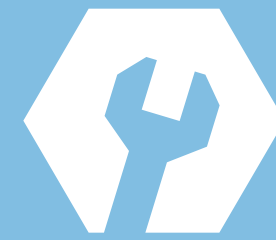


2016

The Garage Master Deck



Introductory Slides

About Garage Services

Garage Services is a professional consulting group focused on helping Fortune 500 companies launch and manage a Lean Start Up innovation portfolio. We offer several options to fit your budget, and can tailor our services to fit your strategic needs no matter where you are on your innovation roadmap.

Markets We Serve



Retail



Banking & Finance



Travel & Leisure



Consumer Electronics

About The Garage

The Garage is a business accelerator that quickly turns customer insights into testable solutions and, ultimately, innovative products that solve real problems. Using the Garage Startup Methodology we bring new business into market more efficiently, faster and with less risk.



Our Team

Our full-stack team of entrepreneurs, designers, developers, growth hackers and coaches provides everything from training to software development.



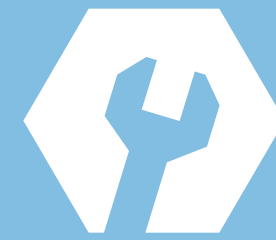
Our Process

We work to validate that a problem and market exist through customer interviews and in-market tests before building a full-featured solution.



Our Results

Our experiment-driven approach to building new businesses reduces capital waste and increases speed to market with the right product or service.



Lean Startup 5 Phases

Phase 1

Problem/Market Fit

The first phase of Lean Innovation for the Enterprise consists of validating a severe problem, often referred to as a "morphine problem", for a specific target market.

- ✓ Refine customer archetype
- ✓ Conduct one-on-one interviews with defined customer archetype to understand their problems and pain points.
- ✓ Design experiments to test customer acquisition and value proposition.

