

fea·si·bil·i·ty
fēzə'bilətē/

Def.: Capable of being accomplished
or brought about; possible.

Feasibility Analysis

an evaluation and analysis of the potential of the proposed project



Big Idea



Sqruit

1: Your Big Idea

What need or want will you address?

What problem will you solve?

How will you delight your customers?



1: Your Big Idea

Packing, shipping
& storage will be
easier.

Fruit won't roll,
reducing bruising.

People love
novelty foods.



1: Your Big Idea

How will it change the way people live, work or do business?

Why will customers buy/use this product?



1: Your Big Idea

Farmers & grocers
would see bruising
reduced by 23%.

Less damage means
better margins.

Increase operational
efficiency by 39%.



1: Your Big Idea

Has customer feedback been sought?

What evidence do you have there's a market for your product?





We spoke to grocers & retailers.



Hane
\$1.99/lb

Gulas
\$1.99/lb

We went to farmer's markets.

A close-up photograph of a man with a beard and a black beanie, looking directly at the camera. He is holding a large bunch of yellow finger lemons (citrus fruit) in front of his face. The background shows a grocery store aisle with price tags and other produce. The text "We spoke to produce consumers." is overlaid in white on the lower part of the image.

We spoke to produce consumers.

Getting out of the building to search for insights into the status quo, the opportunity, and receptivity to your potential solution is called....

Customer Discovery.



2: Financial Feasibility

What are your sources of revenue? Users vs buyers?

What are your first year cash needs?

How can you grow/scale the business?



2: Financial Feasibility

Revenue models

Asset Sale: Sale of ownership rights (Dept stores)

Usage Fee: Fee is proportional to usage (phone service, transporters, Fedex)

Subscription: Flat fee for continuous access (Salesforce.com, Netflix)



2: Financial Feasibility

Revenue models

Renting: Fee for temporary access (Chegg, Hertz)

Licensing: Fee for use of some IP (software, music)

Intermediation: Broker fee (Airbnb, E*trade)

Advertising: Fee paid to get in front of potential customers. (Google, Mint, NYT, Facebook)



2: Financial Feasibility

What are your first year cash needs?



2: Financial Feasibility

Startup expenses

- ✓ Programmers
- ✓ Equipment
- ✓ Inventory
- ✓ Legal fees
- ✓ Licenses
- ✓ Supplies
- ✓ Labor
- ✓ Printing
- ✓ Travel



2: Financial Feasibility

How can you
grow/scale the
business?



2: Financial Feasibility

Growth Strategies

- ✓ Product extensions
- ✓ Geographic expansion
- ✓ Customer segment expansion
- ✓ Channels
- ✓ Licensing
- ✓ Franchise
- ✓ Vertical integration



3: Market Analysis & Plan

What is the estimated market size?

What are the market characteristics & key drivers?

What's the competitor landscape?

