

ARE YOU A DO-OR-DIER?


Business Development Pitch Framework

Video Submissions (~4-10 minutes)

Be as creative as you want

Pitch focuses on why you'd like to work with Dyrdek Machine, you as a Do-or-Dier, experience with the core capabilities, and where you see an opportunity to build a company.

OVERVIEW

- ◆ Dyrdek Machine is a venture creation studio looking to partner with extraordinary entrepreneurs to co-found companies that will impact the world. We target idea-stage consumer concepts that we can develop and bring to market for \$1-2M. In order to accomplish our goals, we have developed a unique process which assesses both the (1) merits of our co-founders and the (2) ideas we will help them turn into a reality.
- ◆ Dyrdek Machine conducts a rigorous analysis to vet what we call **Principle Fit**, i.e. how a founder and idea fit within the **Principles of the Dyrdek Machine**:
 - a. What is the White Space you're targeting?
 - i. Does the product demonstrate a unique value proposition to a target audience?
 - ii. What is unique about the marketing & positioning of the product?
 - b. What is your Unfair Revenue Advantage?
 - i. What is unique about the product and your relationship with the consumer or within the industry to demonstrate an accelerated path to revenue?
 - c. Do you have a viable Path to Profitability or Liquidity?
 - i. Is there a viable path to profitability & sustainability (revenue share)?
 - ii. Licensing opportunities
 - iii. Rapid scaling, high growth opportunity (that would be acquired or IPO)
 - d. Will your business impact the world?
 - i. Will you create an authentic, meaningful brand that will leave an imprint on culture, impact the world, and built to last forever?
 - e. Are you a Do-or-Dier Founder  and Domain Expert? (Similar to above)
 - i. Do you possess the grit, fortitude, ambition, determination, along with the relentless work effort and an unwavering self-belief to turn this vision into reality?
 - ii. Do you have basic knowledge of the **7 core capabilities** (brand, product, owned media, marketing, sales, operations, finance) of building and running a business?
 - iii. Why are you uniquely suited to run this business?
 - iv. Do you possess domain expertise in the category? If so, in what key areas?

KEY QUESTIONS

After reviewing the Pitch Framework Overview, please take a moment to answer the following questions.

- ◆ Tell us about yourself (**180 seconds**)
 - a. Provide us with a brief overview of your academic and professional work experiences
 - b. Do you have any previous entrepreneurial experiences?
 - i. Have you ever conceived, built, launched, run, or exited a business?
 - c. As you evaluate **Dyrdek Machine's 7 Core Capabilities**, it's important to understand your strengths, but just as importantly, what your blindspots are as a founder.
 - i. Describe your strengths within **Dyrdek Machine's 7 Core Capabilities**, what areas do you need immediate and long-term support?
 1. Product Development
 - a. Do you have experience in product development, including sourcing, formulating, or developing products?
 2. Brand Development
 - a. Do you have experience in branding? Have you ever worked for an agency?
 3. Media (Owned)
 - a. Have you ever created content or managed social media accounts?

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KEY QUESTIONS (CONT.)

4. Marketing

- a. Have you ever worked on marketing strategy including audience development including targeting & positioning?
- b. Do you have experience with performance marketing including customer targeting, acquisition, retention, etc.?
- c. Do you have experience with product positioning and launching (go-to-market strategy)?

5. Sales

- a. Have you ever worked as a sales or business development representative or executive?
- b. Do you have experience selling across multiple channels, including online (Amazon, D2C) and physical retail?

6. Operations

- a. Do you have experience hiring or managing a team?
- b. Do you have experience establishing and maintaining an operational infrastructure including supply chain, procurement, manufacturing, quality control, logistics, fulfillment, customer service?

7. Finance

- a. Do you have experience managing a budget and building financial projections for a business?
- b. Do you have experience raising & deploying capital?

ii. In addition to the functional expertise covered in the 7 Core Founder Capabilities, it's important to understand whether or not founders possess any domain expertise within the category to make them uniquely suited to run the business.

1. Have you ever built a company in this space?
2. Do you have experience working in the category?

◆ Tell us about your idea

a. White Space Concept (120 seconds)

- i. What is the whitespace (opportunity in the market)?
- ii. Please describe your idea
 1. Product Overview
 2. Value Proposition
 3. Marketing/Positioning
- iii. Unit Economics (Price, Cost, OPEX)

b. Market Overview (60 seconds)

- i. Market Size (if applicable)
- ii. Competition
 1. Large incumbents
 2. Emerging players
3. Key stats:
 - a. Size (revenue, market cap)
 - b. Pricing comparison

c. Consumer

- i. Who is the target consumer?
- ii. What problem are you solving for them? (How are they currently solving?)

d. What is your unfair revenue advantage (i.e. why is it unique/defensible?) (60 seconds)

- i. Team (track record, domain expertise)
- ii. Proprietary IP
- iii. Exclusivity/unique access
- iv. Strategic relationships
 1. Sales & Distribution
 2. Manufacturing

e. Path to Liquidity (30 seconds)

- i. Viable path to profitability & sustainability (revenue share)
- ii. Licensing opportunities
- iii. Rapid scaling, high growth opportunity (that would be acquired or IPO)
- iv. Transaction Comps

◆ Describe how you are a true Do-or-Dier and perfect fit for Dyrdek Machine? (60 seconds)

- a. What makes you uniquely suited to build this company?
- b. What is your vision for the business?
- c. Why do you want to work with Dyrdek Machine?