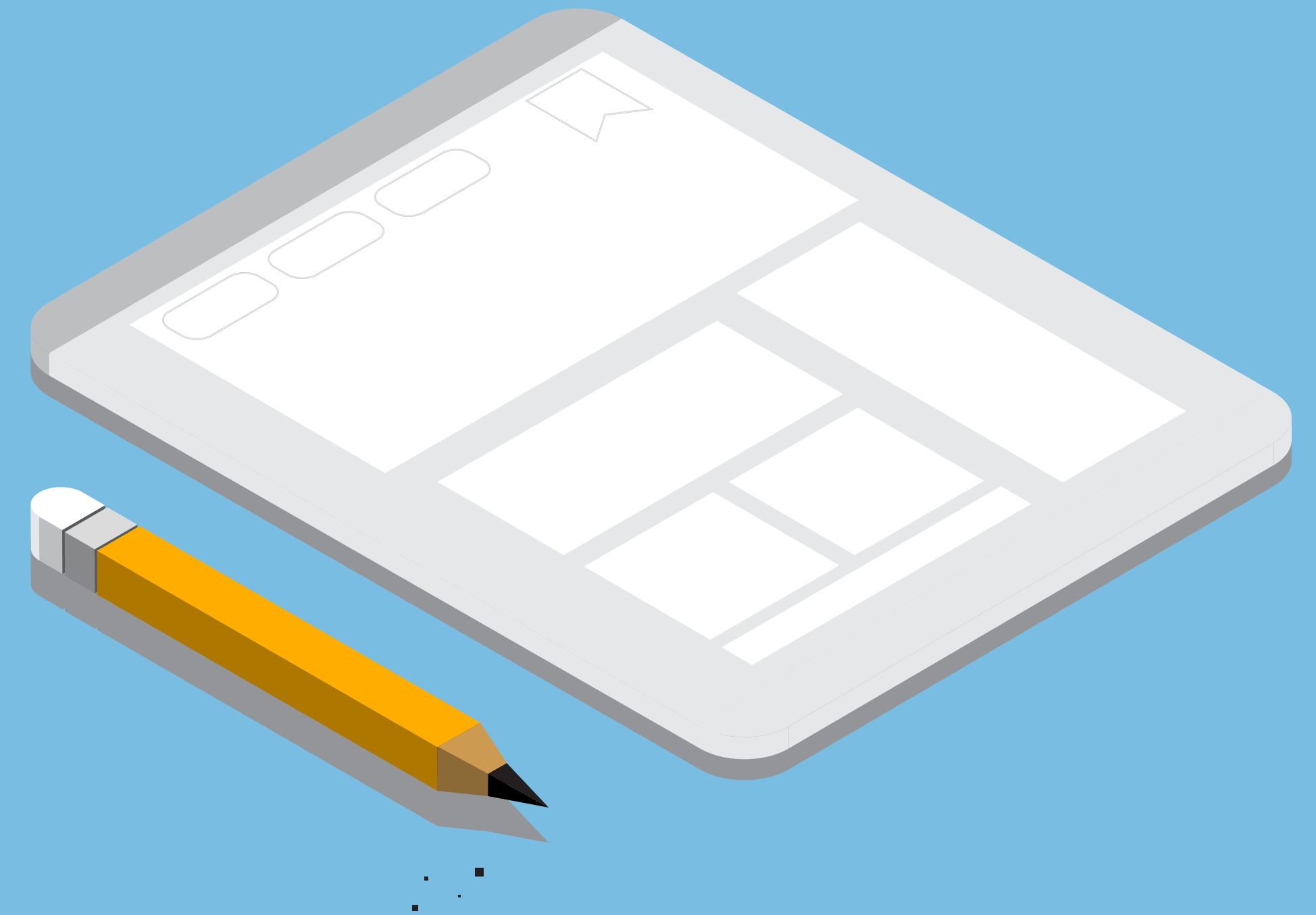


Phase 2

Solution/Market Fit

After defining a problem, the focus shifts to developing the solution that will resonate with the target market to address their pain.

- ✓ Design high-fidelity solution prototypes.
- ✓ Conduct one-on-one interviews with defined customer archetype to measure whether the solution solves their problem.
- ✓ Validate initial features and functionality of a minimal viable product (MVP).



Phase 3

Product/Market Fit

Phase 3 focuses on building a Minimum Viable Product (MVP). An MVP is a high-quality product designed with the minimum features necessary to validate or invalidate a hypotheses. Nothing more, nothing less.

- ✓ Agile development.
- ✓ Continuous deployment.
- ✓ Establish metrics and cohort analysis sprints.
- ✓ Work in multiple, quick iterations - adding, then testing new features.

