The HungryLab

Incubating the world's problem solvers

B-HUB
Aug 1, 2019

WELCOME TO THE HUNGRY LAB

Business as Unusual.

"No great mind has ever existed without a touch of madness."

A R I S T O T L E

LAB WITHOUT BORDERS

Breaking down physical and financial barriers to access

The HungryLab

The future we're building. Starting today.

Best Practices
Democratizing access to leading entrepreneurial methodologies, mentorship and education.

Take-to-Market
Market-ready testing ground where entrepreneurs can obtain user insight, build traction and grow their audience.

Innovation & Risk-Taking
A safe, supportive digital platform where entrepreneurs can learn, prepare and take calculated risks

Communication
Pick your own path, your own pace and how you work with us. Share problems, solutions and bold ideas.

THE PROBLEM

Why entrepreneurs fail

Poor Planning

- Poor business plan
- Insufficient runway
- Lack of metrics & data
- Insufficient contingencies
- Difficult business model
- Poor differentiation

Lack of Market

- Poor customer targeting
- Insufficient demand
- Lack of feedback
- Disconnect between problem and solution
- Too much competition

Lack of Resources

- Poor working capital management
- Insufficient cash flow
- Lack of access to financing
- Lack of affordable support
- Lack of mentorship

Poor Execution

- Inexperienced team
- Operational challenges
- Inability to pivot and/or adapt
- Acting on bad advice
- Inability to scale
- Giving up too soon

THE SOLUTION

The Hungry Lab Global
VENTURE BUILDER + GLOBAL
ECOSYSTEM

To grow a strong economy, you need to grow strong roots

The Hungry Lab, along with its partners, focuses on solving the ROOT causes of the most common entrepreneur challenges by providing holistic resources and foundation needed to get off the right start and clear the first critical hurdles. We are here to support and power academic in-house incubation programs, angel investors, incubators, accelerators, VCs and venture builders.

.

Incubators
Accelerators
Venture Builders

VCs and later stage investors

Angel and early stage investors

Harvest-exit

The Hungry Lab
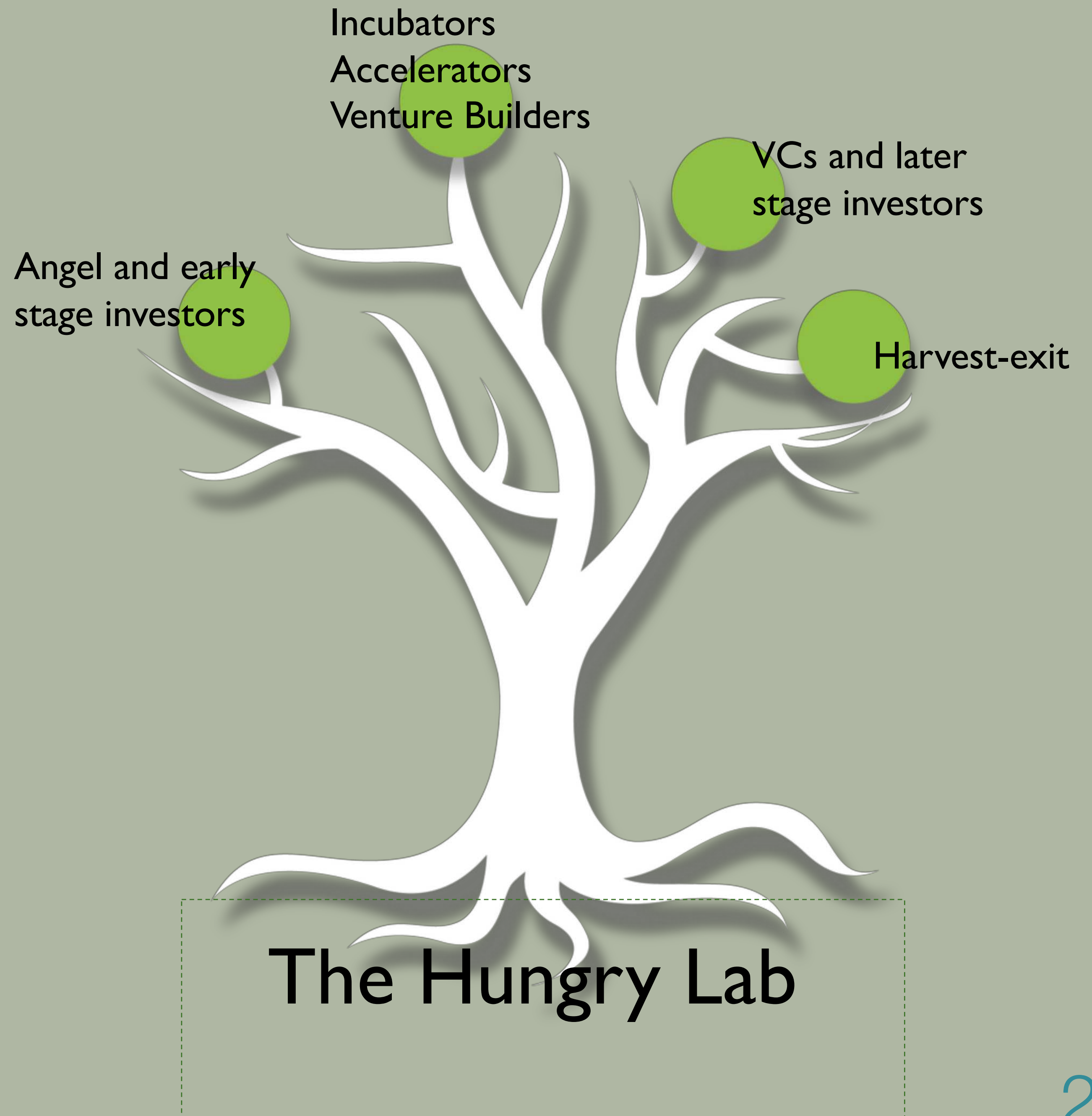
A Better Business Starts with a Better Entrepreneur

ELEVATING THE ENTREPRENEUR'S SKILL SET

The HungryLab
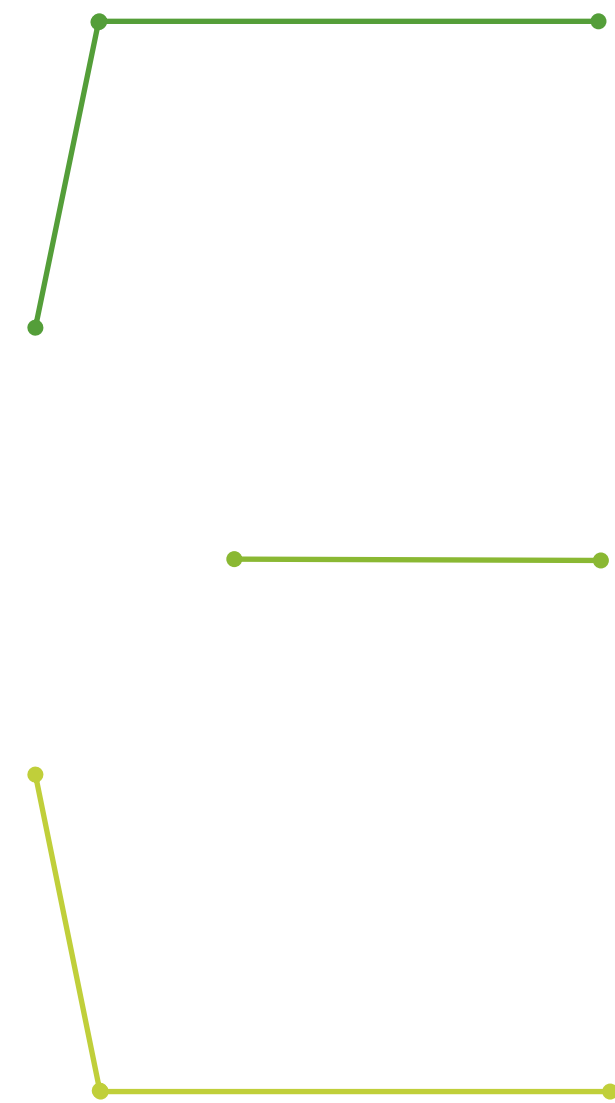
ANALYTICS & SKILLS-BUILDING
Build necessary knowledge base for an entrepreneur to be a good executive

