



DISRUPTION



INNOVATION



TEAMWORK







Jeff Wallace



Kal Deutsch





























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Intro to Jeff Wallace

Fun Fact: The Steves

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Intro to Kal Deutsch



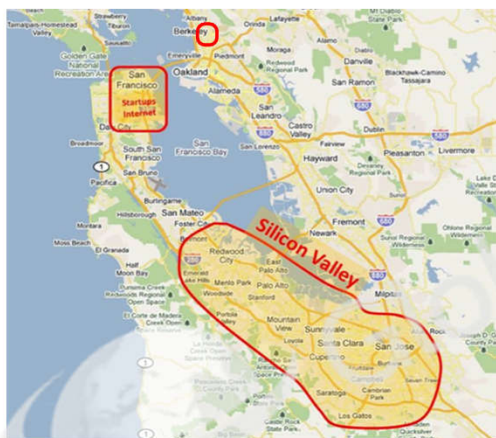
Fun Fact: IceVan.com

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SILICON VALLEY FACTS



Source: The Information Technology and Innovation Foundation
Business Insider, May 30 2017;
<https://thoughtsonomics.com/the-reality-of-silicon-valley/>

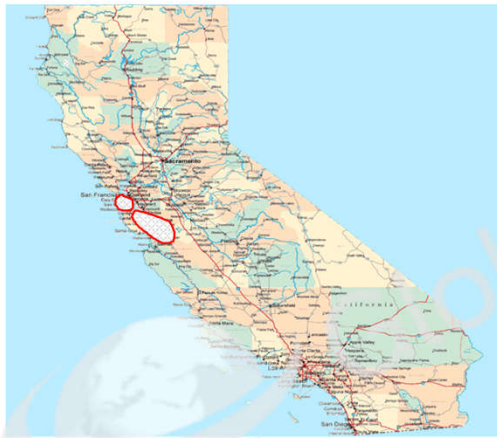
- \$3 Trillion Neighborhood
- Represents World's 18th Largest Economy
- Startup ecosystem is 3x bigger than NYC, 4.5x bigger than London, 12.5x bigger than Berlin
- Represents 30% of Global VC Investments and nearly 50% of U.S. VC Investments
- SV is truly Multi-Cultural
 - 36.4% of total Population are Foreign Born
 - 52.4% of Tech Startups are Immigrant Founded

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Source: The Information Technology and Innovation Foundation
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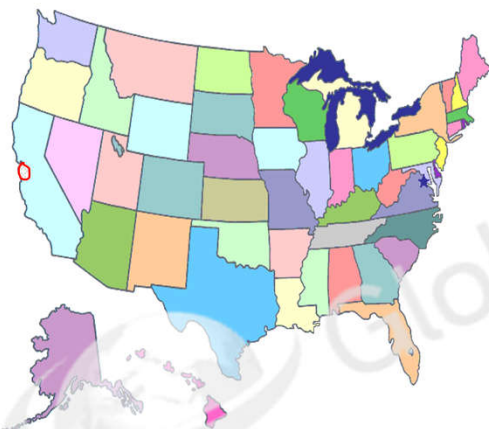
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





















































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SILICON VALLEY GIANTS

Aerospace / Defense	Apparel	Auto-motive	Biotech	Electronic	Energy	Entertainment	Financial	Internet	Software
    	      	   	     	      	   	       	      	        	       

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WHAT IS "DISRUPTIVE INNOVATION"?

“

A disruptive innovation is an innovation that creates a new market and value network and eventually disrupts an existing market and value network, displacing established market leading firms, products & alliances.

“

Disruptive innovations tend to be produced by outsiders and entrepreneurs, rather than existing market-leading companies



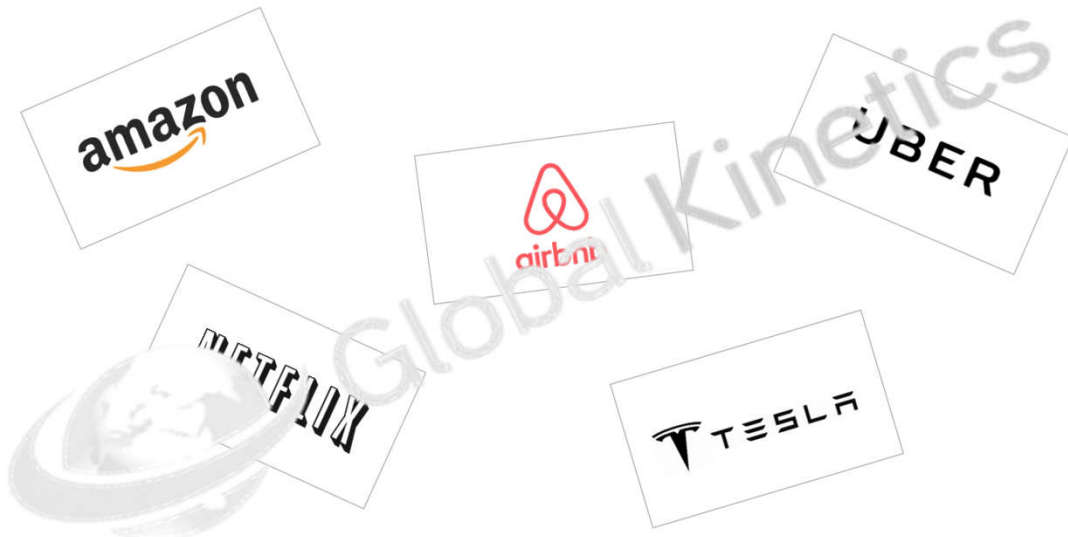
The term was defined and phenomenon analyzed by Clayton M. Christensen beginning in 1995.