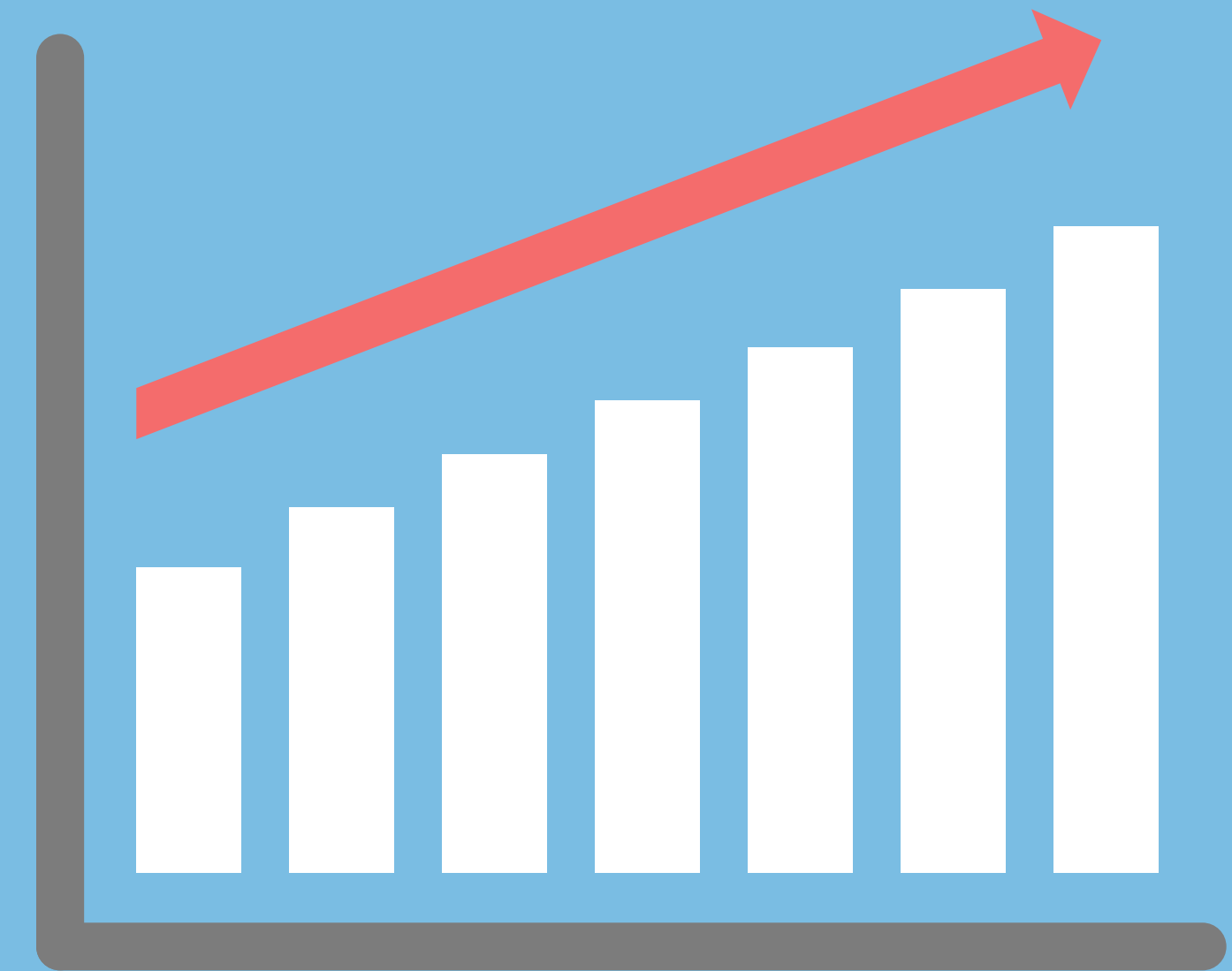


Phase 4

Revenue Growth

A sustainable business has to generate ongoing revenue from customers. That's the focus of Phase 4.

- ✓ Design the revenue model.
- ✓ Test engines of growth (paid, sticky, viral).
- ✓ Define which customer segment(s) will generate revenue.
- ✓ Run experiments to test pricing.