PERSONAL BRANDING
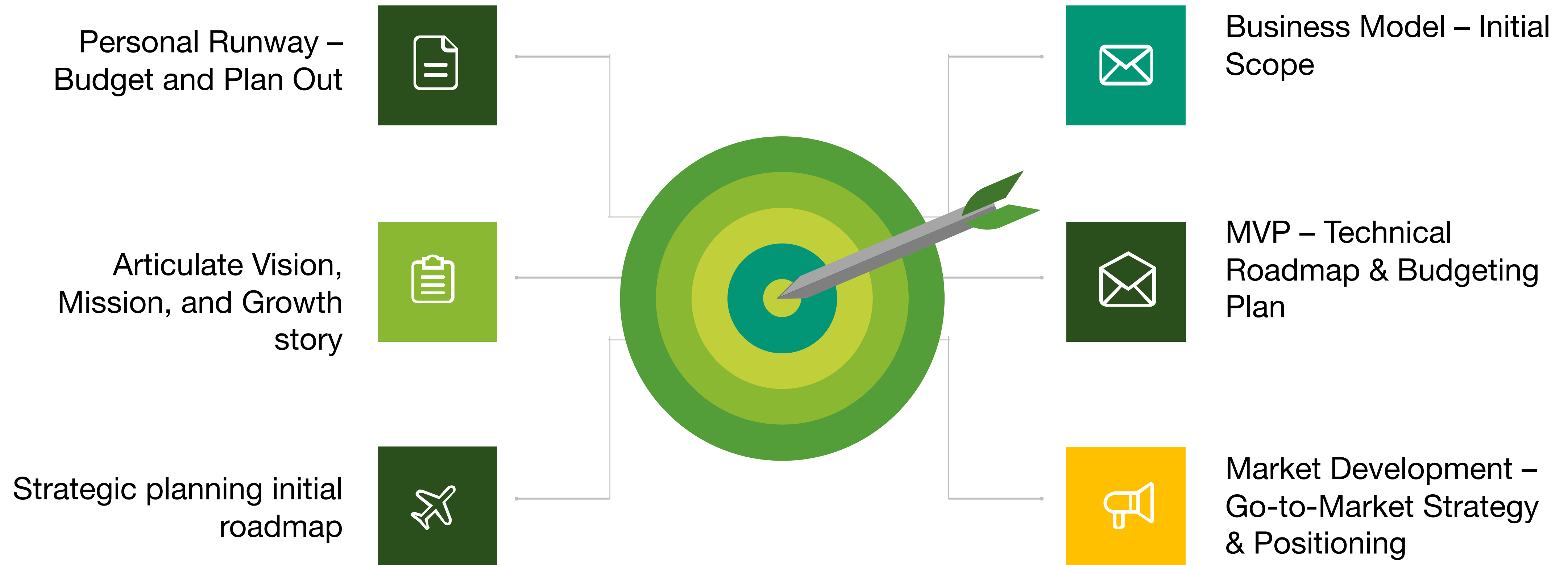Subject Matter Expertise, Industry credibility
Founder Story arc

CONTENT IS KING
Thought Leadership
Content Marketing

Building Your Entrepreneurial Roadmap
FACTORS

The HungryLab

Personal Runway – Budget and Plan Out

Articulate Vision, Mission, and Growth story

Strategic planning initial roadmap

Business Model – Initial Scope

MVP – Technical Roadmap & Budgeting Plan

Market Development – Go-to-Market Strategy & Positioning

Connecting Startups to The World

STARTUPS TO SAVE THE WORLD

The Hungry Lab's flagship global roundtable series on startup innovation, social enterprise and UN Sustainable Development Goals

The HungryLab

Singapore

WATER

Chennai, India

AGRICULTURE

Mumbai, India

EDUCATION

Los Angeles, California

FOOD WASTE

United Nations

Advisory. Advocacy. Organizing. Moderating. Presenting.

UN Women - Kenya

Advised and moderated at UN Women sponsored event for inaugural Youth Entrepreneur summit for Mama Sarah Obama Foundation

UN FAO - Bangkok

Invited to present on accelerating private public partnerships by building sustainable business models and leveraging startup innovation

Startup Partnerships with UN SDGS

With Dr. David Nabarro, Special Adviser to the United Nations (UN) Secretary-General on the 2030 Agenda for Sustainable Development and Climate Change.

Scaling Up Nutrition

With Gerta Verberg, UN Assistant Secretary General and Coordinator of Scaling Up Nutrition (SUN) Program

USA

Working across Southern California, Seattle, the Midwest and New York.

Startup Advisory & Incubation

Across variety of SaaS businesses and stages, from idea to Series A

Workshops, Events & Thought Leadership

With main sponsor and programming partner

Education Partners

Collaborative workshops for entrepreneurs with partners such as UBS

Community Partnerships & Development

Youth education, ecosystem building, multi-stakeholder participation in startup development

"

We were selected to pitch for the CBS Studios Preferred Supplier Program. This is a huge opportunity for us. And WE WON! Thank you so much for your help on our pitch deck, brainstorming, preparation and coaching! Thank you!"

Jimmy Kim

Co-founder and CEO, SolarBox
Former Tesla

Africa

Kenya, Ghana and Pan-African Development

Microfinance + Economic Development

Advised on and designed sustainable microfinance and microinsurance risk management for smallholder famers and rural communities

Community Surveys + Grassroots Empowerment

Research and field surveys with farmers groups, community organizations on capacity building, behavior incentivization and micro-enterprise development

Impact Investing

Partnered with former Miss Universe, Mpule Kwelagobe, on Project Leverage, a pan-African campaign for cultivating next generation of agricultural entepreneurs

From Lab to Market

Worked under Dr. Zeyaur Khan (featured in National Geographic Magazine), on integrated pest management and sustainable SME tools for poverty alleviation

India

Empowering India's next generation

The HungryLab

Youth Education

Working with Edtech startups on in-field monitoring, implementing of empowerment programs

College Level Skills Building

Bridging the critical skills gap for engineering colleges in second tier cities

Agri-tech Entrepreneurs

Working with Dr. MS. Swaminthan (Father of India's Green Revolution and India's pre-eminent scientist) and his foundation on cultivating youth agri-entrepreneurs

Startup + Investor Partnerships

Ecosystem building with Venture Catalysts, India's largest incubator and angel investment platform

SINGAPORE

Education. Events. Mentorship. Thought Leadership.

The HungryLab

Speaker Series

Diverse array of startup speaker events and roundtables

Mentorship

Startup founder mentorship at incubators

Incubator Workshops

Including NUS, SUTD, and Ngee Ann Polytechnic

Educational Events

Various public events, such as Pitch Deck 101, Founder Fundamentals, etc.

Pitching at SEED Tank

EVENTS

Bringing People Together

= = = = = = = = = = = =

The Hungry Pitch Series
Pitch Deck 101

Most Common Pitfalls in a Pitch Deck

The HungryLab

01

NO STORY/ LACK OF VISION

What's the Why?.

02

TOO COMPLICATED

KISS:

Keep it simple, stupid.

03

TOO ARROGANT

Yes, you do have competition.

04

DEVIL'S IN THE DETAILS

Numbers don't align with reality.

05

WHAT'S THE ASK?

Need to be straightforward.

06

LACK OF PRACTICE

Iterate, practice, improve.

KNOW YOUR AUDIENCE

- How technical?
- What's important?

The Why is just as important as the What

Vision & Mission

Inspiration & Impact

Distinct Value Proposition

Long-term Growth Story

Market Positioning

Target demographic

The **Hungry**Lab

Ideating & Concepting

Idea

FORMATION
Mission > Vision > Strategy
- Idea and co-founder team formation
- What, to whom, why and how?

VALIDATION
Lean Startup
Minimum Viable Product

Validate / Iterate (or pivot)

GROWTH
Scale Up

Establish & Strengthen

Processes & KPI's

Business

| -2 | -1 | 0 | 1 | 2 | 3 |

Levels of validation

Problem / Solution Fit   **Vision / Founders Fit**   **Product / Market Fit**   **Business Model / Market Fit**

Talent

Ideating
Entrepreneurial ambition and/or potential scalable product or service idea for a big enough target market. Initial idea on how it would create value. One person or a vague team; no confirmed commitment or no right balance of skills in the team structure yet.

Concepting
Defining mission and vision with initial strategy and key milestones for next few years on how to get there. Two or three entrepreneurial core co-founders with complementary skills and ownership plan. Maybe additional team members for specific roles also with ownership.

Committing
Committed, skills balanced co-founding team with shared vision, values and attitude. Able to develop the initial product or service version, with committed resources, or already have initial product or service in place. Co-founders shareholder agreement (SHA) signed, including milestones, with shareholders time & money commitments, for next three years with proper vesting terms.

Validating
Iterating and testing assumptions for validated solution to demonstrate initial user growth and/or revenue. Initial Key Performance Indicators (KPI's) identified. Can start to attract additional resources (money or work equity) via investments or loans for equity, interest or revenue share from future revenues.

Scaling
Focus on KPI based measurable growth in users, customers and revenues and/or market traction & market share in a big or fast growing target market. Can and want to grow fast. Consider or have attracted significant funding or would be able to do so if wanted. Hiring, improving quality and implementing processes

Establishing
Achieved great growth, that can be expected to continue. Easily attract financial and people resources. Depending on vision, mission and commitments, will continue to grow and often tries to culturally continue "like a startup". Founders and/or investors make exit(s) or continue with the company.

Organization

Wireframe Exercise: THE PROBLEM

[INSERT SIMPLE ONE SENTENCE DESCRIBING PROBLEM IN PLAIN LANGUAGE] `Mandatory`

HOW IS IT BAD? `Optional`

1. **Reason 1**
2. **Reason 2**
3. **Reason 3**

`Optional`

[XX]%
[Statistic 1 highlighting magnitude of challenge/problem]

[XX]%
[Statistic 2 highlighting magnitude of challenge/problem]

