

HITTING ROCK BOTTOM

A quick story

-



HOW DID YOU BUILD RESILIENCE?

Brainstorm with a partner

- Look back at your experience this semester
- Write down any mindsets, tips and tricks, strategies that helped you keep going
- Aim for 5+ resilience builders
- 4 minutes

A FEW IDEAS ON BUILDING RESILIENCE

- Remember **small wins**
- Breathe + **Reframe**
- **Keep a record** of past victories, praise
- You've been through **difficulty before**
- **Belief** in purpose/ vision
- Focus on **next milestone**
- **Team**-pick up
- Inspirational **videos**
- **Worse**/best case scenario
- **Next best step**: Small actions
- Remember your **initial motivation**
- **Build up**: gradually & continuously do harder and harder things
- **Accept**: it's just feedback, just an opinion, but still part of the dataset
- **Ground**: what part of it is true?
- **Minimize**: only one data point
- **Contextualize**: who is giving this feedback?
- **Empathize**: why are *they* giving this feedback?
- **Zoom out**: Not about you, in service of others
- **Self love**: Stop judging yourself
- **Remember pioneers**: if someone else like you did it, you can too

WHICH ONES **RESONATED?**

You shouldn't & can't do this all...

- So from our brainstorm *make a short list*
- Choose 3 things that resonated most deeply
- Select 2 others that you haven't done before, but are curious to try
- Practice

I'M CONVINCED THAT ABOUT HALF OF
**WHAT SEPARATES
THE SUCCESSFUL ENTREPRENEURS
FROM
THE NON-SUCCESSFUL ONES IS
PURE PERSEVERANCE.**



– **Steve Jobs**
Cofounder, Apple

CASE

Weekly Reflection

CASE STUDY: **DISCUSS WITH PARTNER**

3 cases picked from your reflections

- **Read through situation**
(next slide, anonymized)
 - **Discuss with a partner**
10 minutes
 - **BT will pick someone randomly**
to share their thoughts
1. What problem do you identify? Why is it happening? The root cause?
 2. How is this similar or different to your project's situation?
 3. How would you approach it? Why?

CASE (1)

I got 38 survey responses with a lot of positive feedback on my idea. But only got 2 replies from the factories, most don't even respond. From the replies, the MOQs are impossible, I can't afford it.

I thought about making samples myself, but I don't even know where to begin. I don't even have time with all the assignments right now. I tried finding freelancers too, but they're also too expensive or unreliable.

I'm worried I won't have anything ready to show next week. I made a checklist to compare options, hoping that would help me decide faster. Is there a way to move forward when nothing on the list feels doable?

CASE (2)

Our prototypes looks pretty homemade. I wouldn't buy it. In our last meeting, we set a goal of selling this week, but now that it's time, no one's actually doing it. It's not like interviews—this feels way harder.

We don't know where to find customers or what to say, and none of us really has that "sales" energy. I even have GPT create a sales-script, but it just made me more nervous.

We made a list of possible things to try, but everyone's has gotten quiet. I keep wondering how other teams got their first sale. Are we just not cut out for this?

CASE (3)

We've built out a working prototype using Lovable and are preparing for next week. It's functional, but it's not what I imagined when we started.

We used to talk about people—empathy, behavior, change. Now the vibe is all about tech, systems, and stuff. I noticed I didn't feel much during the meeting—I was just kind of... there. This wasn't the vision I signed up for. I care about helping people, not optimizing t.

I'm playing along, but I'm not interested in the project anymore. Is it better to stay quiet for the team's sake, or say something even if it won't change anything?

“ONE OF THE BEST PREDICTORS
OF ULTIMATE SUCCESS
IN EITHER SALES OR NON-SALES SELLING
ISN'T NATURAL TALENT
OR
EVEN INDUSTRY EXPERTISE,
BUT HOW YOU EXPLAIN YOUR FAILURES
AND REJECTIONS.”

Entrepreneurial Project: 10 *let's make great!*


TEAM

Investor POV

Brian Tam CEO, Let's Make Great! www.letsmakegreat.com @letsmakegreat © Let's Make Great!