Source - Wikipedia

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WHO'S TRULY DISRUPTIVE?



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VALUE OF DISRUPTION

“

Uber, without manufacturing or owning any vehicles, is worth more than 1.34x Ford Motor, 1.22x than General Motors and 2.2x that of Fiat Chrysler
Market Cap Analysis, March 2023

“

Amazon became 2nd U.S. company to reach \$1 trillion in market value – and is valued at 1.5x that of Walmart, Costco & Target combined
Source: IBT / Forbes, March 2023

“

Tesla is valued at more than Toyota, Porsche, Mercedes, VW, BMW, GM and Ford Combined yet Produces Less Than 1% of All Vehicles
Market Cap Analysis, 2023

“

Airbnb's Valuation is Greater than Marriott & Hyatt Combined and 2x that of Hilton
Market Cap Analysis, March 2023

“

In 2003, Blockbuster's valuation peaked at \$5.0 billion with over 9,000 stores; Netflix was valued at \$502.6 million with zero stores. In 2010, Blockbuster went bankrupt and in March 2023, Netflix is valued at \$142 billion.
Source: IBT / Forbes, 2003
Yahoo Finance, March 2023

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HOW CAN WE ACHIEVE DISRUPTION?



Look for markets "ripe" for being disrupted



Think how new technologies might help disrupt



Don't get caught up in old paradigms – break old rules



Think big or go home



Make a plan, execute it, adjust it & plow ahead

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AN EXAMPLE LET'S BUILD A HOUSE

Poll: How Long Would it Take to Build a Home? ➡ 3 Bedroom | 2 Bath House



FRONT ELEVATION

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"LET'S GO TO THE VIDEO TAPE"



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WHY DID WE GUESS AS WE DID?

It's All About Our "Rules"



Natural Rules

Physical laws

- Concrete needs time to set



Rules of Thumb

Experience establishes our baseline beliefs

- Walls come before roof



Rules of Value/Tradeoffs

We all have our standards

- Cheap, fast or good – pick two

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WHAT ENABLED DISRUPTION?



Intense Planning



Competitive Drive / Ambitious Goal



Incredible Teamwork



Availability of Appropriate Tools



Trust Within & Amongst Team(s)



Parallel vs. Serial Thinking



Application of Technology



Willingness & Desire to Break Rules

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SILICON VALLEY CULTURE

- “Disrupt or Die”
- Diversity and multi-culturalism
- Failure is accepted
- Talented resource pool
- Access to Capital
- Proximity to industry and academia
- Collaboration and openness
- Success breeds Success

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INVESTOR EXPECTATIONS / "INVESTABILITY"

- Execution Risk
- A Good Story (telling)
- Knowing your pitch and right timing
- US Entity & Banking Relationship – only relevant to foreign founders
- Defensibility and Intellectual Property
- Winning Team
- Market Traction
- Board of Advisors
- Scale Beyond Borders
- Due Diligence Report

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FREE INVESTOR READINESS SELF-ASSESSMENT

The 9 Vital Signs for Investor Readiness

1. Problem/Solution & Value Proposition
2. Secret Sauce & Competitive Landscape
3. Market Size & Go-to-Market
4. Business Model
5. Team
6. Financials & KPIs
7. Traction
8. Ask, Milestones & Exit
9. Overall Presentation

YOUR PITCH READINESS SCORE IS 24.8%

BETA

SECTION	SCORE	WEIGHT	WEIGHTED SCORE
1. Problem/Solution & Value Proposition	5.0	1.2	6.0
2. Secret Sauce & Competitive Landscape	3.3	0.2	0.7
3. Market Size & Go-to-Market	5.0	0.2	1.0
4. Business Model	3.3	1.2	4.0
5. Team	2.7	0.5	1.4
6. Financials & KPIs	3.3	0.5	1.7
7. Traction	4.0	1.2	4.8
8. Ask, Milestones & Exit	5.0	1.2	6.0
9. Overall Presentation	5.0	1.2	6.0
TOTAL	24.8%		

Comments:

Section 1: Problem/Solution & Value Proposition

This story could benefit from the definition of a User Persona, the prototypical person that would typically find the most value in your solution. This often helps with creating the narrative and helping to give context about the problem to your audience. There appears to be a lot of competition for this market, with a lot of the same value propositions, so it's hard to understand their distinct advantages. I suggest you refer to some of the Customer Discovery tools in order to do some field work and interview your customers.

Resource:

LOB

LOB



More Free Resources @ www.siliconvalleyinyourpocket.com

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THANK YOU



**What are you doing to bring
disruption & increase investibility?**



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