[XX]%
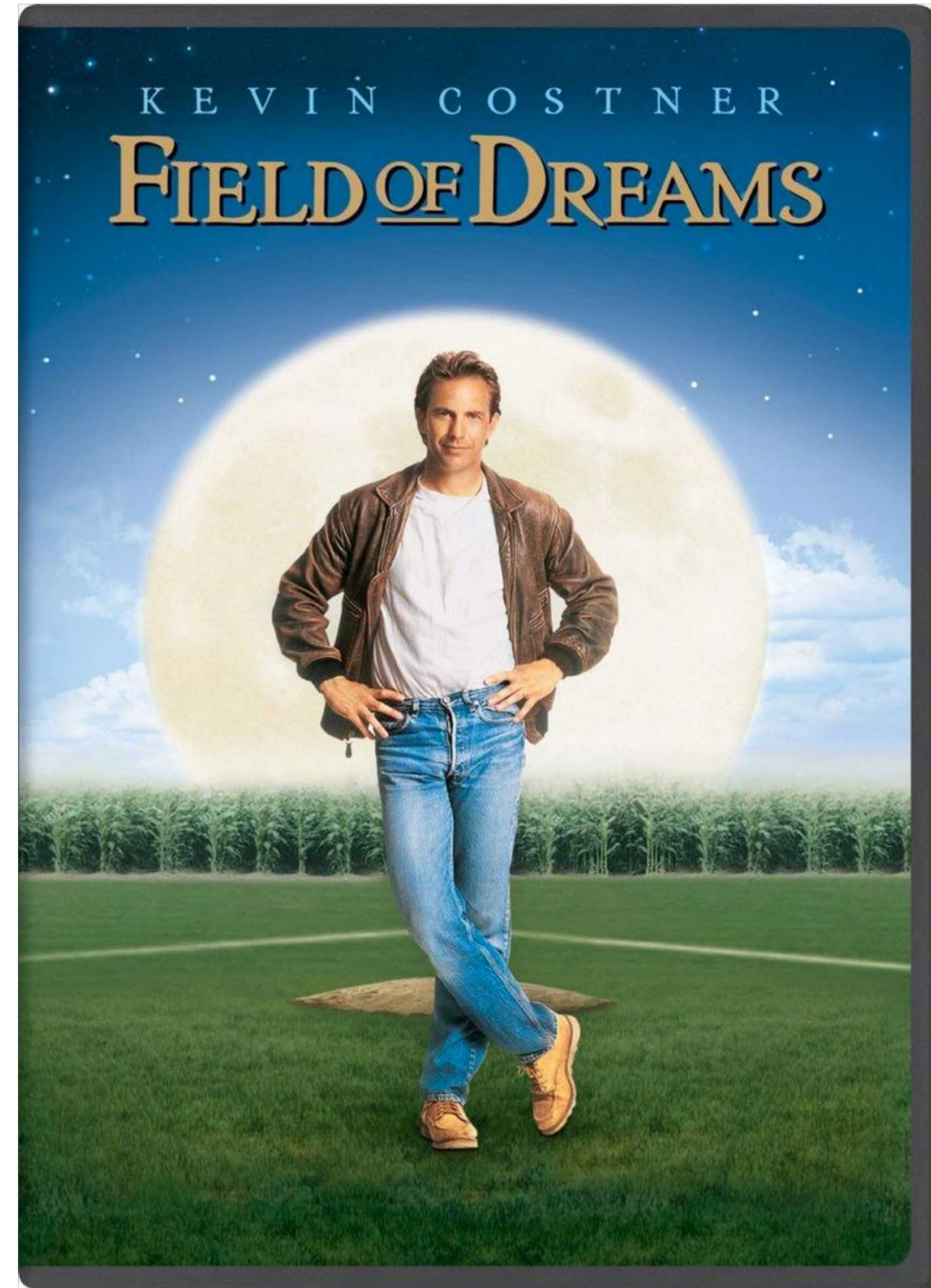*[Statistic 3 highlighting magnitude of challenge/problem]*

Source: Site sources (can be market surveys, articles, journals, etc.)

4

DON'T BE THIS GUY

If you build it, will they come?

How do you know?

When? Who? Where? For How Long?

EXAMPLE: SOLUTION

Source: The Hungry Lab partner Slidebean

The HungryLab
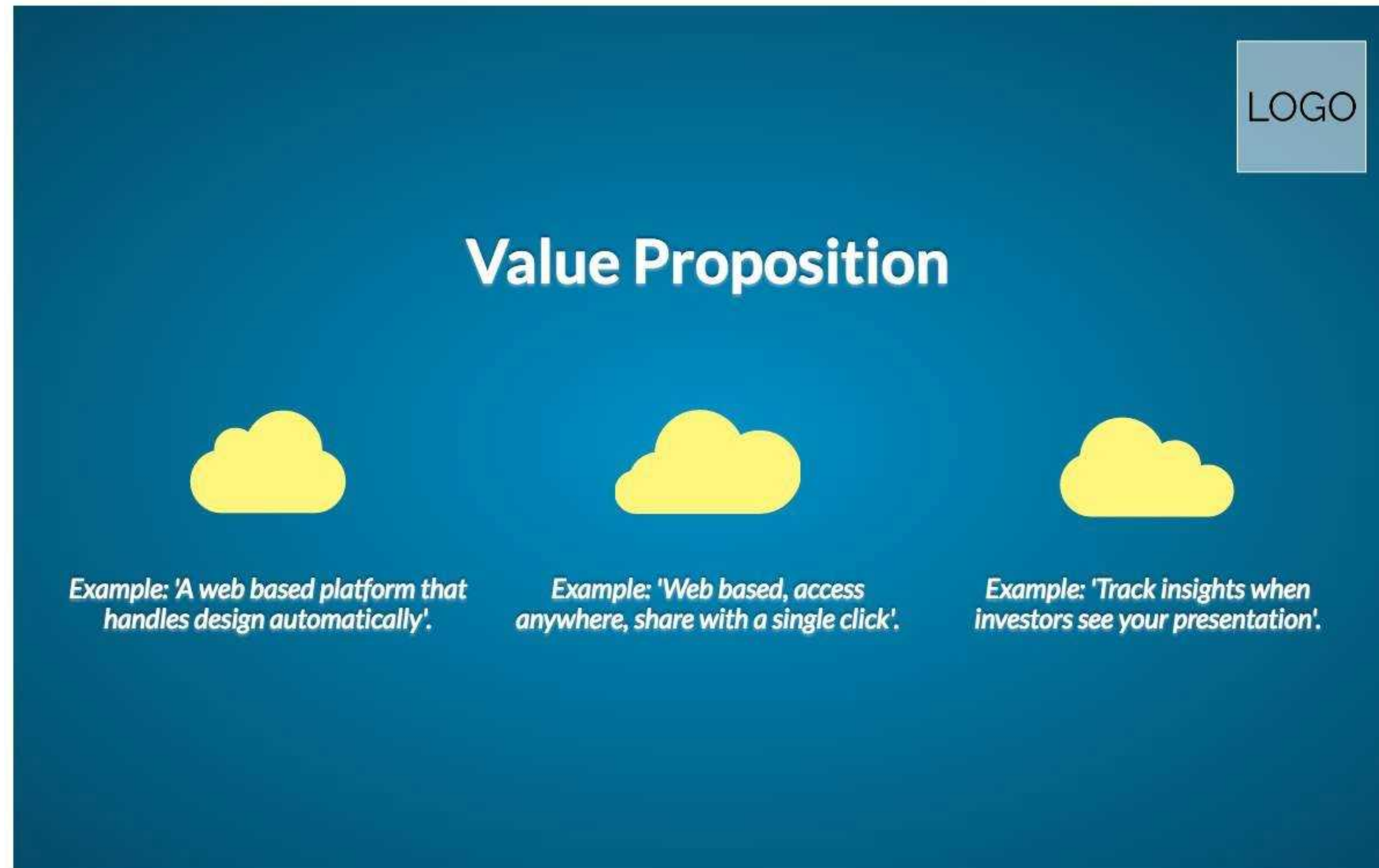
[INSERT IMAGE AND BRIEF
PHRASE DESCRIBING THE
SOLUTION]

✓ Benefit 1

✓ Benefit 2

✓ Benefit 3

✓ Benefit 4

[SIMPLE PHRASE DESCRIBING YOUR SOLUTION]:

FEATURE/FUNCTION 1

FEATURE/FUNCTION 2

FEATURE/FUNCTION 3

[brief description]

[brief description]

[brief description]

1. How big is the market?
2. Realistic Assumptions?
3. What are the growth drivers for the industry?
4. Who is my demographic?
5. Current
6. Longer-term
7. Global?

The Hungry**Lab**

[Insert phrase describing intensifying momentum of industry growth]

[Current Market Size $$]

Main growth driver

[Total Available Market Size $$]