Entrepreneurial Project: 10 *let's make great!*

TODAY'S GUEST SPEAKERS



Oscar Westerhof

- Co-Founder, Speld Ventures
- Co-Founder & CCO, Powerd



David Cruz e Silva

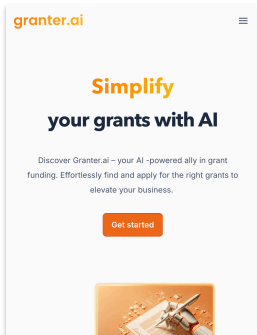
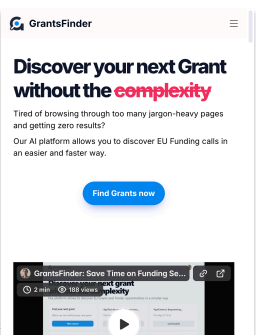
- Dad-in-the-Making,
- Angel LP eu.vc
- WEF Global Shaper

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GRANTS: ALTERNATIVE FUNDING OPTIONS

(No such thing as free money)

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RE-FOCUSING: LAST FEW DAYS!

Our Schedule

- Today - 10: Investor POV
- May 12th - 11: Pitch practice
- May 16th - 12: Final pitch

Special bonus assignment (TBD)

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ANY QUESTIONS?

Pitch your startup

- **Situation:** want to continue
- Why should we support it
 - Persuade audience
 - Focus: Startup as a project
- **Content:**
 - What is the startup?
 - Why is it important?
 - What's the progress?
 - What do you need to continue?

Present your journey

- **Situation:** couldn't find traction
- What did you learn from this?
 - Inform audience
 - Focus: Founders' experience
- **Content:**
 - Start, ending points
 - Challenges, pivots
 - Learnings, insights, & data

EVALUATION (1): PITCH YOUR STARTUP

5 Key Criteria

- 5 points per each criteria (25 points total)

Problem

1. Defined?
2. Identified user?
3. Deeper insight?
4. Meaningful?
5. **Validated problem?**

Solution

1. Idea is clear?
2. Innovative?
3. Value prop solid?
4. MVP/Prototype?
5. **Integrated user feedback?**

Business

1. Model makes sense?
2. ID'd early adopter?
3. Clear GTM strategy?
4. **Pilots / Traction?**
5. Path to profitability?

Impact

1. Go beyond \$?
2. Helped users?
3. Identified metric?
4. Impact is scalable?
5. **Actually made impact?**

Team

1. Roles clear?
2. Commitment?
3. Comms are good?
4. Strong chemistry?
5. **Persistence/passion?**

EVALUATION (2): PRESENT YOUR JOURNEY

5 Key Criteria

- 5 points per each criteria (25 points total)

Clarity

1. Story was confusing
2. Able to follow
3. Explained key pivots
4. Clearly structured
5. Compelling story

Insightfulness

1. Stayed at surface
2. Shared insights
3. Thoughtful reflection
4. Was honest & open
5. Shared deep analysis

Strategic-ness

1. Decisions random
2. Not grounded in data
3. Pivots made sense
4. Forward thinking
5. Used resources intentionally

Relevance

1. Insights not linked
2. Vaguely linked
3. Link to experience
4. Clearly connected
5. Identified future application

Persistence

1. Avoided difficulty
2. Stayed comfort zone
3. Tried diff approaches
4. Iterated creatively
5. Went above & beyond

FINAL PITCH: RANDOM ORDER

TXA

- | | |
|------------------------|--|
| 1. ActiveXP | 10. PillWeb |
| 2. *Vitus AI Gifting | 11. Plana |
| 3. ALIGN | 12. Shapp - Portugal |
| 4. BrainBites | 13. The Good Gut |
| 5. Design Lab for Kids | 14. up2help |
| 6. Little 2Pages | 15. DLC Tech |
| 7. MIGHTY | 16. Kuza Collective |
| 8. NEXTstep | 17. *Charlotte's Female Sports Nutrition |
| 9. Ohana | 18. *Laura's Natural Cosmetics |

FINAL PITCH: RANDOM ORDER

TXB

- | | |
|-------------------------------|--------------------------------------|
| 1. Bark and Beyond | 10. Salus |
| 2. Eezi | 11. SleepPhase |
| 3. halc | 12. SOMNO |
| 4. All Things Koji | 13. Tunnel |
| 5. Bottegaria (MPL Synergies) | 14. VattenHälsan |
| 6. OneSnack | 15. *George's ESG financial services |
| 7. Pyjama Party | 16. Agora |
| 8. Quit: | --- |
| 9. RoofWander | 17. Runnin (Monday, May 12th) |

FINAL PITCH: HOW WILL WE DO THIS?

Logistics:

- 10 minutes per team
 - 4 minutes pitch/presentation
 - 3-4 minutes Q&A
 - 2 minutes of evaluation
- 18 teams x 10 minutes = 3 hours
- **Submit presentation by Thursday**
before final pitch (May 15th, 3pm)

Very tight schedule!

(So if you want to present earlier, on Monday May 12th, email me)