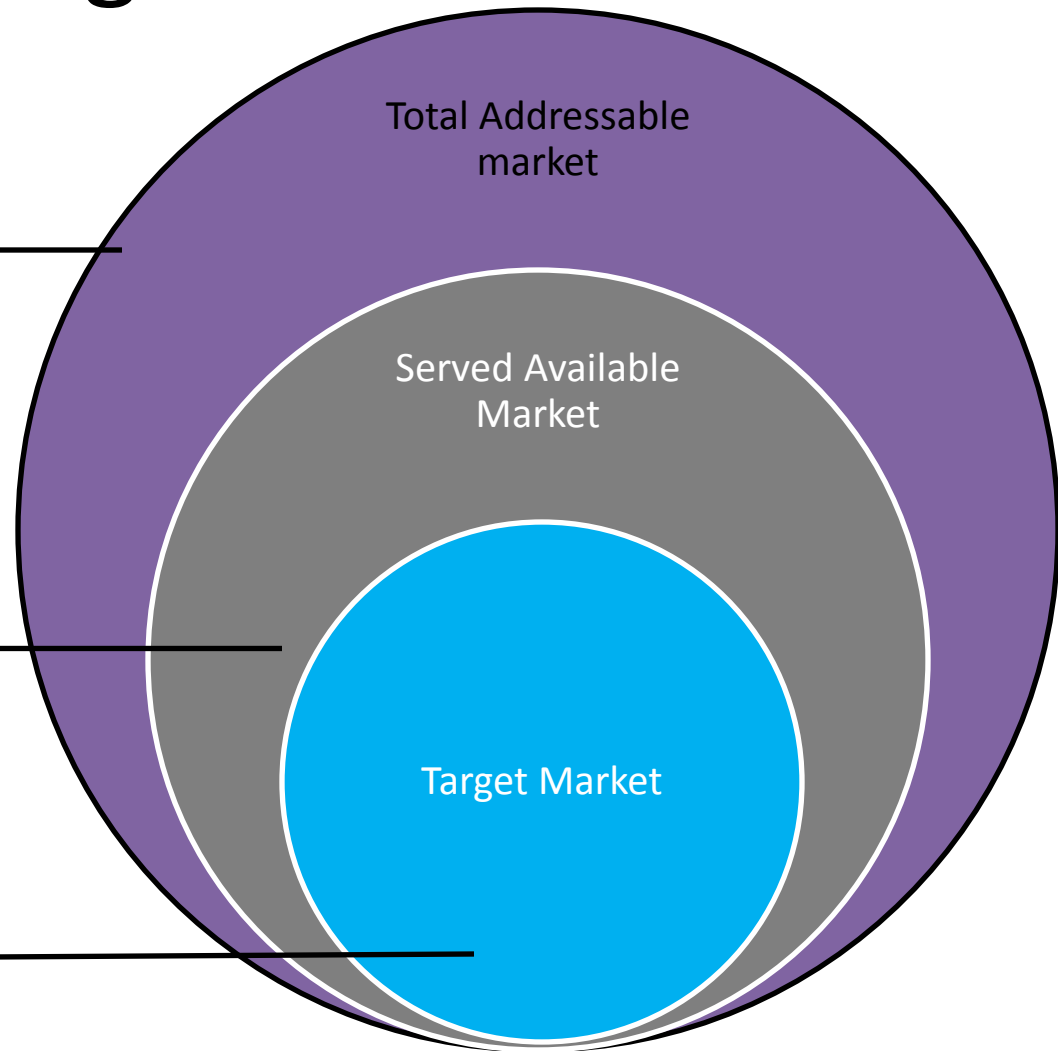


Sizing the Market

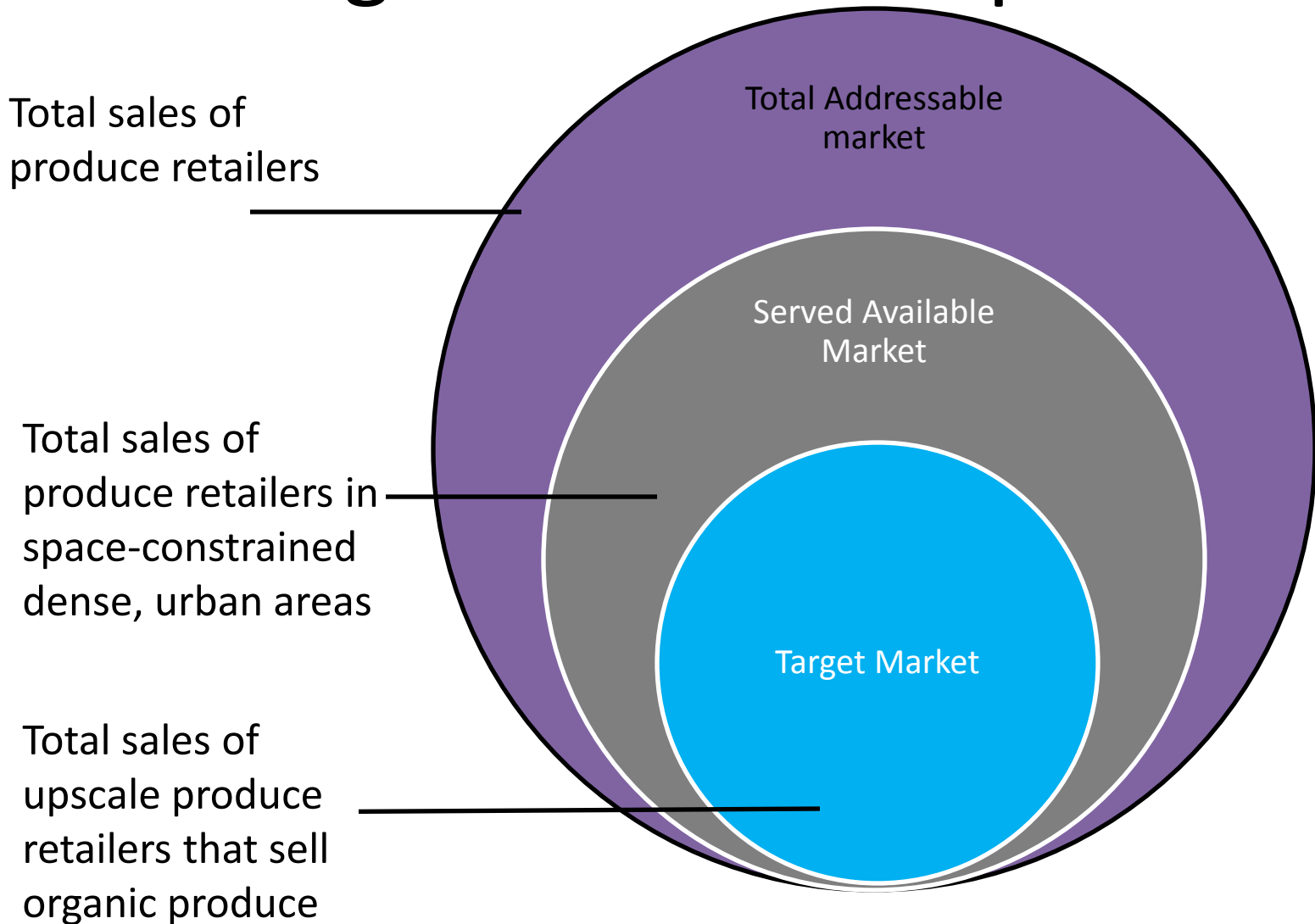