Brief description

Brief description of **future** anticipated market

Brief description of **immediate** focus

$XXB

Total Addressable Market

$XXB

Expansion Market

$XXB

Target Market

What

What

What
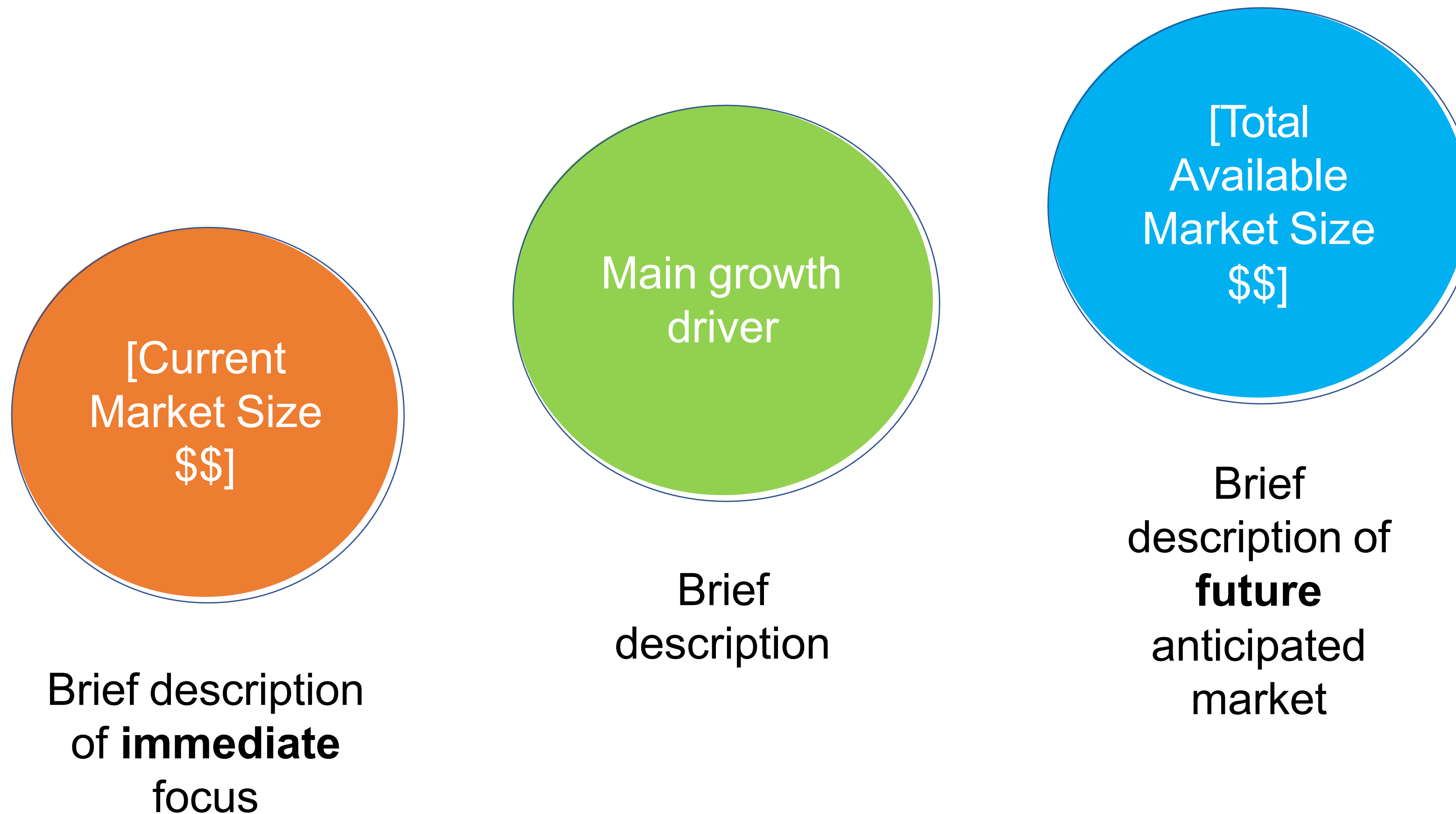
Wireframe Exercise: Market Opportunity

X

In your demographic profile

XX%

Purchase XX regularly

X

Average number of XX your demographic purchases/year

$XX

Average price of XX

$XXB

Addressable Market in your geographic focus

How **big** is this?
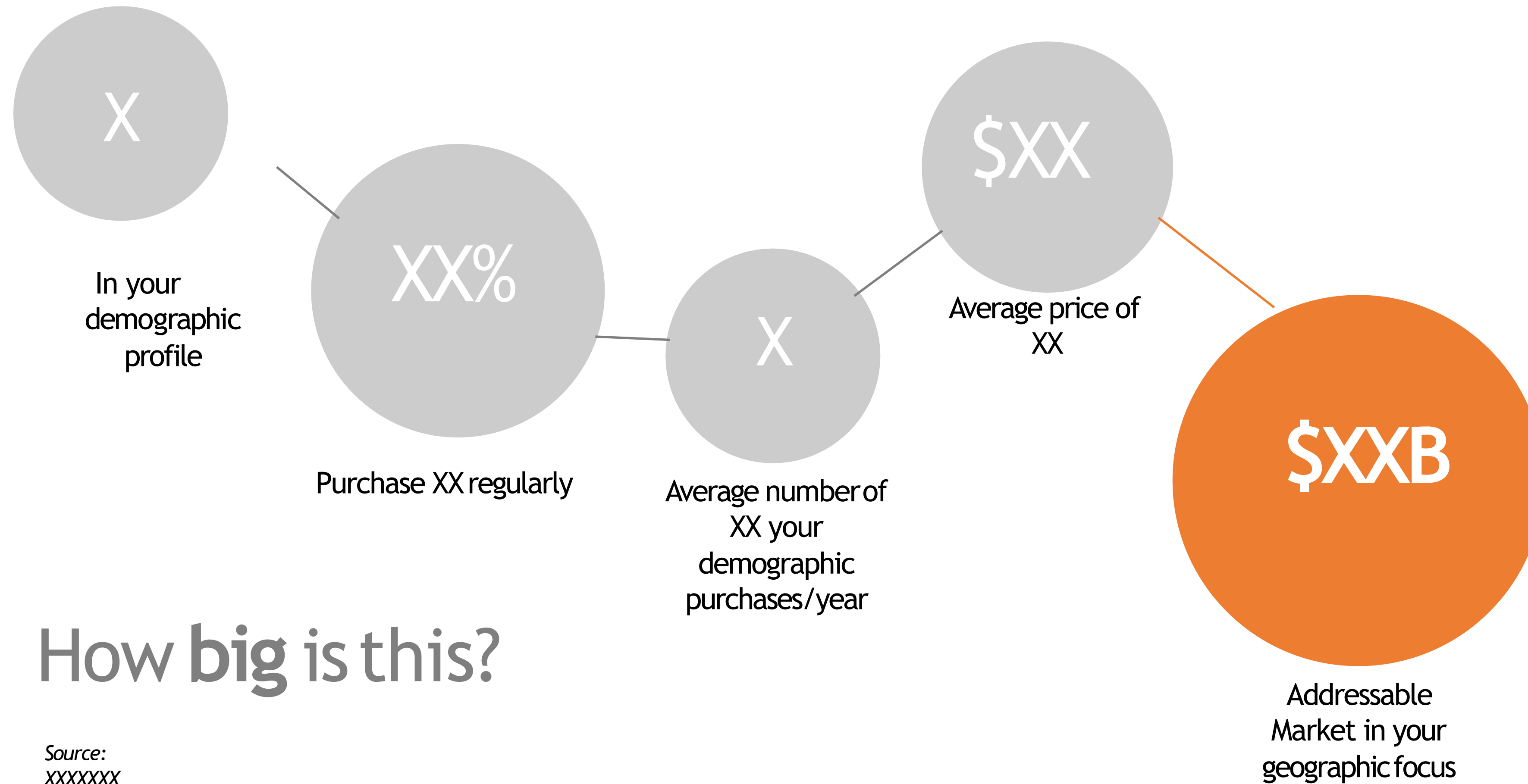
Source: XXXXXXX

Wireframe Exercise: Industry Growth Drivers

$XX billion

total global market opportunity by 20XX driven by:

COMPANY is already at the forefront of all these trends

Trend 1

Trend 4

COMPANY LOGO

Trend 2

Trend 3
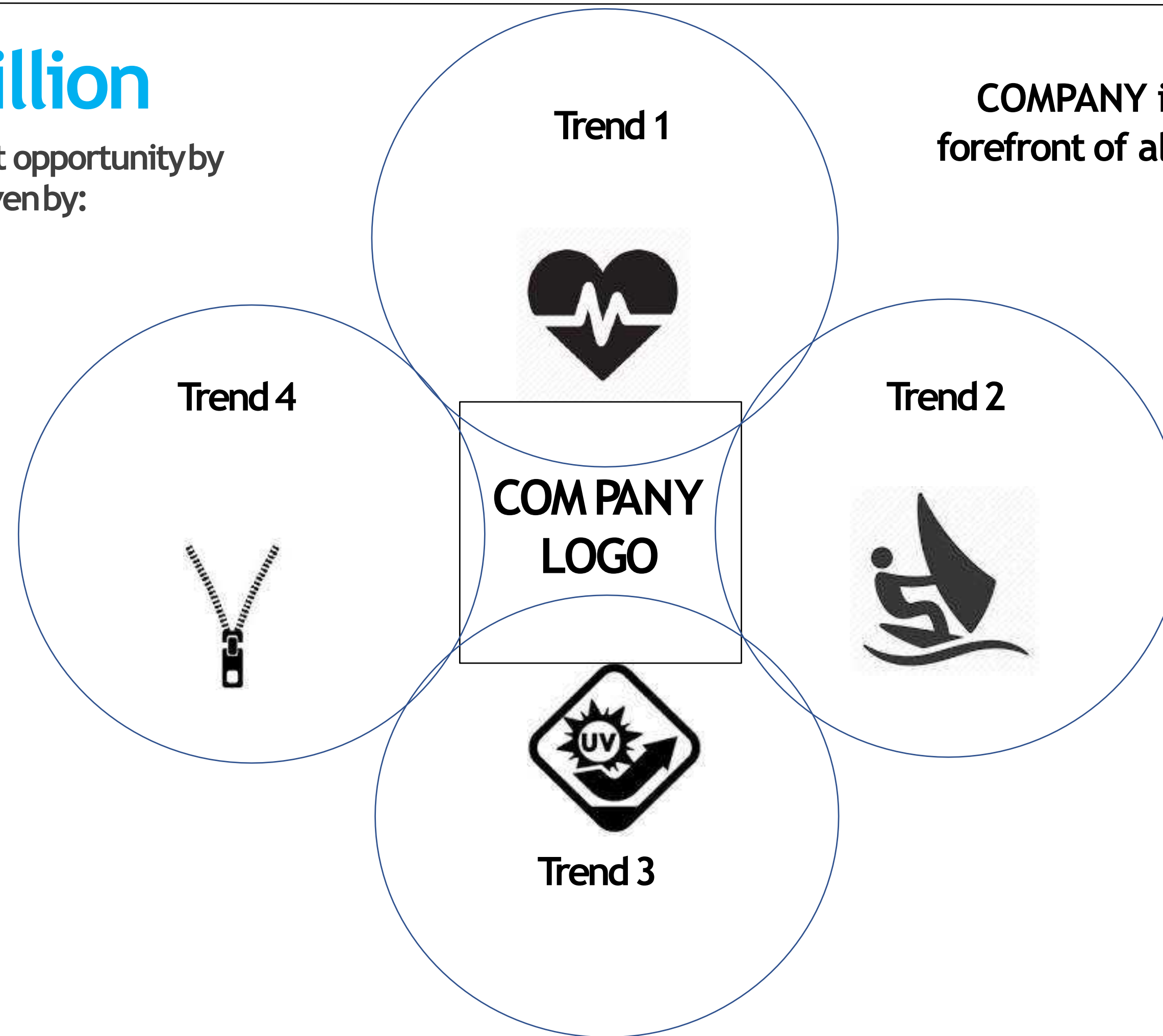
Source: XXXXX

BUSINESS MODEL

1. How will you make money?
2. Is it too complicated?
3. Is it simple enough to understand?
4. Is it sustainable and "growable"?