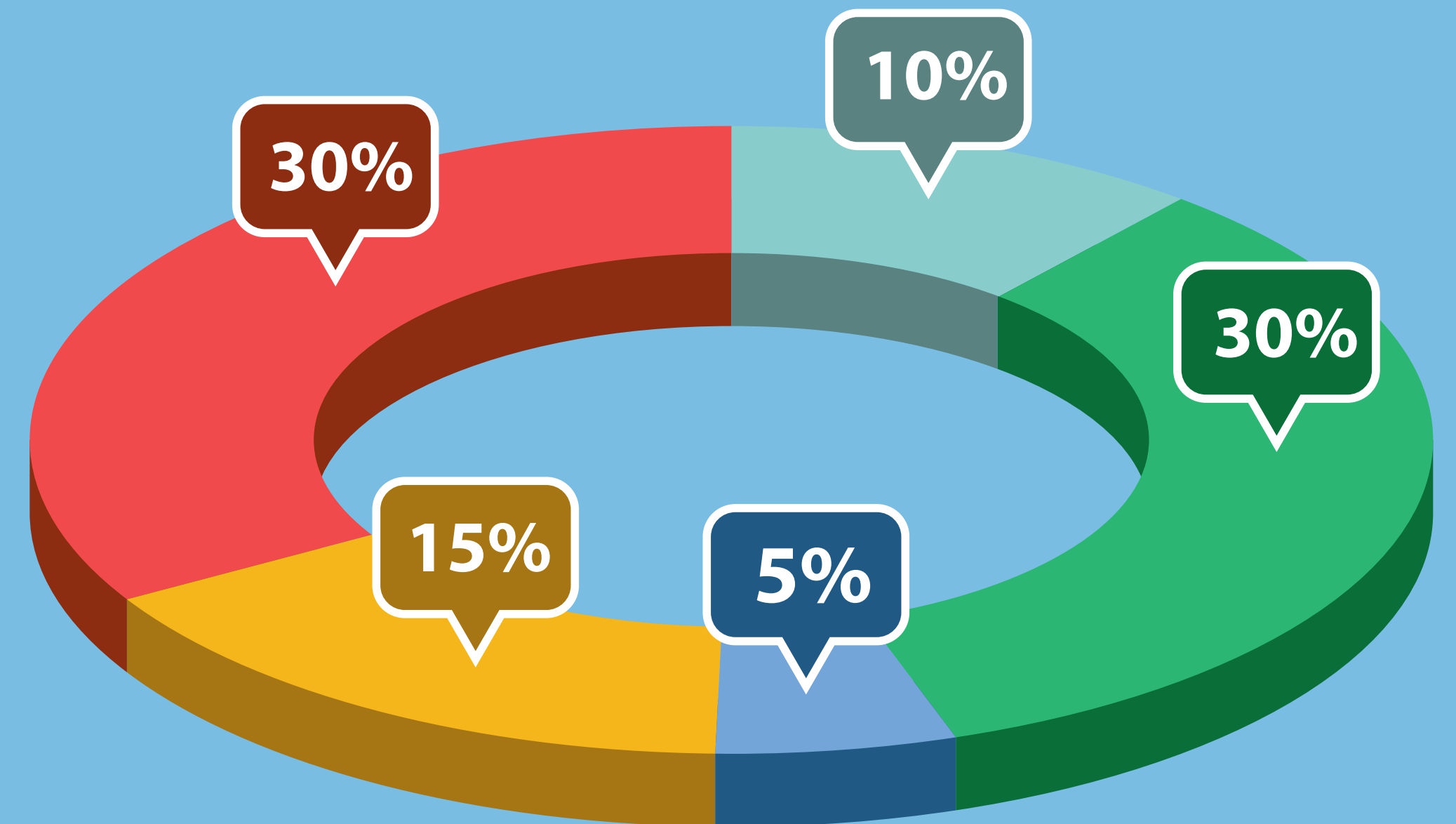


Phase 5

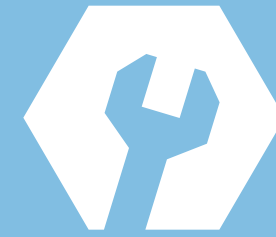
Profit

In Phase 5 the focus shifts to expanding the business to sustain a specific revenue target. At this point a successful business veers away from the lean process.

- ✓ Test and refine key metrics.
- ✓ Refine strategies to establish a validated business model.
- ✓ Define which customer segment(s) will generate revenue.
- ✓ Run experiments to test pricing.

