

# 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?