Base platform
+ pricing
XX/user [or
whatever
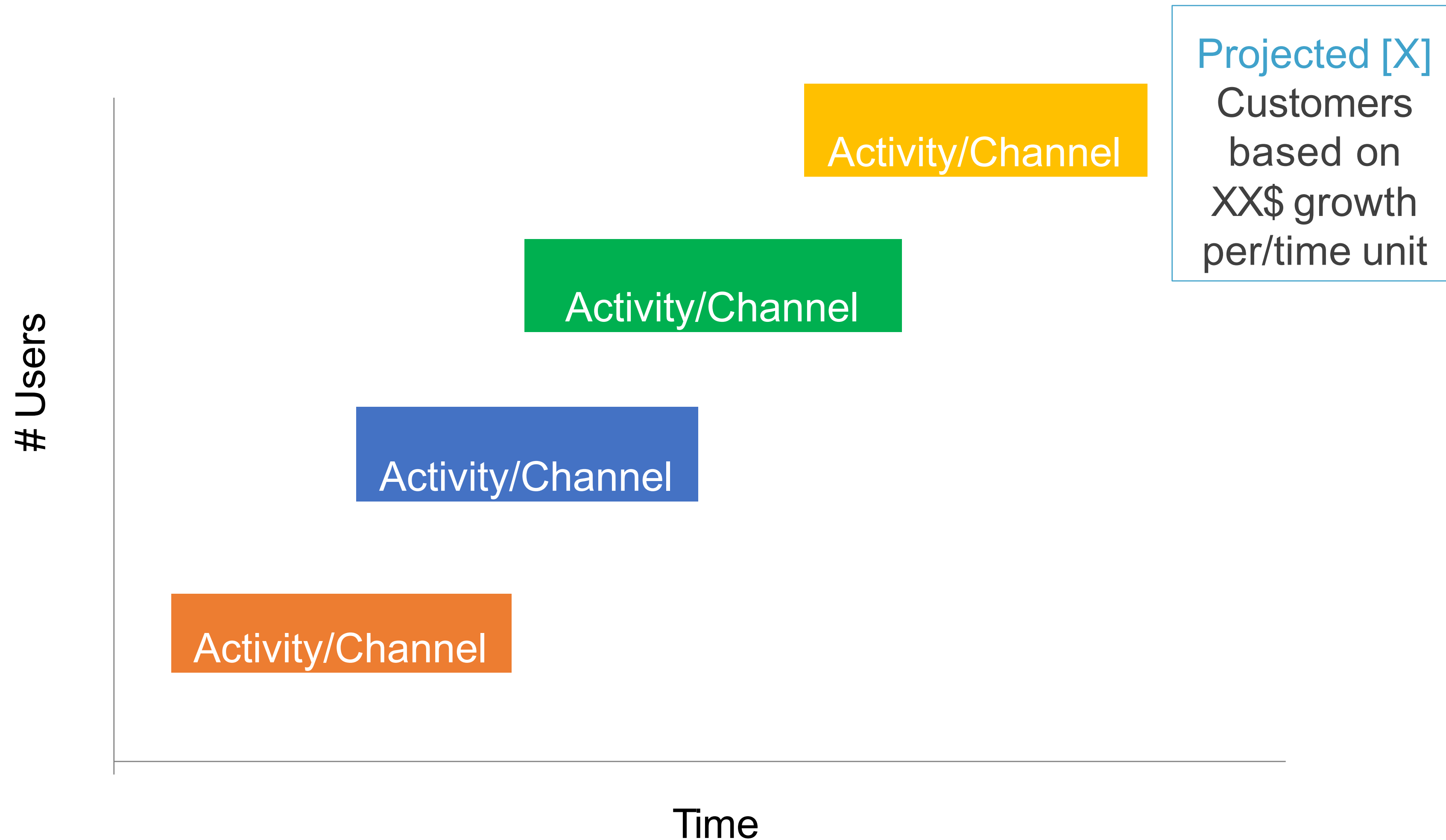pricing you
have]

Expansion
modules

Add-on services

Go-To-Market Strategy

1. How will you acquire customers?
2. What channels?
3. How will you promote and gain traction?
4. How will this not break the bank?
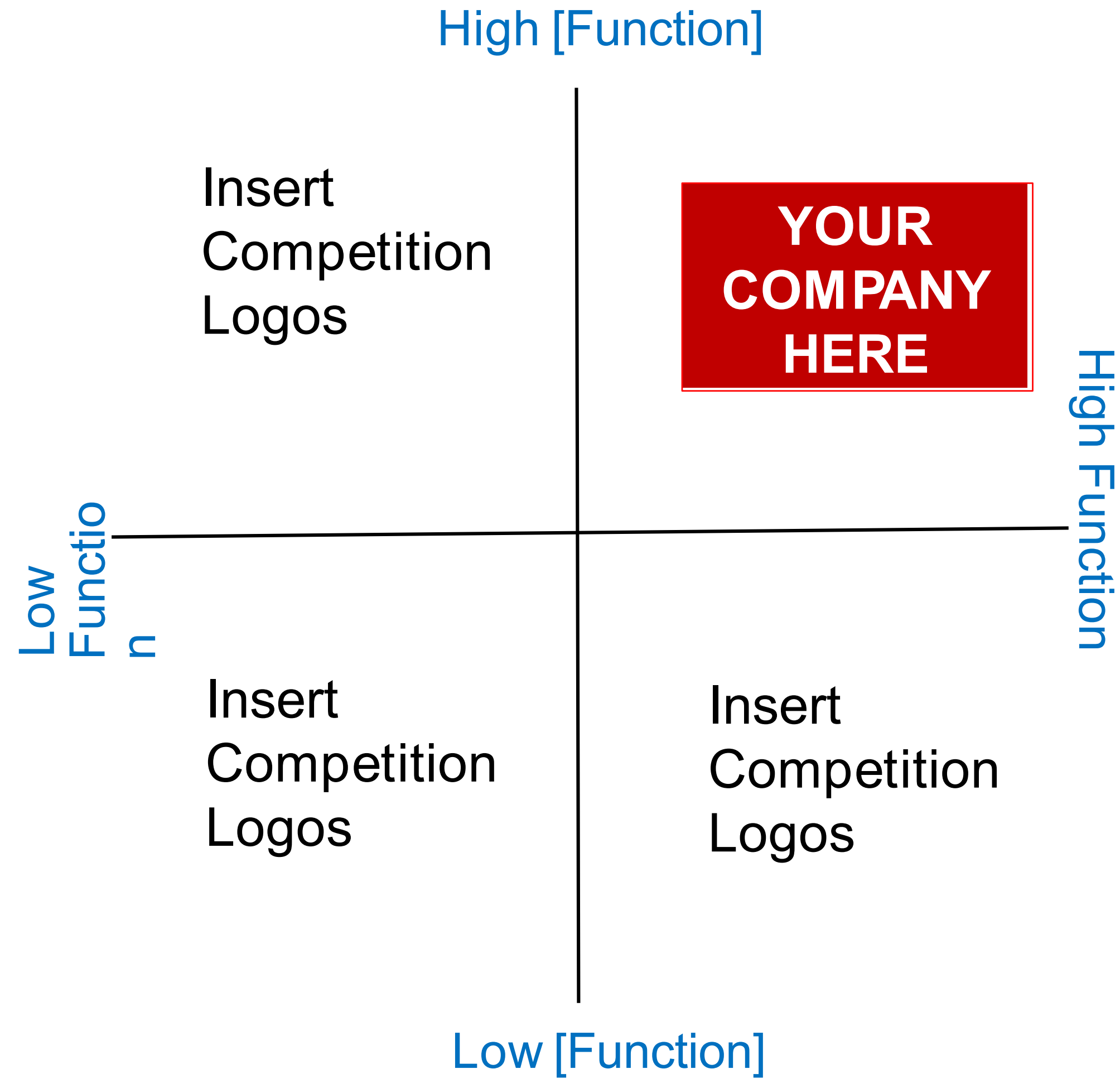
Go-To Market Strategy/Customer Acquisition

Projected [X] Customers based on XX$ growth per/time unit

Activity/Channel

Activity/Channel

Activity/Channel

Activity/Channel

Users

Time

COMPETITION

1. Who are your existing competitors?
2. What does this sector look like?
3. What do they lack? How are they not meeting customer needs?
4. Compare. Be Honest

Wireframe Exercise: Competitive Analysis

High [Function]

Insert
Competition
Logos

**YOUR
COMPANY
HERE**

Low
Functio
n

High Function

Insert
Competition
Logos

Insert
Competition
Logos

Low [Function]

TEAM

1. Why us?
2. Team vs. Solo
3. Experience
4. Diversification: Hustler (CEO), Hacker (CTO), Hipster (Design/Marketing)
5. Chemistry
6. Drive and Commitment

PROBLEM

1. Is it a "REAL" Problem?
2. Are enough people facing this problem?
3. How big is the problem?
4. Are people willing to pay for solving the problem?