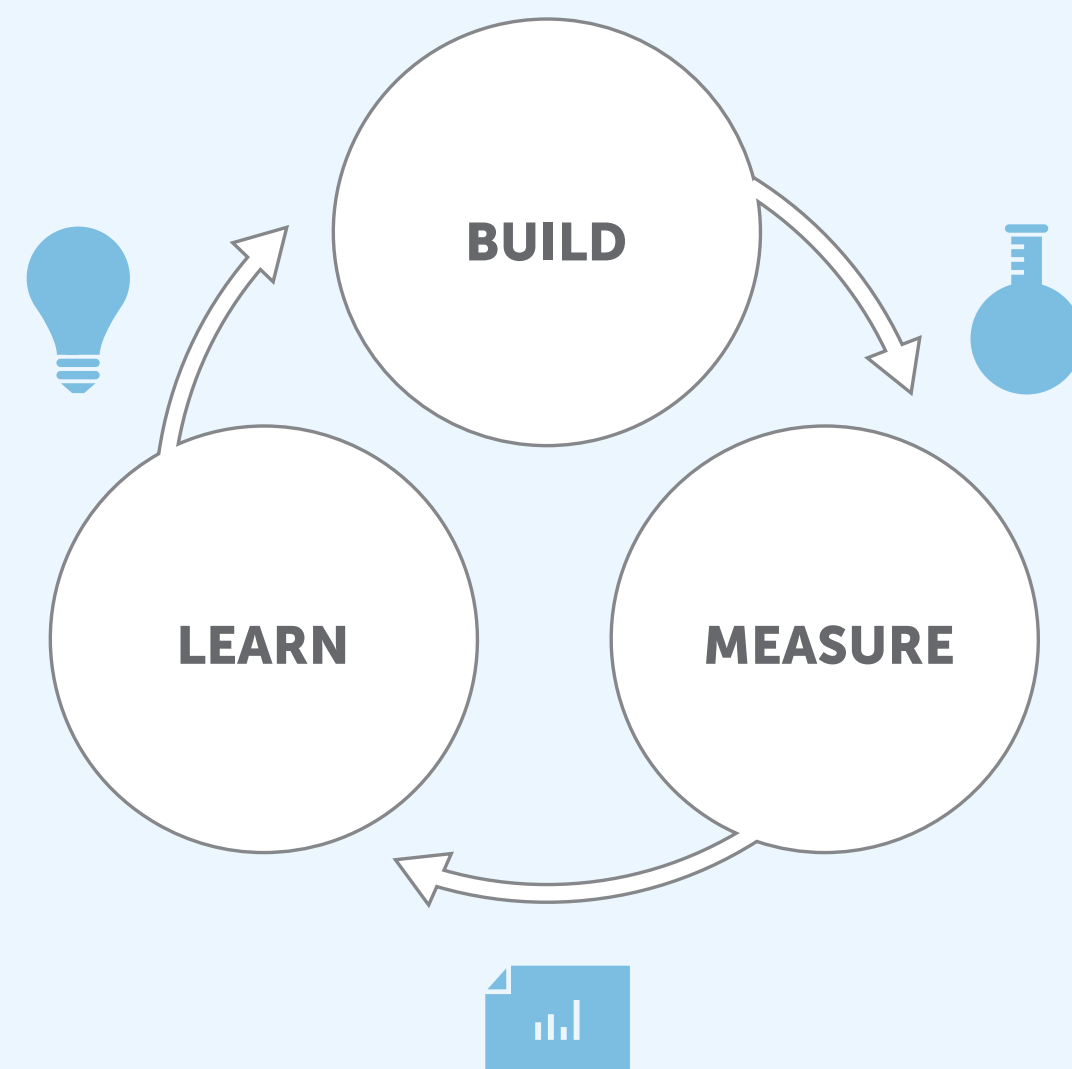


	Phase 1 Problem/Market Fit	Phase 2 Solution/Market Fit	Phase 3 Product/Market Fit	Phase 4 Revenue Growth	Phase 5 Profit
Stages	Is there a target market that has a morphine problem?	Do you have a repeatable and scalable business model?	Can you find a solution to the problem that makes economic sense?	Can you scale the product?	Do you have a repeatable and scalable business model?
Goal	Validate a morphine problem for a specific target market	Determine the minimum features that solve a morphine problem for a specific target market	Engaged, paying customers who have a churn rate less than 5% monthly	Consistently grow revenue	Operationalize the product to get to profitability
Metrics	• Validate/invalidated hypothesis • Number of customer interviews	• Validate/invalidated hypothesis • Number of customer interviews	• Churn rate • WAU (Weekly Active Users) • MAU (Monthly Active Users) • Cohort analysis by activity • Long term cancellation rate	• WOWG (Week Over Week Growth) • ARPU (Average Over Week Growth) • Churn rate • WAU/MAU • Activation % • Time to conversion • Referral rate	• Profit margin % • CAC (Customer Acquisition Cost) • LTV (Life Time Value) • ARPU (Average Revenue Per User) • MRR (Monthly Recurring Revenue) • LTV to CAC ratio • Months to revoke CAC • COGS/customer (Cost of Goods Sold) • Time to break even



Garage Products & Services

Training



Details

Our training is a hands on, in depth instruction of the Lean Startup process for the enterprise. Training sessions are broken down into five phases:

1. Problem/Market Fit
2. Solution/Market Fit
3. MVP
4. Revenue
5. Scale

Objective

Provide the participants with the knowledge to apply lean in the enterprise.