How big is the universe? How many potentially want/need my product

How many can I serve given my business model?

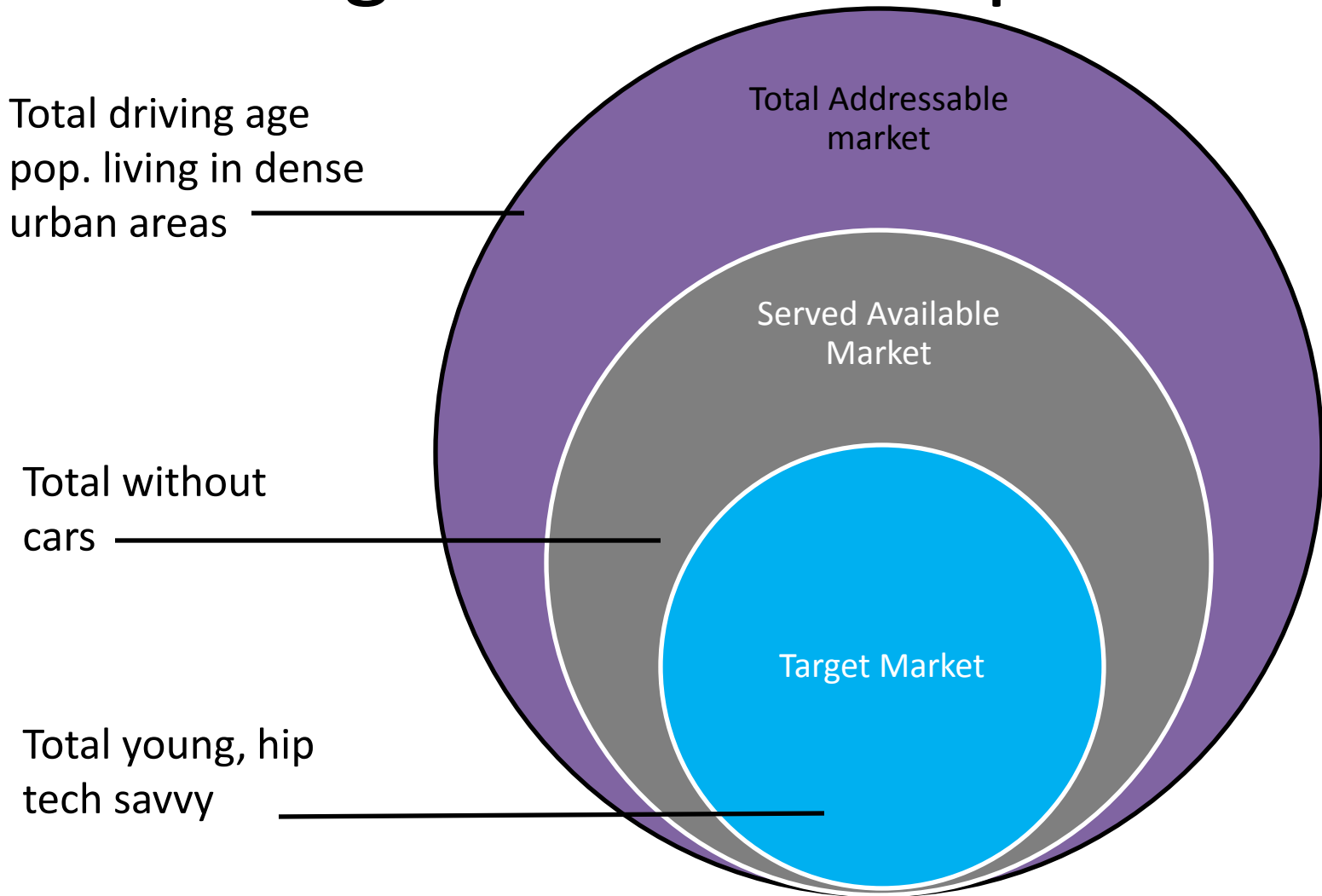
Who are my most likely buyers?



