

FOUNDERS WEEKEND • SESSION 5

# Delivery Plan

BY THE END OF THIS SESSION

**I can plan out how I will  
make \$10K.**

THE BIG IDEA

# \$10K in 90 days.

**PROFIT**

**Price – cost**

**SALES**

**$\$10,000 \div \text{price}$**

**PER WEEK**

**Sales  $\div$  13 weeks**

**Then: how do you deliver every sale?**

LAPTOPS CLOSED

WORKED EXAMPLE



# At \$29.99, 334 sales.

**PRICE**

**\$29.99**

a pouch

**SALES**

**≈334**

sales for \$10,000

**THE ORDER**

**Sell first**

Work out the making after.

**“If enough people wanted this... I'd figure out how to make it.”**

LAPTOPS CLOSED

YOUR TURN • TOGETHER



# Two friends. A \$5 ice cream course.

01

**Pick a price and a cost per cone.**

02

**How many cones a day for \$10K?**

03

**What breaks when the line gets long?**

LAPTOPS CLOSED

WHAT REALLY HAPPENED • 1978



# One shop, **then every** **store.**

**1978**

**A converted  
gas station**

Burlington, Vermont.

**THEN**

**Scoops**

One shop.

**NEXT**

**Pints**

For grocery stores.

**THE PROBLEM**

**Making more,  
delivering more**

**Where were we right? Where did we miss?**

YOUR TEMPLATE

# Your plan, on a napkin.

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01 Price \$\_\_\_ – cost \$\_\_\_ = profit \$\_\_\_

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02 \$10,000 ÷ \$\_\_\_ = \_\_\_ sales

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03 \_\_\_ sales ÷ 13 weeks = \_\_\_ a week

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04 I deliver each sale by \_\_\_

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**Real numbers.**

From this weekend.

DO THIS NOW · 30 MINUTES · COFOUNDERJR

# Plan it. **Deliver it.**

**10 MIN**

## **Napkin maths**

Price, cost, sales a week.

**15 MIN**

## **Your channel**

What worked, every week.

**5 MIN**

## **Deliver**

Every sale you've made.

**Done when: your plan and delivery plan are in, by 12:50.**

SHARE · ONE PER TABLE

# Your **weekly target.**



**I like...**

What worked, and why.



**I wish...**

One specific change.



**What if...?**

A new idea to try.

**Answer every one: “Thank you, tell me more.”**

REFLECT, THEN SHOUT-OUT

# What surprised you **about the numbers?**

**01**

## **Short**

One sentence.

**02**

## **Specific**

Name what they did.

**03**

## **Skill-based**

Name the skill it showed.