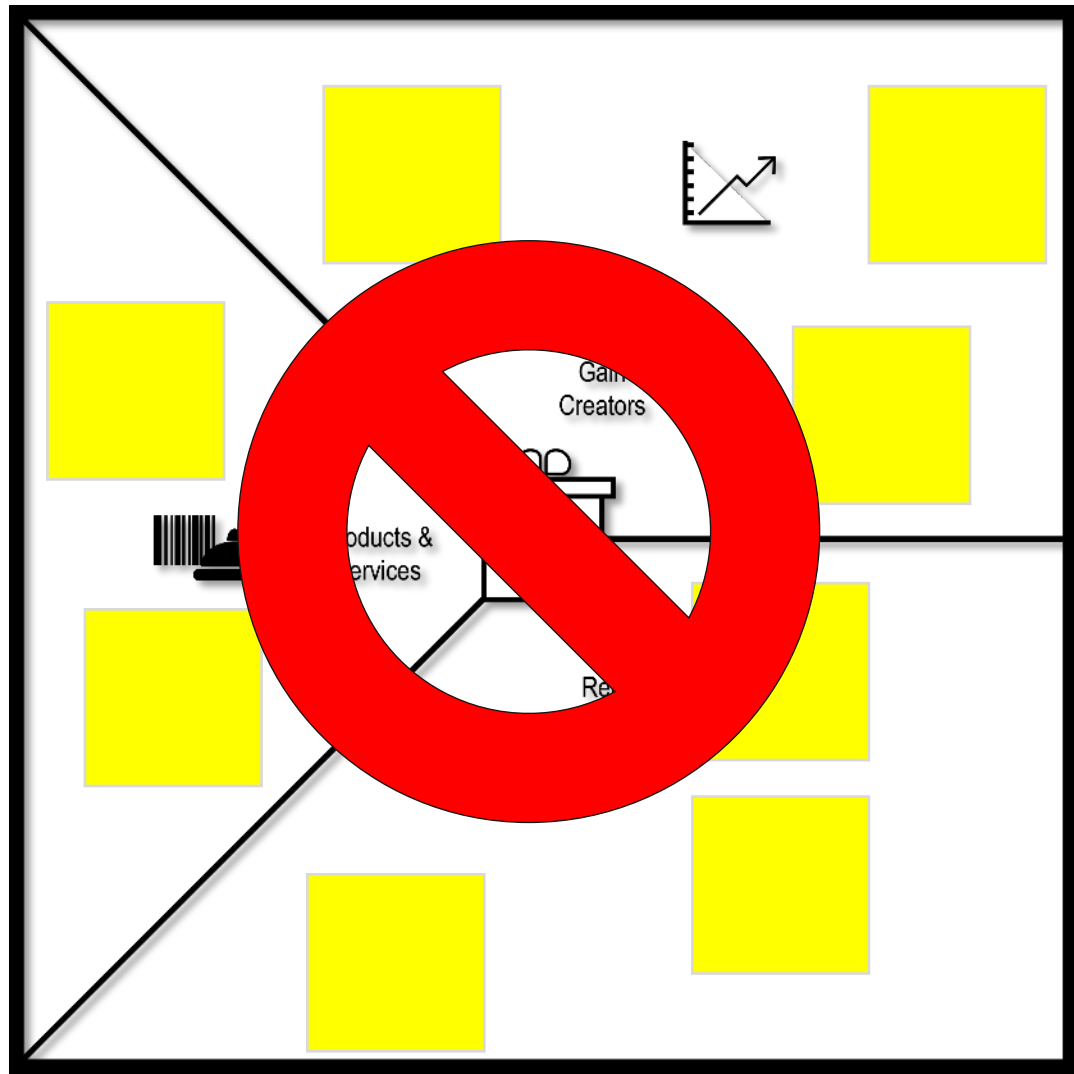
MVP



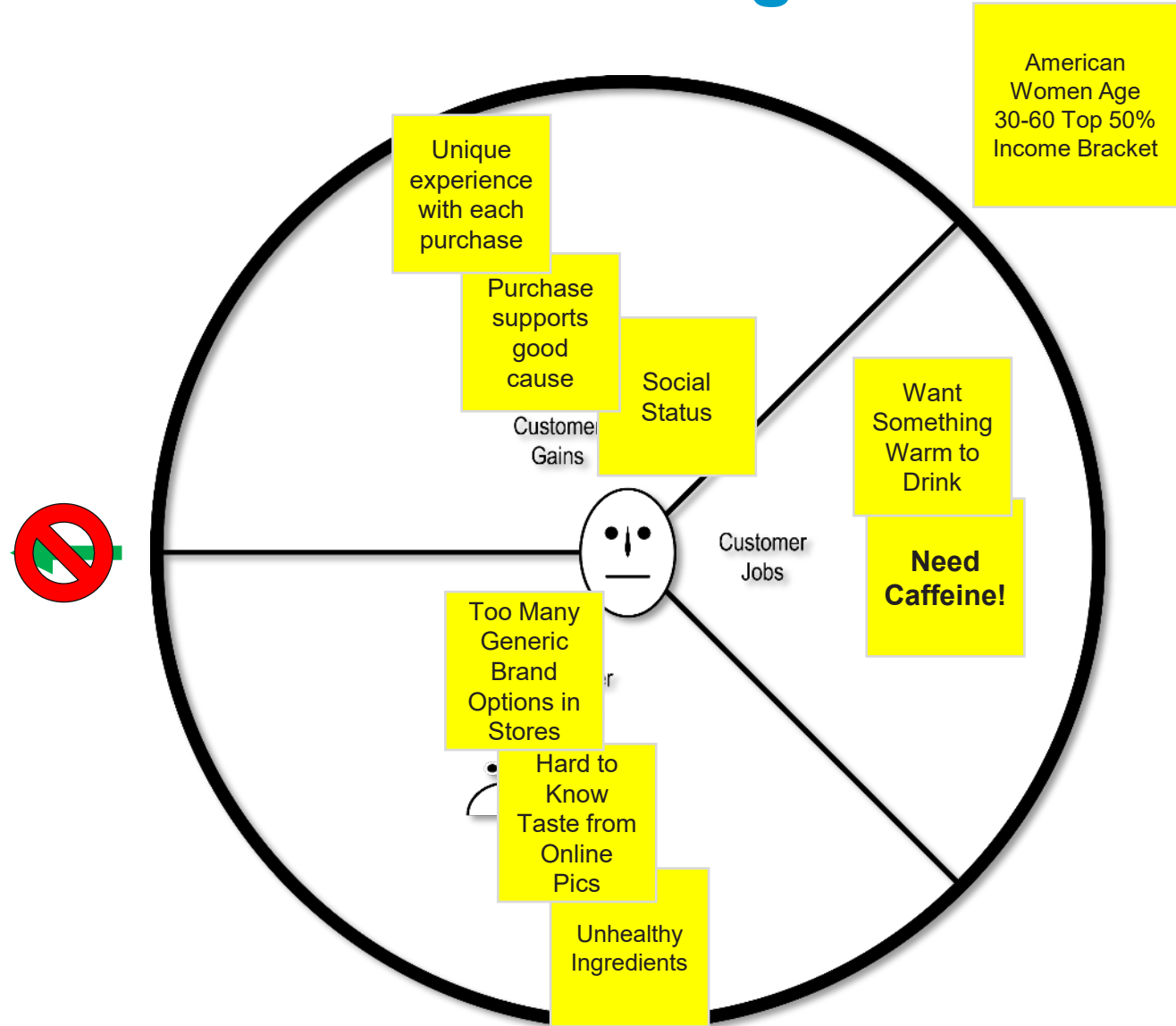
Customer Segment



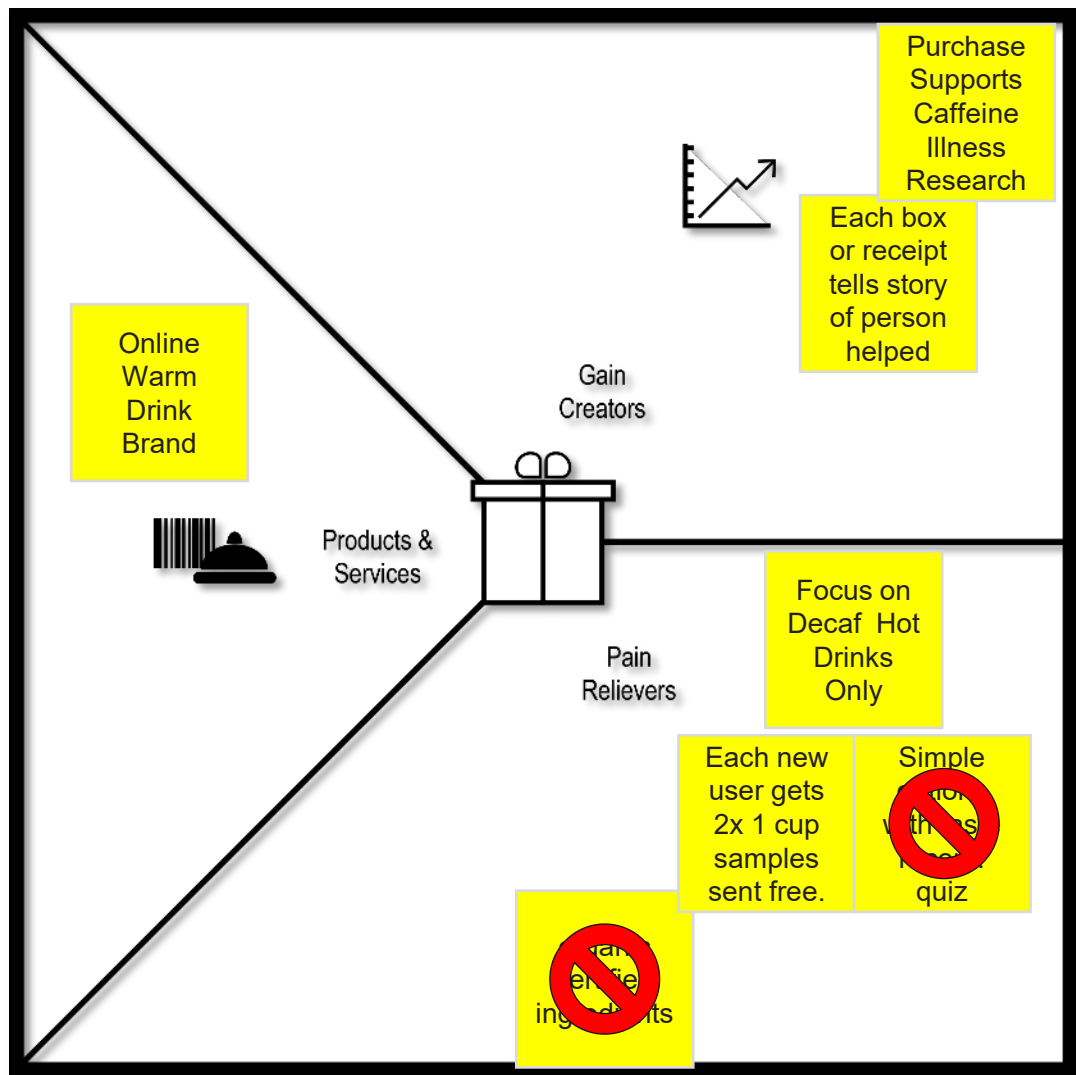
MVP



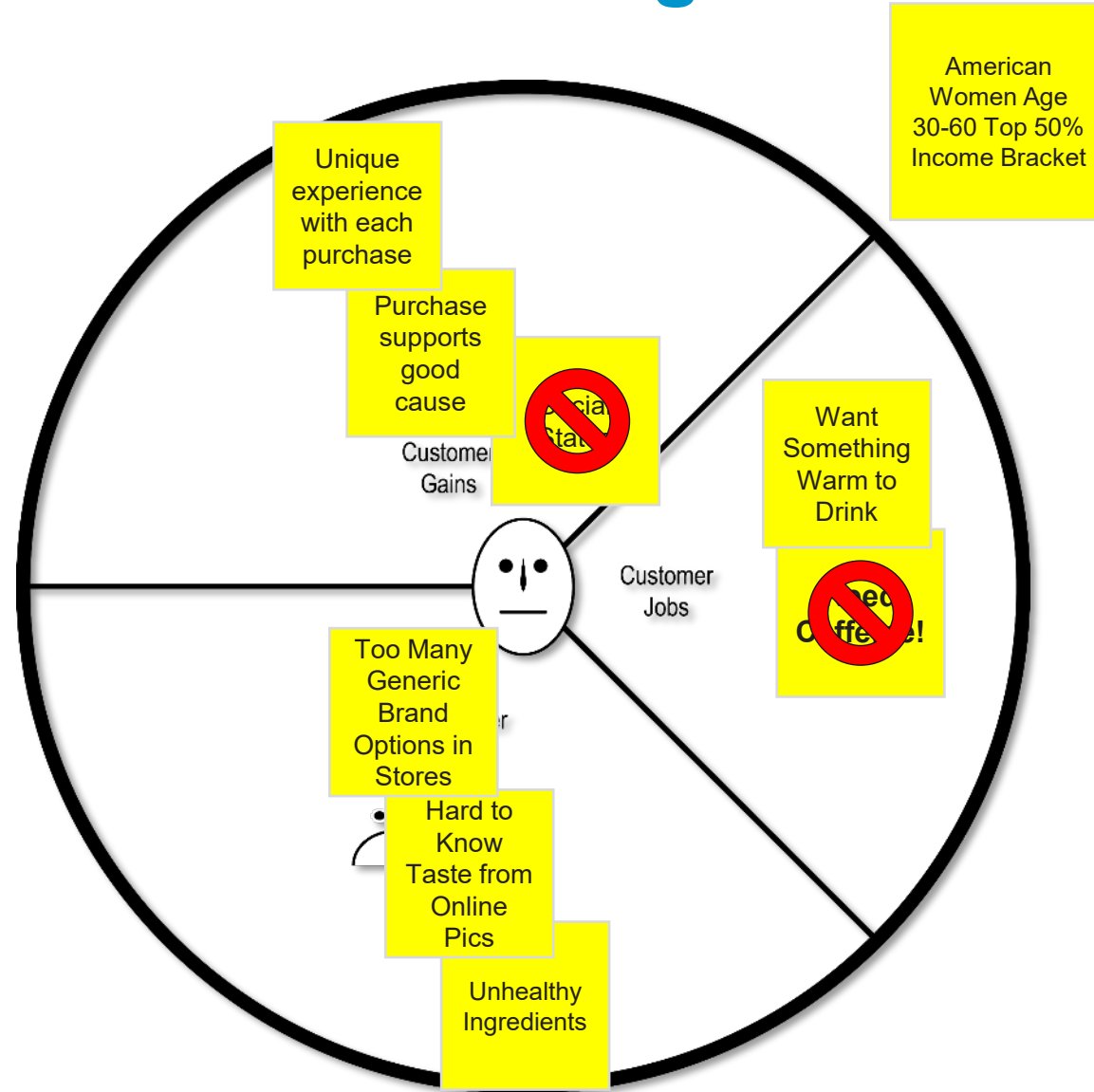
Customer Segment



MVP



Customer Segment



CAUTION!!!

The value proposition canvas only works when you are using customer interview and discovery data to fill in the right-half of the canvas!

Don't assume you know your customer without doing customer discovery!

I use “**bootstrap marketing**” do to customer discovery.



Bootstrap Marketing

Using hustle to build
community AND learn about
your customers

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4 Step Process for Bootstrap Marketing *(for startups and new business products/services)*

- 1. Meet your customer**
- 2. Listen to your customer**
- 3. Evaluate the data**
- 4. Develop, pivot, or scrap**

The goal of this process is to...

- Define your value proposition, from your ***CUSTOMER'S PERSPECTIVE.***
- Guide your MVP development.
- Define your market / customer.
- Learn how to reach your market / customers
- Learn how to communicate with your market / customers



Go Meet Your Customer





The only way you can truly validate your value proposition is by showing people your product and getting unbiased feedback.

Bootstrap Marketing Exercise (1)

Write down at least 2 places (*or ways*) you will meet your customer this next month!

Bootstrap Marketing Exercise (2)

Find 2 **trade shows** or **conventions** to attend in 2020. Put them in your calendar!

(This might actually be easier now!)