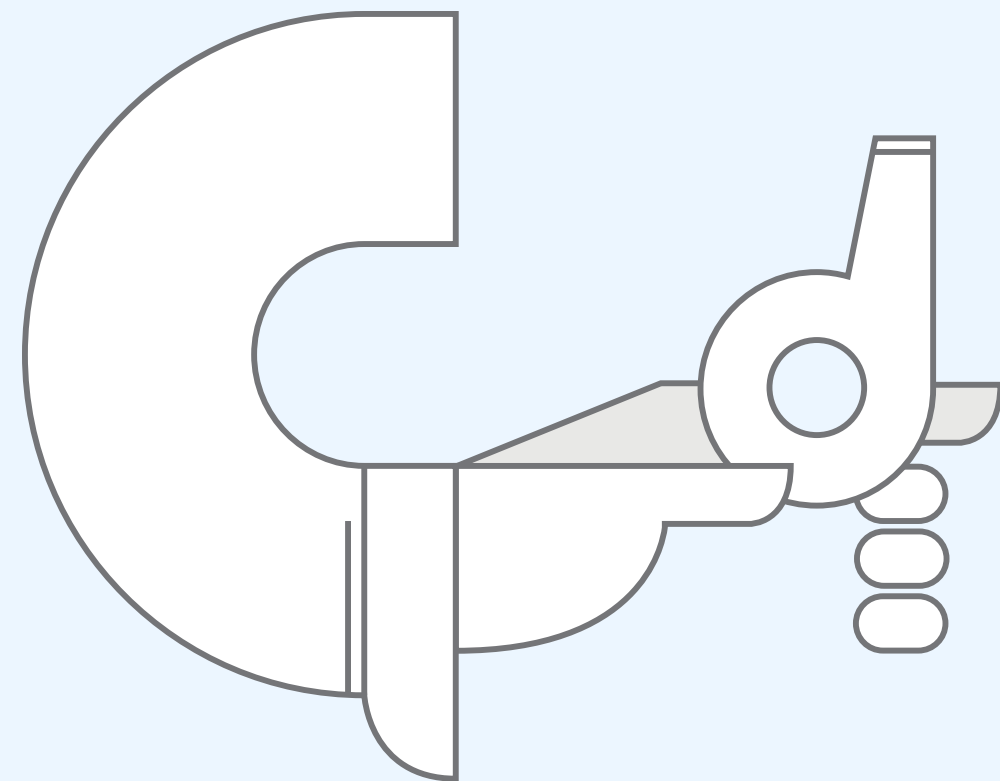
Time commitment

A one day, eight hour session.

Cost

\$1500/person for Phase 1

Coaching



Details:

Coaching is a service provided to assist the Entrepreneur-in-Residence after training on the process.

Objective:

Support the EIR in their application of the process in the real world.

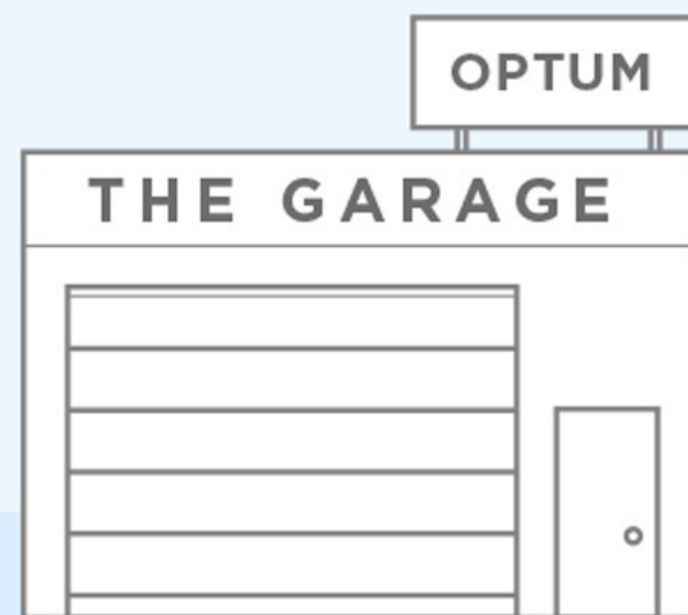
Time commitment:

2-3 hours per week for each EIR.

Cost:

\$150/hour. Expected utilization is 2-3 hours/week for each EIR

Executive Immersion



Details

Our Executive Immersion training is a four hour session that provides an in depth review of the principles of lean portfolio management.

Objective

The objective of the training is to expose senior management to the taxonomy, structure and rigor relative to Lean Portfolio Management (LPM) in the enterprise.

Time commitment

A one day, four hour session.

Cost

\$2500/group session.

Rent an EIR

Details:

1. The Garage will provide design, development and coaching teams.
2. Entrepreneur and team will work out of the clients office for the duration of the project.
3. The end goal is to bring a product to market.

Objective:

Taking your idea from napkin into market. The Garage will rent the staff to build a Minimal Viable Product (MVP).

Time commitment:

1-3 hours/week for 3 months

Cost:

\$100/hour.