Sizing the Market: Sqruiit



Sizing the Market: Zipcar



3: Market Analysis & Plan

What are the market characteristics & key drivers?



3: Market Analysis & Plan

Market Characteristics & Drivers

- ✓ Growth (high, low)
- ✓ Stagnant
- ✓ Declining
- ✓ New vs Existing market
- ✓ Relevant Trends
- ✓ Long term implications



3: Market Analysis & Plan

What's the competitive landscape?



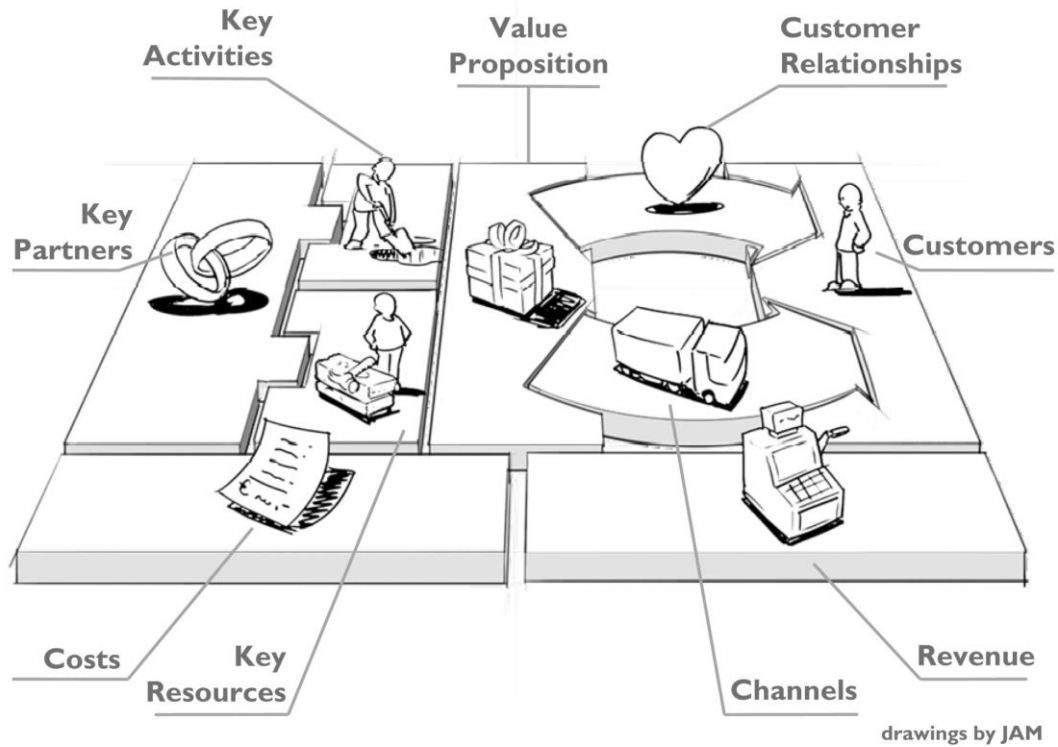
3: Market Analysis & Plan

Competitive Landscape

- ✓ Existing competitors
- ✓ Alternatives
- ✓ Potential new entrants
- ✓ How are you better/different?
- ✓ Your positioning
- ✓ Barriers to entry
- ✓ Fragmented market



Business models aren't created in a vacuum.



Regulatory
Technological



Societal & Cultural
Socio-Economic

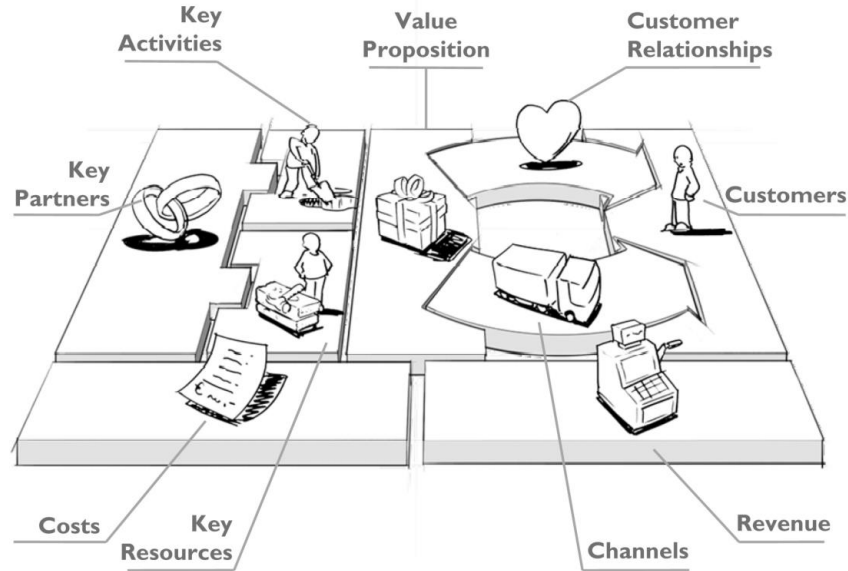
Suppliers

Competitors



New Entrants

Substitutes & Alternatives



drawings by JAM

3: Market Analysis & Plan

Go-to Market

Communications Channels:

online, print, events, direct, PR

Distribution Channels: direct,
wholesale, retailer,



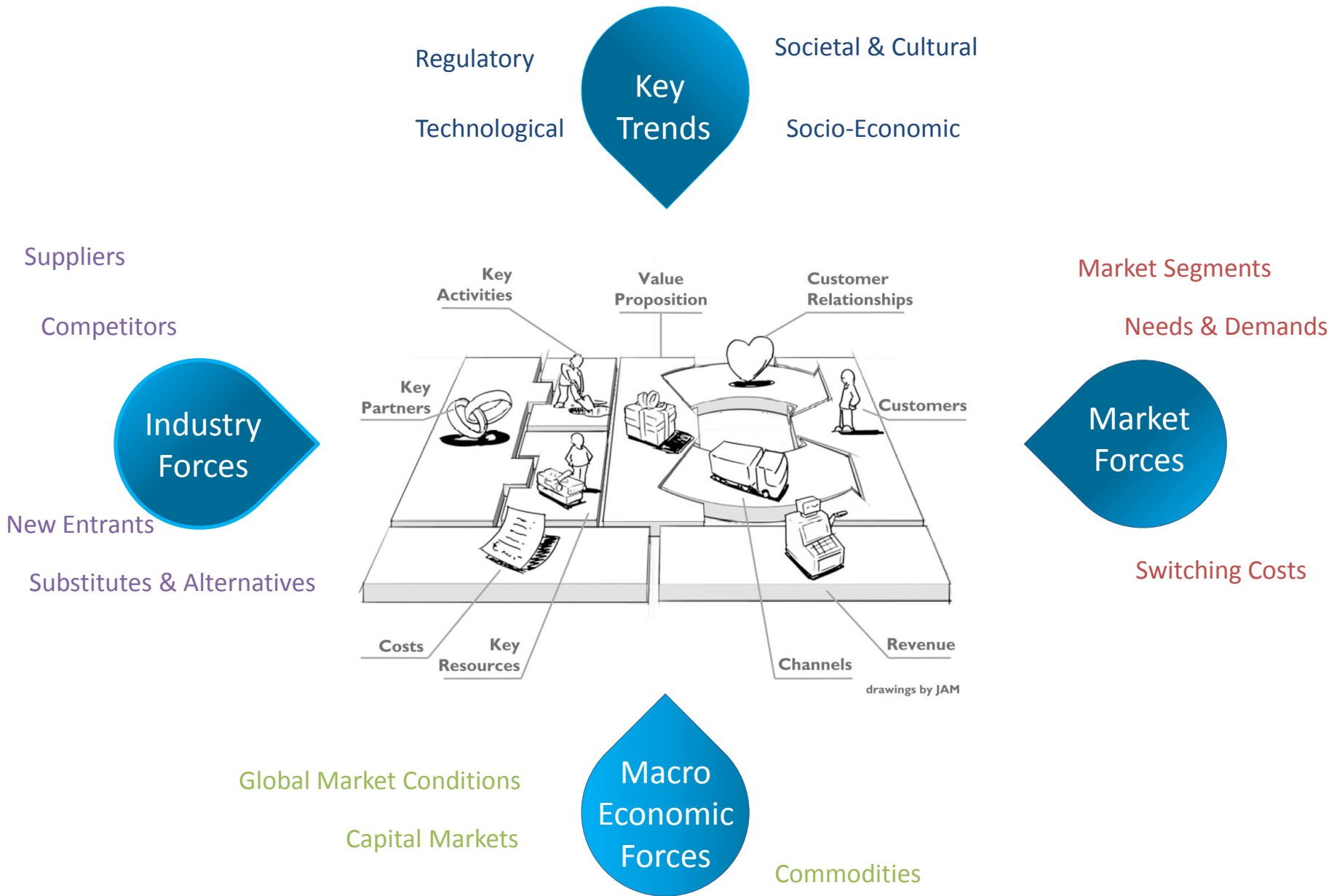
4: Operations Plan

Who are the key players in your ecosystem?