Listen To Your Customer



MASSIF GAMES - Playtest Report



Game: *Mountaineers*
 Date: *Aug 2017* Time: *16h30*
 Name: *Maia* # of players: *3*
 Age: 1 - 14 15 - 21
 22 - 35 36 - 45 46 - 55 56 - ∞ Gender:
 Gaming Type: Not a Gamer Casual Gamer
 Heavy Gamer Game Designer
 Game Industry Game Publisher

First Impressions: *cool theme, well thought out play, very dynamic*

scoring (10 highest)

Overall	1	2	3	4	5	6	7	8	9	10
Fun Factor	1	2	3	4	5	6	7	8	9	10
Instructions	1	2	3	4	5	6	7	8	9	10
Originality	1	2	3	4	5	6	7	8	9	10
Challenge	1	2	3	4	5	6	7	8	9	10
Interaction	1	2	3	4	5	6	7	8	9	10
Playing Time	1	2	3	4	5	6	7	8	9	10

What would you pay for this if it was professionally published? \$ *30*

Let us tell you when we launch on Kickstarter! Email: *Kaplan.maia@gmail.com*
 Phone: *+1-438-882-1353*

Additional Comments:

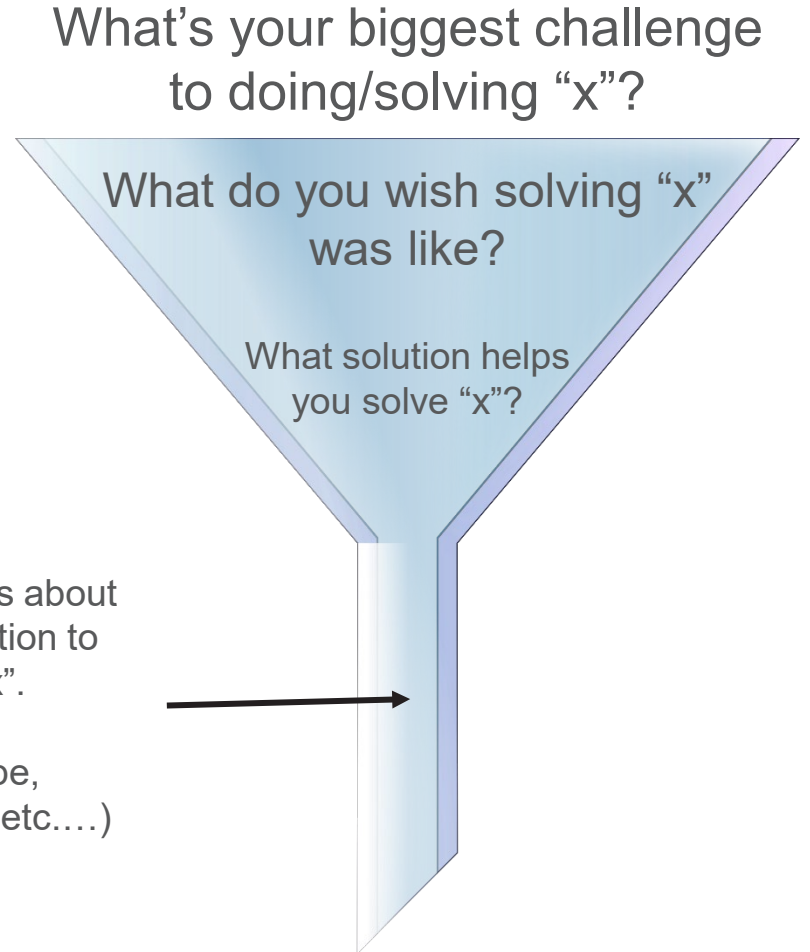
Bootstrap Marketing Exercise (3)

Start designing a **Customer Interview or Discovery Form!**

Keep it short: ~60s for someone to complete!

Free online resources:

- Google Forms
- Survey Monkey
- Wordpress Plugins



A woman with long dark hair in a braid, wearing glasses and a white t-shirt, is sitting at a desk in a cluttered office. She has her hand to her chin, looking thoughtful or concerned while looking at a laptop. The background is filled with various office supplies and equipment, including a desk lamp and a printer. The overall lighting is dim, creating a focused and somewhat somber atmosphere.

Evaluate the Data



Develop, Pivot, or Scrap



DEVELOP: use feedback to improve your MVP & marketing strategies



PIVOT: change the fundamentals of your service / product to better provide value to your customer



SCRAP: Don't waste time or money on a business idea that doesn't provide value, or a marketing strategy that doesn't work!

