

Business Models 102

Monday, April 16, 2007

Elevator Pitch

- *It is a brief overview of an idea for a product, service, or project.*
 - Typical Use: entrepreneur pitching an idea to a venture capitalist (VC).
 - VCs often judge the quality of an idea and team by the quality of its pitch
- A variety of other people pitch to make their point.
 - Congress, Aides, Voting
 - Project Managers

Garlic Jims

- Unique Product or Service
- Target Customer
- How to reach them
- Make Money?
- Who is he?
- “Gourmet” pizza delivered (in a perfect fashion)
- Higher than avg income with kids
- Fundraising, Advertising
- Per pizza, franchising, own stores, **sub-franchising and raw materials**
- CEO, Ex-Dominos, Co-founder Jet City Pizza, Pizza Enthusiast

Garlic Jim’s Strengths & Weaknesses

- Strongly defined high end delivery niche
- Vulnerable to fat or fit type campaigns
- Pros and Cons of Sub-Franchising Model
 - Expand fast
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- Lose out on traditional pizza markets
- Lots of pizza
- Fast entry of competitors