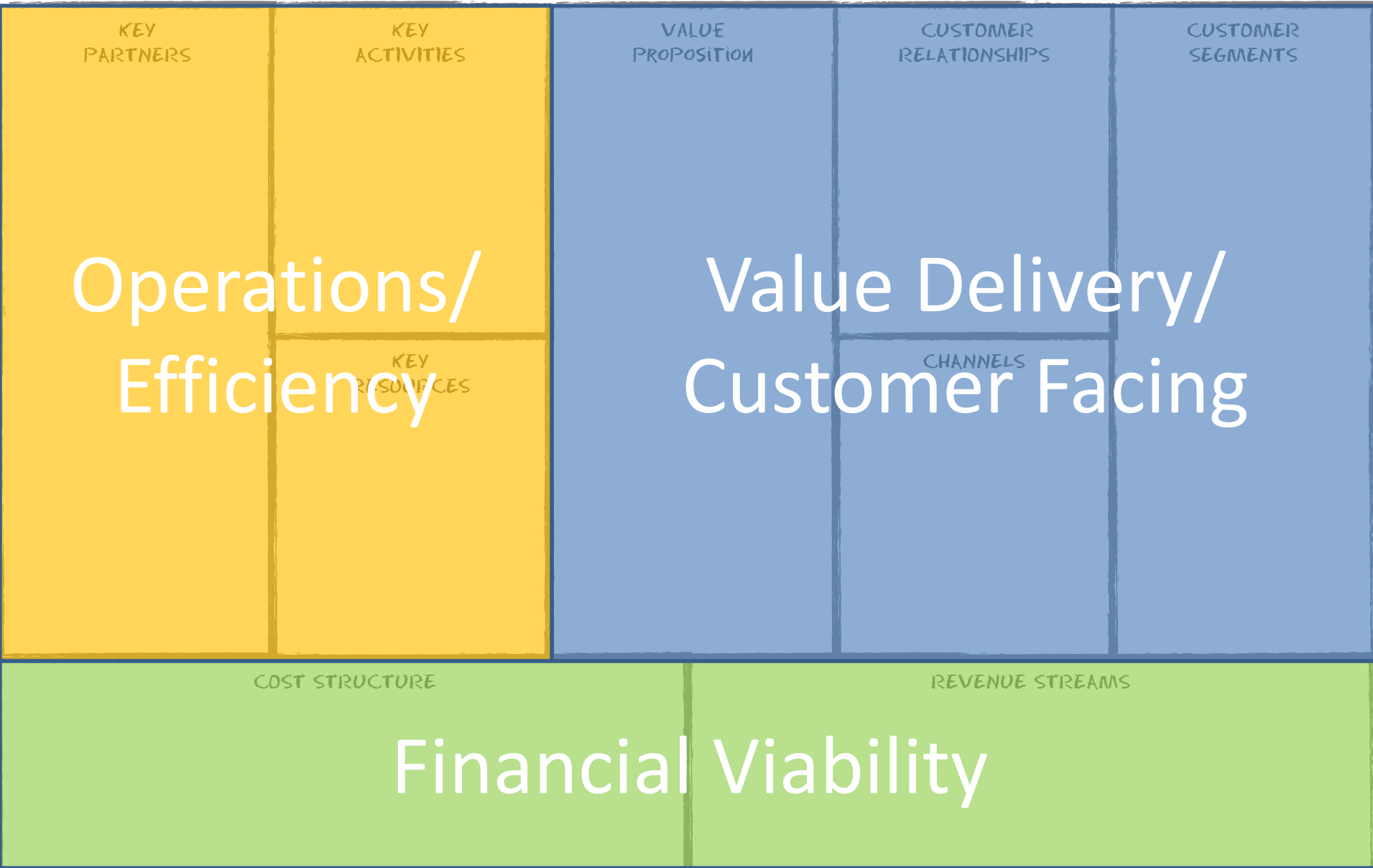
What are the critical success factors?

Major risks?