Bootstrap Marketing Exercise (4)

Write down 2 metrics that signal you should evaluate a “pivot or scrap” decision.

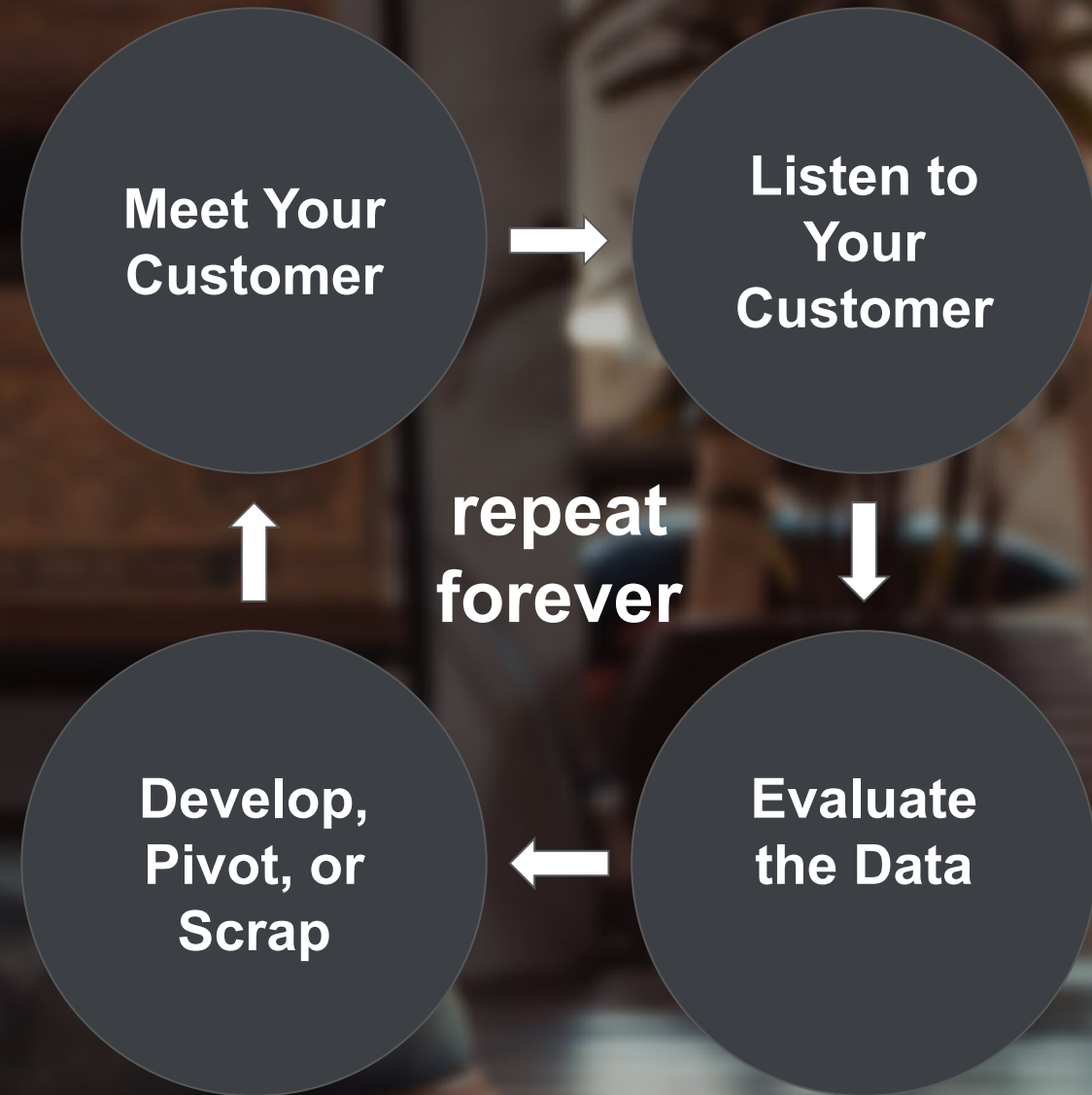
Example: X number of signups by X date.

Example: Usability rating of X or higher by X number of people.