Guest EIR

Details:

1. Your Entrepreneur will join The Garage team for the duration of the project.
2. The Garage will provide design, development and coaching teams.
3. Working to bring a product to market.

Objective:

Taking your idea from napkin into market. The Garage will rent the staff to build a Minimal Viable Product (MVP).

Time commitment:

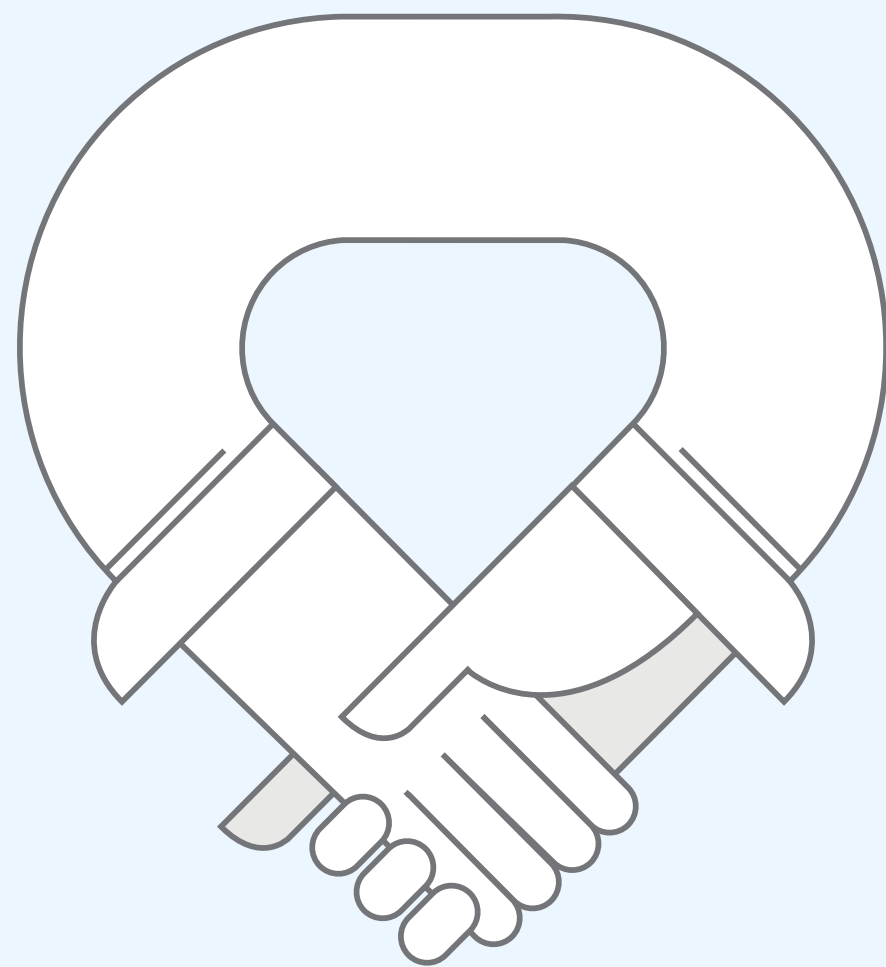
20 hours/week for 3 months

Cost:

\$5000 for the 3 months.



Consulting



Details:

Consulting services is to assist in the structuring of a Garage like environment. Including, but not limited to culture implications, establishment of critical relationships and overall oversight/transparency management.

Objective:

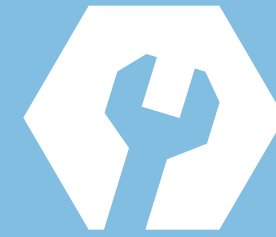
Support senior leadership as they work through the change management principles.

Time commitment:

???

Cost:

\$150/hour.



Project One-Pagers

Piloting Now



Tilt Motion

Problem

Innovation leaders need an engaging way to tell their stories and are looking beyond PowerPoint to build excitement, socialize new concepts, and secure funding to make their ideas come to life.

Solution

Tilt Motion brings stories of healthcare innovation to life. They're expert storytellers who take great ideas and put them into motion using expertise in video, motion graphics, and animation.

Competitive Advantage

Unlike traditional agencies and production studios, Tilt Motion has expertise in healthcare, allowing them to deliver on client goals more effectively than traditional video vendors.

Total Available Market

\$4 billion

Distribution

Employer channels

www.tiltmotion.com