The HungryLab

Wireframe Exercise: THE PROBLEM

[INSERT SIMPLE ONE SENTENCE DESCRIBING PROBLEM IN PLAIN LANGUAGE] <mark>Mandatory</mark>

HOW IS IT BAD? <mark>Optional</mark>

1. **Reason 1**
2. **Reason 2**
3. **Reason 3**

<mark>Optional</mark>

[XX]%
[Statistic 1 highlighting magnitude of challenge/problem]

[XX]%
[Statistic 2 highlighting magnitude of challenge/problem]

[XX]%
[Statistic 3 highlighting magnitude of challenge/problem]

Source: Site sources (can be market surveys, articles, journals, etc.)

4

Solution

1. Is it a "REAL" Solution?
2. Are enough people willing to pay for this?
3. How big is the solution?
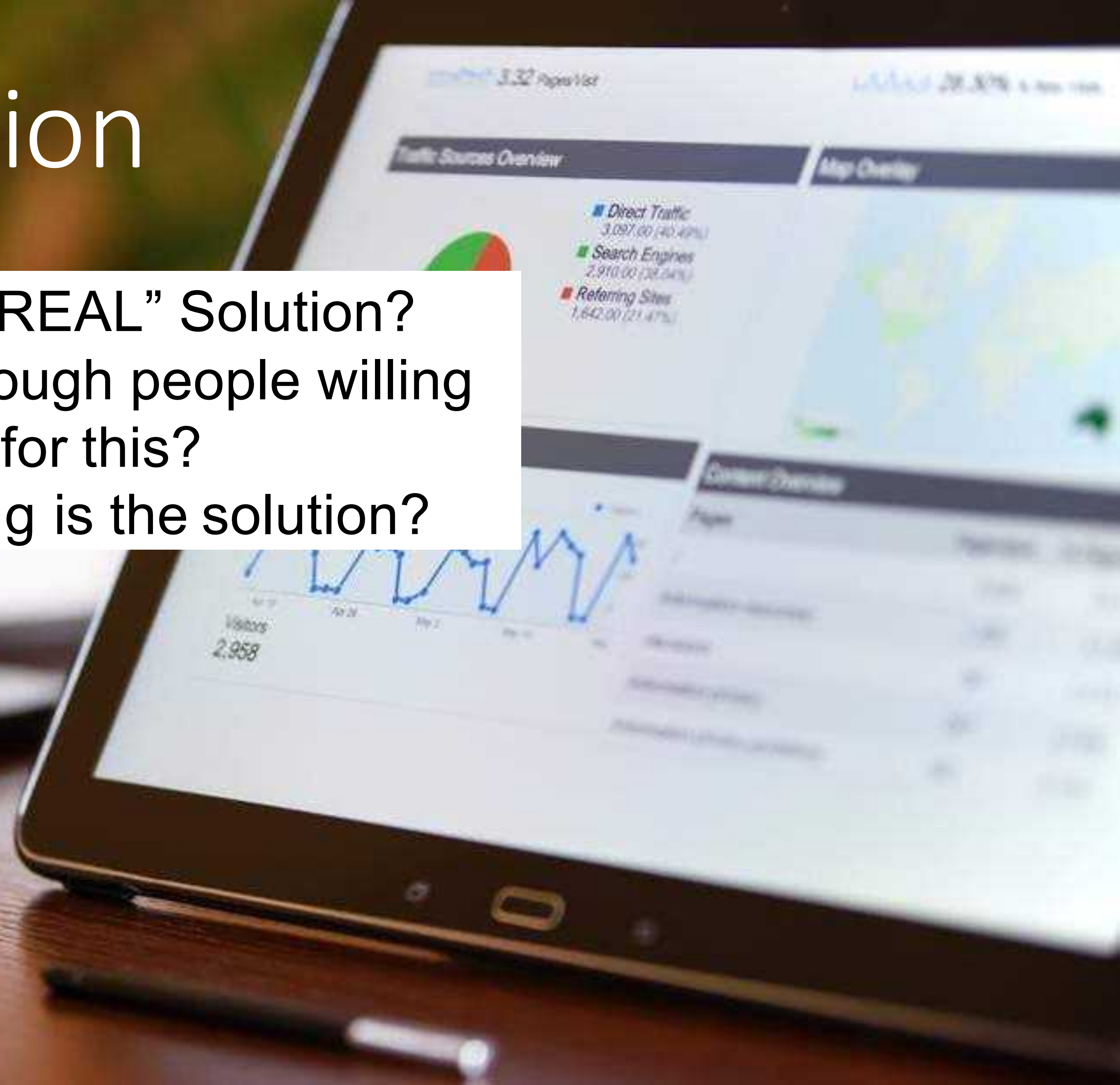
Wireframe Exercise: Team (Advisors Optional)

NAME, Title
- Credential
- Credential
- Credential

NAME, Title
- Credential
- Credential
- Credential

NAME, Title
- Credential
- Credential
- Credential

ADVISORS

NAME, Title
- Credential
- Credential
- Credential

NAME, Title
- Credential
- Credential
- Credential

THE MAGIC: WHY WE'RE BETTER

1. INTERNAL: Team, Tech, IP, Brand, etc.
2. EXTERNAL: Loyal demographic, 1st to market, exclusive long-term contracts, etc.

Wireframe Exercise: **Competitive Advantage**

[Keyword]

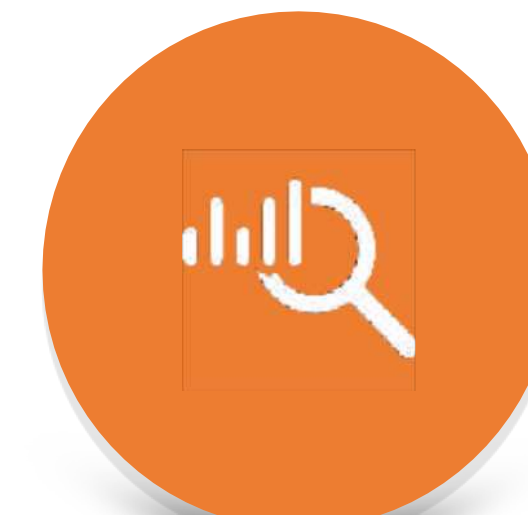[Keyword]

[Keyword]

[brief description]

[brief description]

[brief description]

[Definitive sentence summarizing whole concept]

GREAT SECTION TO INCLUDE:

1. USER TESTIMONIALS

2. HIGH LEVEL MARKET FEEDBACK RESULTS

This slide is used to reinforce why people love you and what they're saying
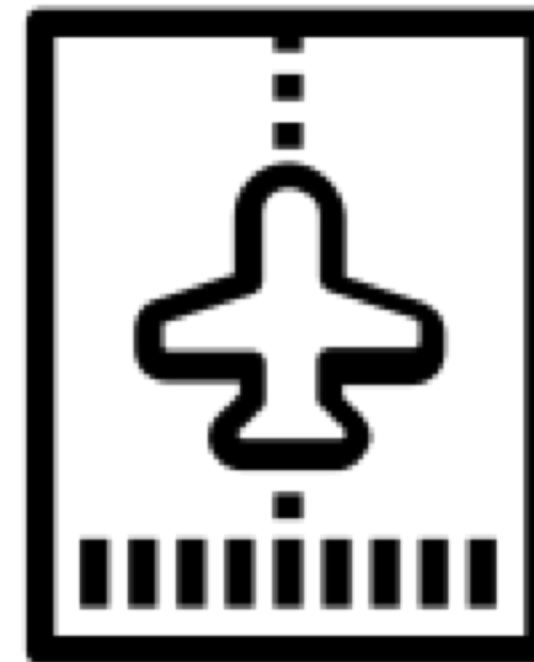
3. PRESS