Example: XX% of my target market give a positive net-promoter score for my idea.

Bootstrap Marketing:

- Defines your value proposition
- Guides your MVP development
- Defines your market / customer
- Teaches how to reach your customer
- Teaches how to communicate with your customers



The Winning Combo!

Use a combination of bootstrap marketing (aka, customer discovery) and the value proposition canvas to fine-tune your market segments and develop your MVP!

Be sure to record your customer interviews and get their data—this counts as traction for your startup!

Remember, each customer segment needs its own canvas, and sometimes its own interview questions!

*Look for **highest priorities** with commonality in “jobs, pains, and gains” among customer segments to design your MVP.*

Be Creative!

Other business owners

Instagram Stories

Volunteer at another business.

Google Surveys

Online Videos

Chamber's and Networking Events

Facebook Posts

Oregon RAIN Newsletter

Social groups (rotary, church, community events)

Newspaper Adds

Trade Shows

Conventions

Influencers

Phone interviews

Elected Officials

Survey Monkey

Data from competitors

Leverage your customers to do more customer interviews!

Prize Drawings & Competitions

Customers in similar industries

Books Related to This Topic



Most Important Thing To Take Home:

Go “meet” and literally talk to the people you assume will eventually buy your product or service!

Resources in Linn Benton

Linn Benton Small Business Development Center

- Free business coaching
- Free business plan help
- Free market research resources
- Many great business classes, though they typically have a cost



Community Lending Works

- Review business plan and financials
- Provide lending, with a focus on food & beverage & manufacturing
- Can provide small loans up \$100k, and can use alternative sources of collateral



OSU Advantage Accelerator

- Startup accelerator focused on traded sector
- Especially focused on tech transfer out of university
- Have “iterate, accelerate, & launch” programs.



Oregon State University
Advantage Accelerator

ONAMI

- Have incubator based in Corvallis
- Focused on science-based inventions
- Provide opportunities for research and collaboration
- Have helped companies like Agility Robotics and VallisCor



EUGENE REGIONAL ACCELERATOR

- Start-up accelerator
- Have 16-week program
- Focused on early growth stage
- Awesome location!



WIN (Willamette Innovators Network)

- Networking and pubtalks
- Membership model
- Focused on tech and traded sector



Foundry Collective

- Networking
- Events
- Co-working space



business
oregon



Startup Financing Options

- ✓ Boot-strapping
- ✓ Friends & Family
- ✓ Personal loans
- ✓ Kiva loans
- ✓ Product-based Crowdfunding (Kickstarter, Indiegogo)
- ✓ Equity-based Crowdfunding (Oregon Intrastate offering)
- ✓ Angel Investors
- ✓ Venture Capital Firms
- ✓ Bank Loans

Some comments on networking...

- Do it. Start right now.
- The real secret purpose of a business card...
- Have a business card. No ilovespongbob1998@gmail.com emails
- Practice listening
- Don't be shy
- Follow up right away
- Yes, get your LinkedIn profile looking good!

A Few More Books to Read...

- ❑ *Principles of Leadership from a Life at Starbucks* by Howard Schultz
- ❑ *Inside the Box* by D. Boyd & J. Goldenberg
- ❑ *The Go-Giver* by Bob Burg
- ❑ *Venture Deals* by Brad Feld
- ❑ *Difficult Conversations* by Douglas Stone



WINTER
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February 21, 2019

\$750.00

PAY TO THE ORDER OF: ARLIO

AMOUNT: Seven hundred and fifty dollars and 00/100

Caroline Casanova

WINTER
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\$250.00

PAY TO THE ORDER OF: WISE DOC

Bo Wu WISEDOC

oregonrain.org/events/

CITIZENS BANK
 Good Business. Good Friends.

A scenic mountain landscape featuring a dirt path that winds through a valley. To the right of the path, a low stone wall made of grey rocks runs along the edge. The ground is covered in green grass and patches of grey rocks. In the background, several jagged, dark mountain peaks rise against a blue sky with scattered white clouds. The overall atmosphere is one of a rugged, high-altitude environment.

“A pessimist sees the difficulty in every opportunity;
an optimist sees the opportunity in every difficulty.”

— Sir Winston Churchill

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Questions?

Comments?

Reach out!