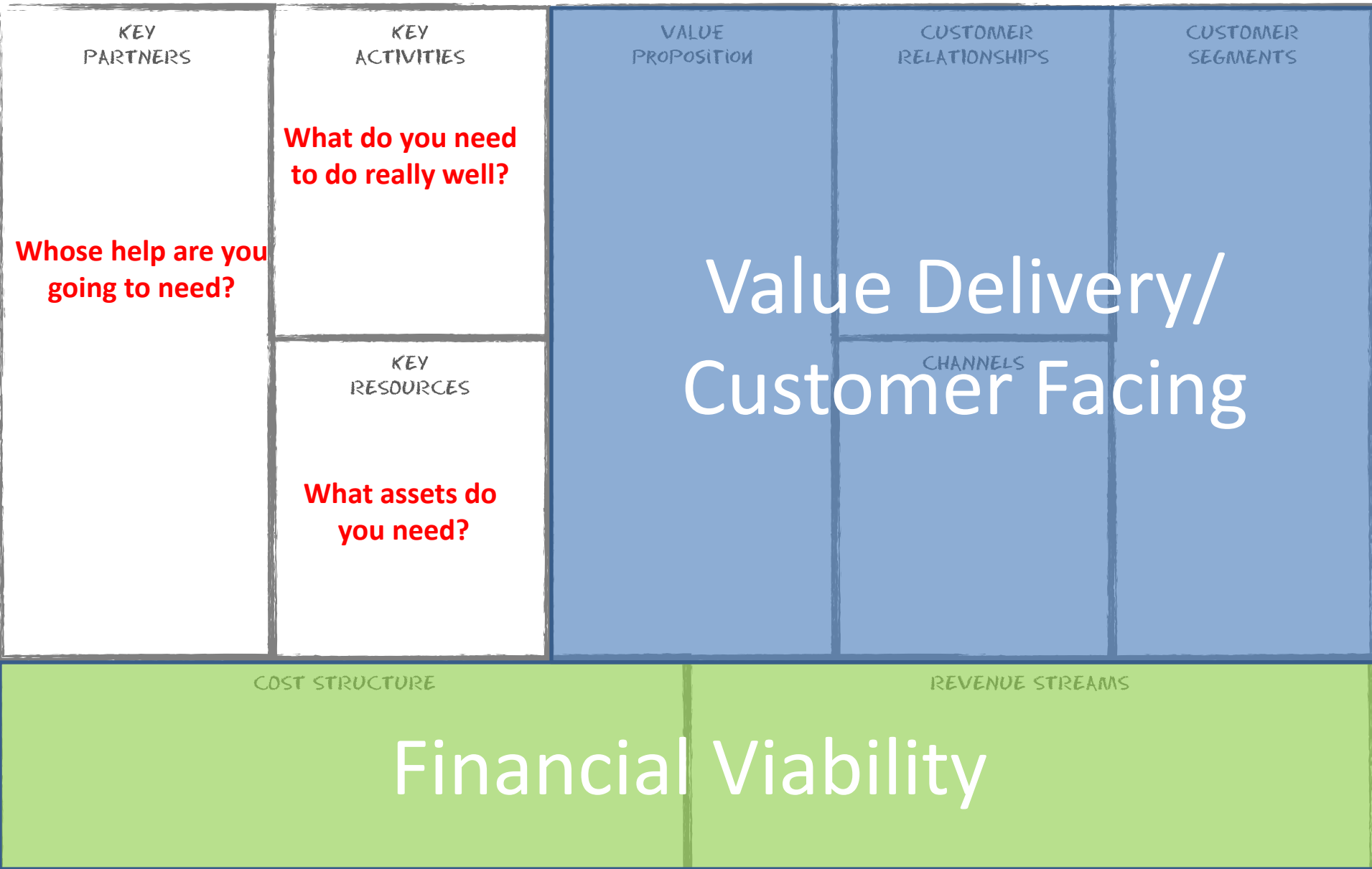




Business Model Canvas



Business Model Canvas



4: Operations Plan

Key milestones for the next 2 years? Technical, commercial, team, and financial?

What's your current status?

Major risks?



Regulatory
Technological



Societal & Cultural
Socio-Economic

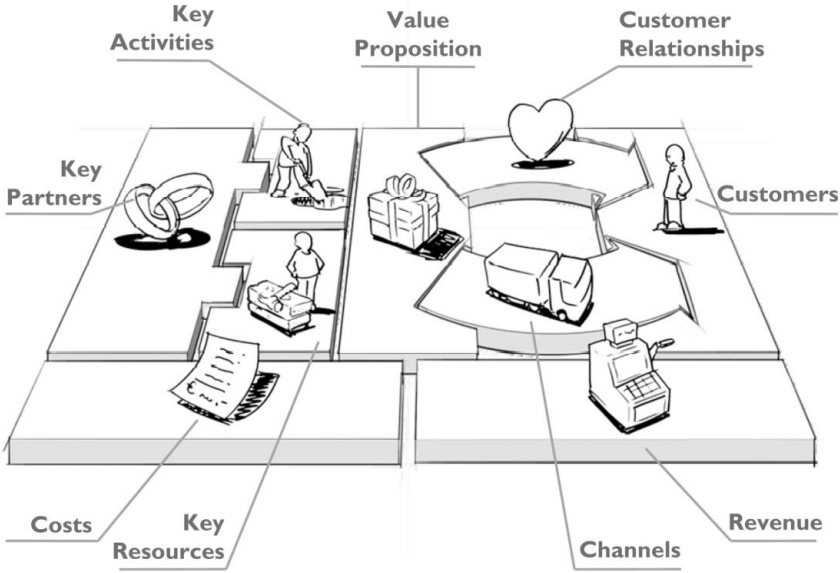
Suppliers

Competitors



New Entrants

Substitutes & Alternatives



Market Segments

Needs & Demands



Switching Costs

drawings by JAM

5: Management

Describe the each team member's relevant experience & skills.

Whose missing from the team?

Note key advisors who are lending their expertise to the venture.



User Scenario Video

A device used to succinctly (less than 2-minutes) explain the purported value customers will derive from your product and under what circumstances.

User Scenario Video

Smart Bark

Glucose Monitoring System

Dropbox