THE ASK: $$$$$

1. How much?
2. For what?
3. For how long?
4. What will you do with the $$$?
5. Notable Milestones?

$XX

XX months of runway to:
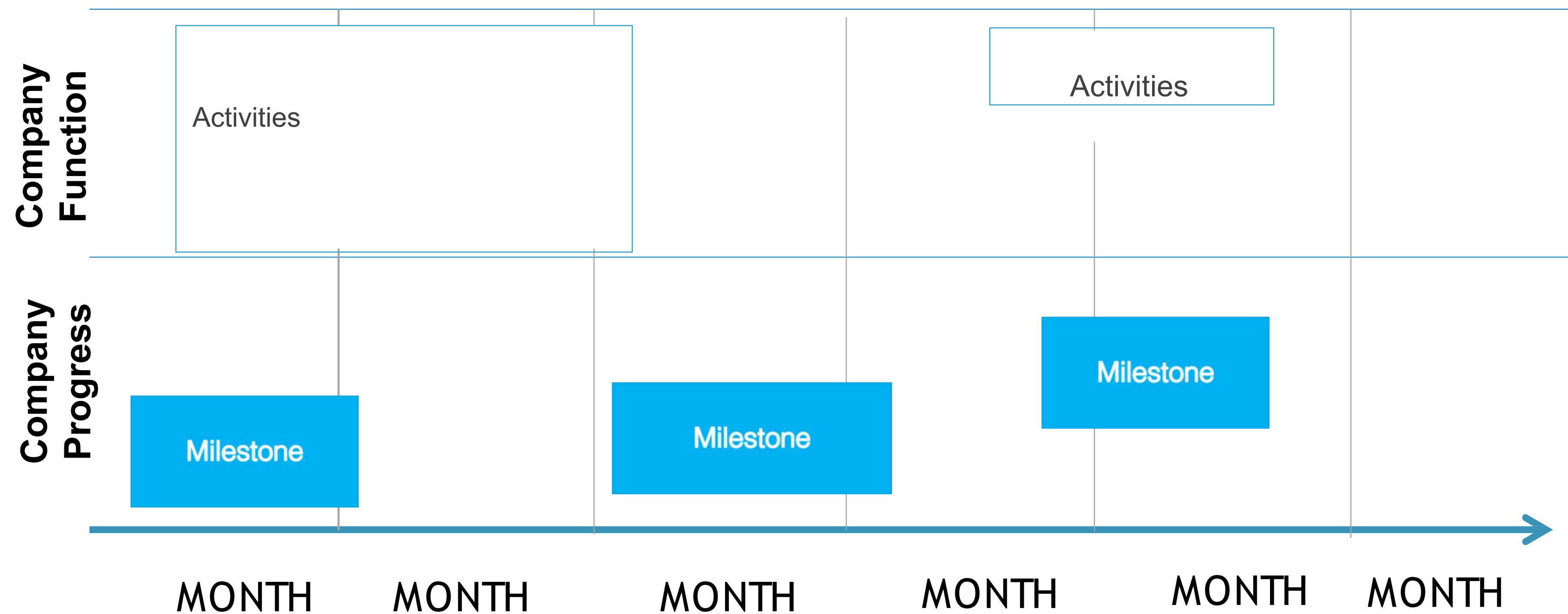- Activity/Milestone 1
- Activity/Milestone 2
- Activity/Milestone 3

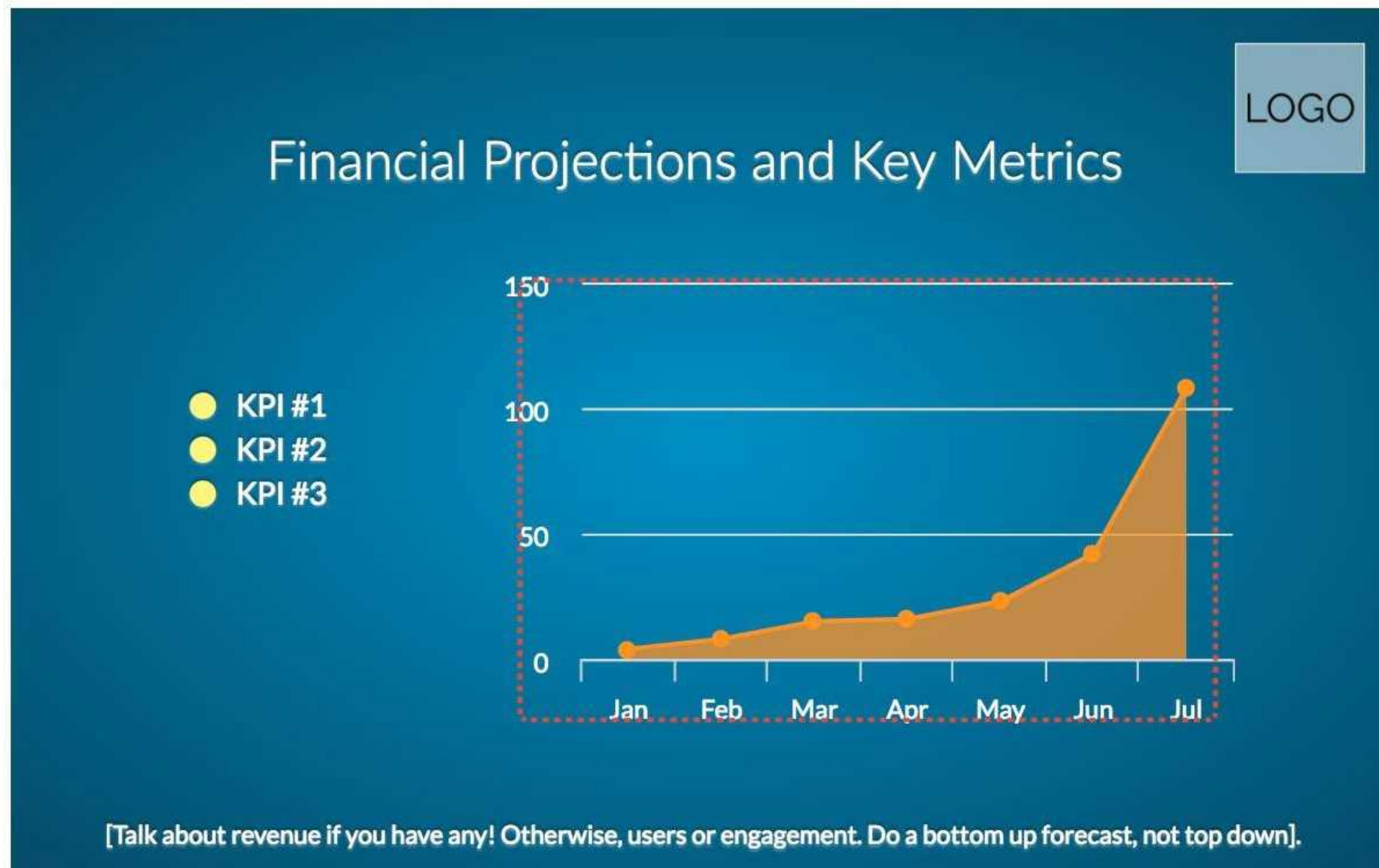Plan to raise another round in XX months to keep up with growth (IF THIS IS PLANNED)

OUR PROGRESS SO FAR

1. What have we done to date?
2. User traction history
3. Record of growth? Not necessary $
4. Exciting developments in progress – product phases, roll-out, etc.

EXAMPLE: Financials & Progress

From The Hungry Lab's partner Slidebean

EXAMPLE: THANK YOU

INSERT COMPANY LOGO

Thank You!

4-5 Key Presentation Highlights as takeaways

- First-to-market
- Proprietary, exclusive formulas
- Significant global demand
- Triple digit EBITDA CAGR over 4 years
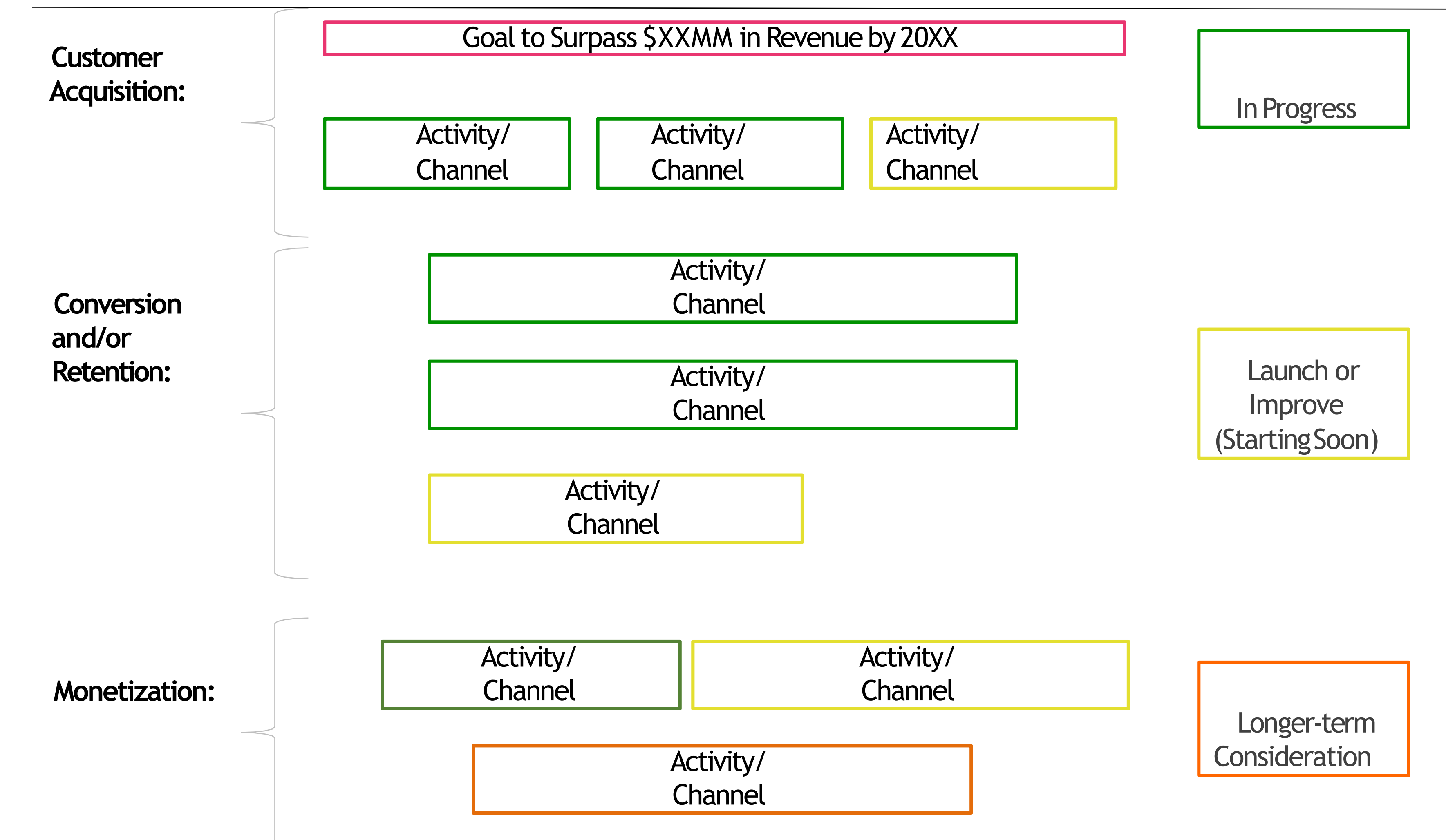- 73% Gross Margin
- Experienced team

OPTIONAL SLIDES FOR APPENDIX

1. Product Screenshots
2. Financial Projections/Model
3. Detailed Marketing Plan
4. Detailed Market Survey Results
5. Additional Important Items As Relevant to Your Company

The HungryLab
Incubating the World's Problem Solvers

Wireframe Exercise: Customer Acquisition (Appendix)

Customer Acquisition:

Goal to Surpass $XXMM in Revenue by 20XX

Activity/ Channel

Activity/ Channel

Activity/ Channel

In Progress

Conversion and/or Retention:

Activity/ Channel

Activity/ Channel

Activity/ Channel

Launch or Improve (Starting Soon)

Monetization:

Activity/ Channel

Activity/ Channel

Activity/ Channel

Longer-term Consideration

Source: NextView Ventures

Let's Talk About the Future

The Silicon Valley VC Model is Broken

- What happens to all the washed out talent
  when 9 out of 10 startups 'fail'?

