

FOUNDERS WEEKEND • SESSION 1

Opportunity

BY THE END OF THIS SESSION

**I can tell between a good
business idea and a bad
one.**

THE BIG IDEA

Start where money is **already spent**.

What did your family spend money on last weekend?

Don't invent a need. Find what people already buy.

LAPTOPS CLOSED

NARROW IT DOWN

Three checks **decide it.**



Can they pay?

Someone with money wants it.



Can I reach them?

They gather in one place you can get to.



Can I deliver it?

You can make it by Sunday.

LAPTOPS CLOSED

WORKED EXAMPLE



Nobody sold it. **Thousands** wanted it.

THE PROBLEM

20+ hrs

to make one batch at home

THE DEMAND

1,000s

of searches for it every month

THE GAP

0

companies selling it online

LAPTOPS CLOSED

WORKED EXAMPLE



Kettle & Fire **passes all three.**



Can they pay?

Paleo eaters already spend on good food.



Can I reach them?

They read the same blogs and go to the same gyms.



Can I deliver it?

Broth can be made and shipped.

LAPTOPS CLOSED

YOUR TURN • TOGETHER



Mikaila, age four. **Great-grandma's lemonade recipe.**

01

**Who buys
lemonade?**

02

**Where are ten of
them together?**

03

**Could a kid
make it and
sell it?**

LAPTOPS CLOSED

WHAT REALLY HAPPENED



What she **actually** did.

THE TWIST

Honey in
Grandma's
recipe

FIRST

A Lemonade
Day stand

THEN

A pizza shop
bottles it

LATER

Whole Foods
and Shark Tank

Where were we right? Where did we miss?

YOUR TEMPLATE

Find five to ten **real** ideas.

01 What do my parents spend money on at work?

02 What do they spend money on for fun?

03 What do my friends and I spend money on?



Not fifty.

Each one is something
people already pay for.

DO THIS NOW • 30 MINUTES • COFOUNDERJR

Find yours. **Pick one.**

10 MIN

List ideas

Five to ten, from the prompts.

15 MIN

Run the checks

Top three, with a reason each.

5 MIN

Pick one

Say it out loud to a partner.

Done when: one idea, said out loud, by 11:50.

SHARE · ONE PER TABLE

Feedback, **three ways.**



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

Why will someone **pay for your idea?**

01

Short

One sentence.

02

Specific

Name what they did.

03

Skill-based

Name the skill it showed.