- Lack of context – "Change the world"

- Founder burnout

- Lack of "real" problem solving innovation

INVESTOR TRENDS

- "Waking up" - Demand more traction first

- Push towards sustainability, impact

- "The Future of.." – Less interested in "just another food delivery app"

- Global growth plans

The Future of Startup Incubation

CURRENT		FUTURE	
PRODUCT	−	HOLISTIC	+
LINEAR	−	ECOSYSTEM	+
COOKIE CUTTER	−	CUSTOMIZED	+
WASTED TALENT	−	REGENERATIVE HUMAN CAPITAL	+

THE HUNGRY LAB'S HOLISTIC FOUNDER DEVELOPMENT

Profit

Potential

Process

Pathway

Purpose

The Hungry Platform

The HungryLab

Incubating the World's Problem Solvers
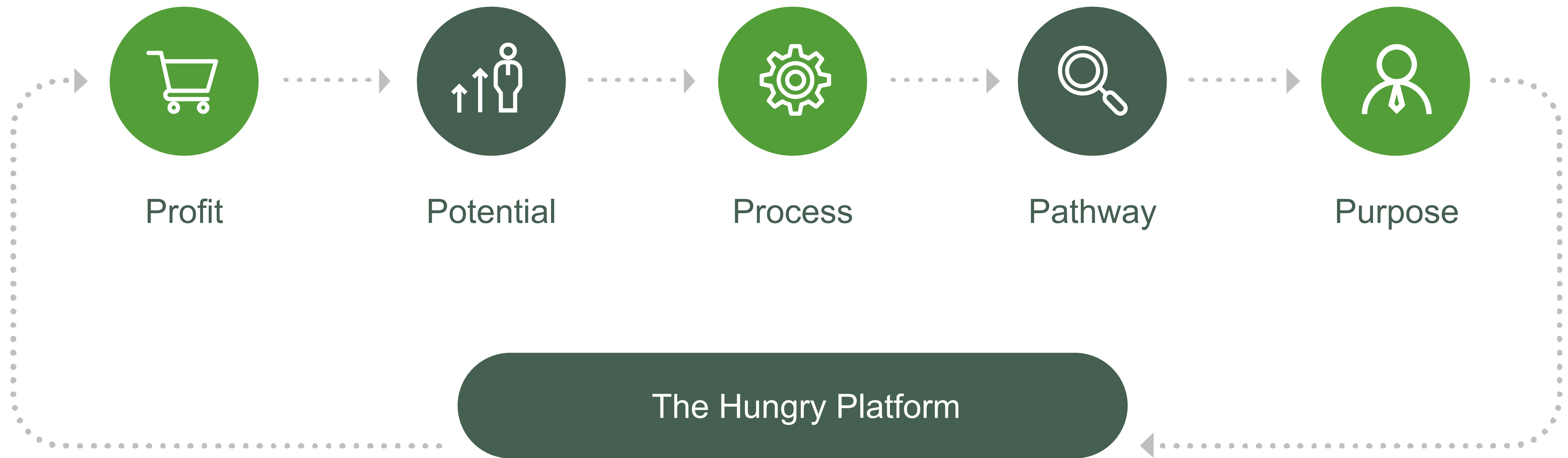
THE FUTURE IS HERE

BUILDING A (RE)CONOMY: Inside The Hungry Lab
A Regenerative Economy Starts with Human Capital

The
HungryLab
Incubating the World's Problem Solvers

THE (BE) SCHOOL

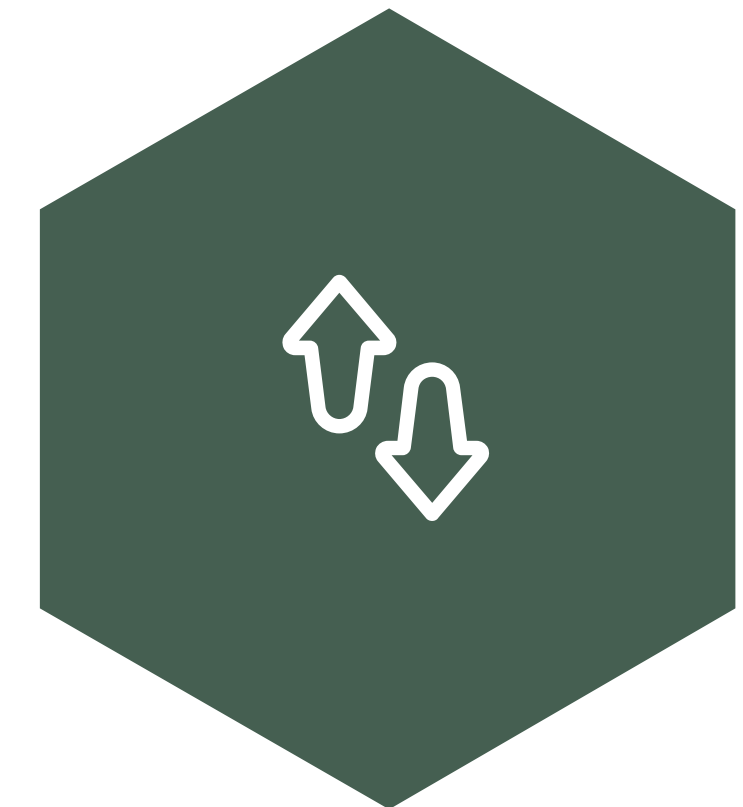The Dignity of Being Human
The Audacity to Be Yourself

- The Healing House
- The Individual Ikigai
  Incubator

THE (RE) SCHOOL

From Rejection to Redirection.
Reskilling. Reimagining
Education for the Future.

From Resilience to
Regeneration.

THE (RE) CUBATOR

Redefining startup
incubation from the ground
up.

Reshaping investment,
impact and ecosystems.

JOIN US
Have an idea? We'd love to chat!

– – – – – – – – – – – – –

JOIN THE CONVERSATION
- **NEWS**
- **RESOURCES**
- **NETWORKING**

Email b@thehungrylab.com to be invited!

Entrepreneurship is hard.
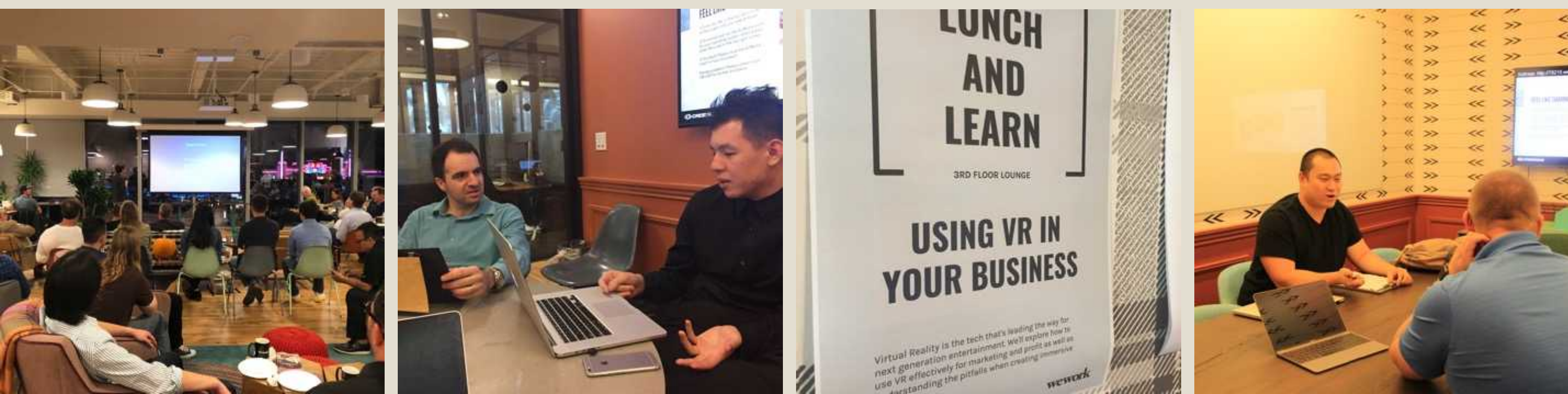You don't have to do it alone.

Our Community

Learning, Sharing, Connecting

Step-by-Step Guidance

No BS. Honest Support

Respect & Inclusivity

b@thehungrylab.com

Thehungrylab.com