




Napkin Challenge

UC 
**UNIVERSITY OF
CANTERBURY**
Te Whare Wānanga o Waitaha
CHRISTCHURCH NEW ZEALAND

Quick! Give me napkin...

- Since ideas come up at any given time, some entrepreneurs will use any area on which to jot down their ideas, including napkins.
- 1952: David Shepard, who invented the optimal card reader
- 1974: economist Arthur Laffer demonstrated his argument that higher taxation would lead to a drop in government revenue. That curve, named the Laffer Curve, became a way to justify then President Ronald Reagan's trickle-down economic policies.

BUSINESS PLAN

financial data

market research

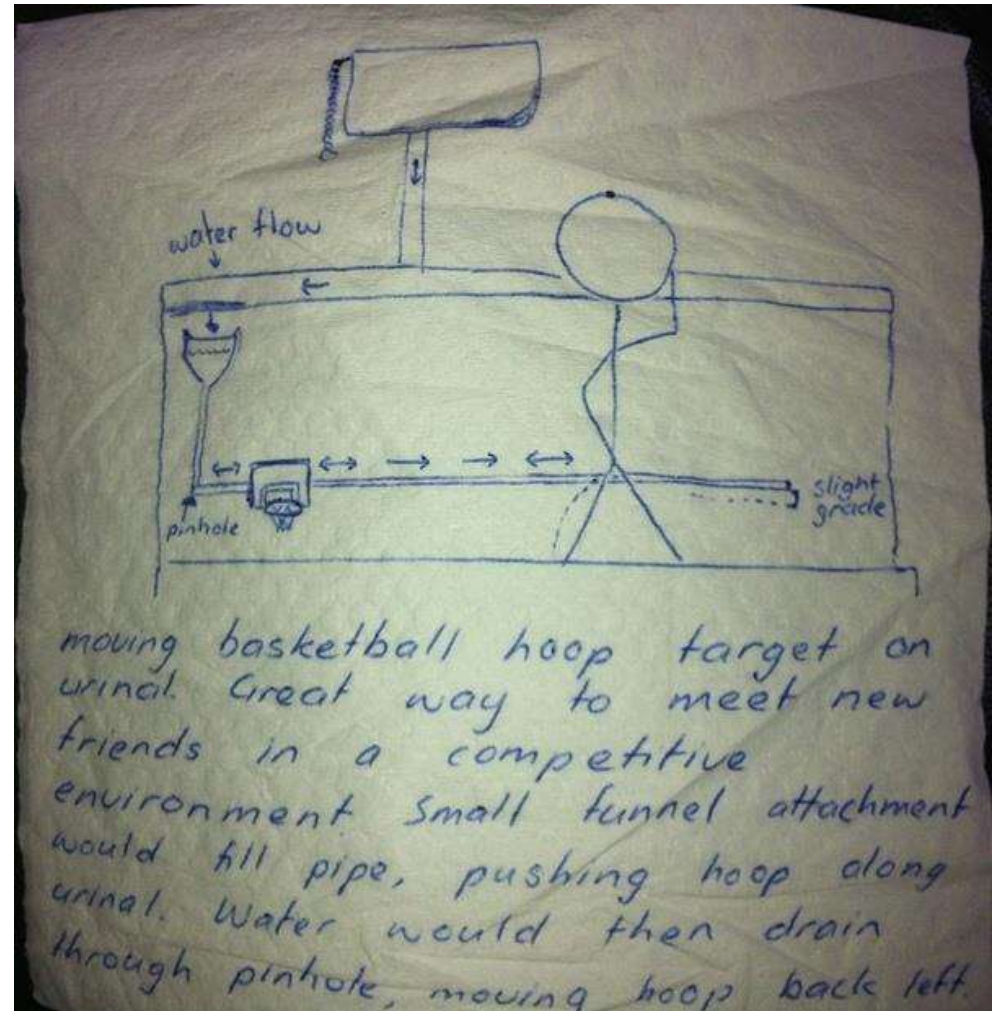
product & price

strategy



Step 1: What to do... Back of the napkin

- Outline of the business
- Intentions of your business
- Explain the business.




Step 1: Back-of-the Napkin Plan: Go or No Go?

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Hate making your bed??
A couple of years ago I loosely sewed my top bed sheet to the bottom bed sheet - best idea ever as it means my blankets don't get destroyed every night & it saves hours of bed making in the morning. My flatmates ridiculed me but hey it works & heats, sort of like a big sleeping bag for your bed. Detachable velcro may make washing easier, and they have to be sewed loosely & not all the way to the top of the bed so you can still move around.

Attachable Sheets - because I hate making my bed!!

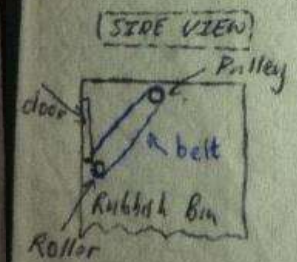
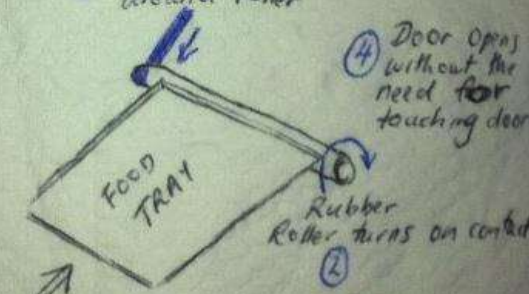


"FAST FOOD TRAY ACTIVATED RUBBISH BIN DOOR OPENER"

PROBLEM: RUBBISH BIN DOORS AT ALL FAST FOOD OUTLETS REQUIRE PUSHING OPEN BY HAND WHICH IS UNHYGIENIC


SOLUTION: INSTALL A ROLLER & BELT MECHANISM WHICH OPENS RUBBISH BIN DOOR WHEN TRAY IS INSERTED

DRAWINGS:

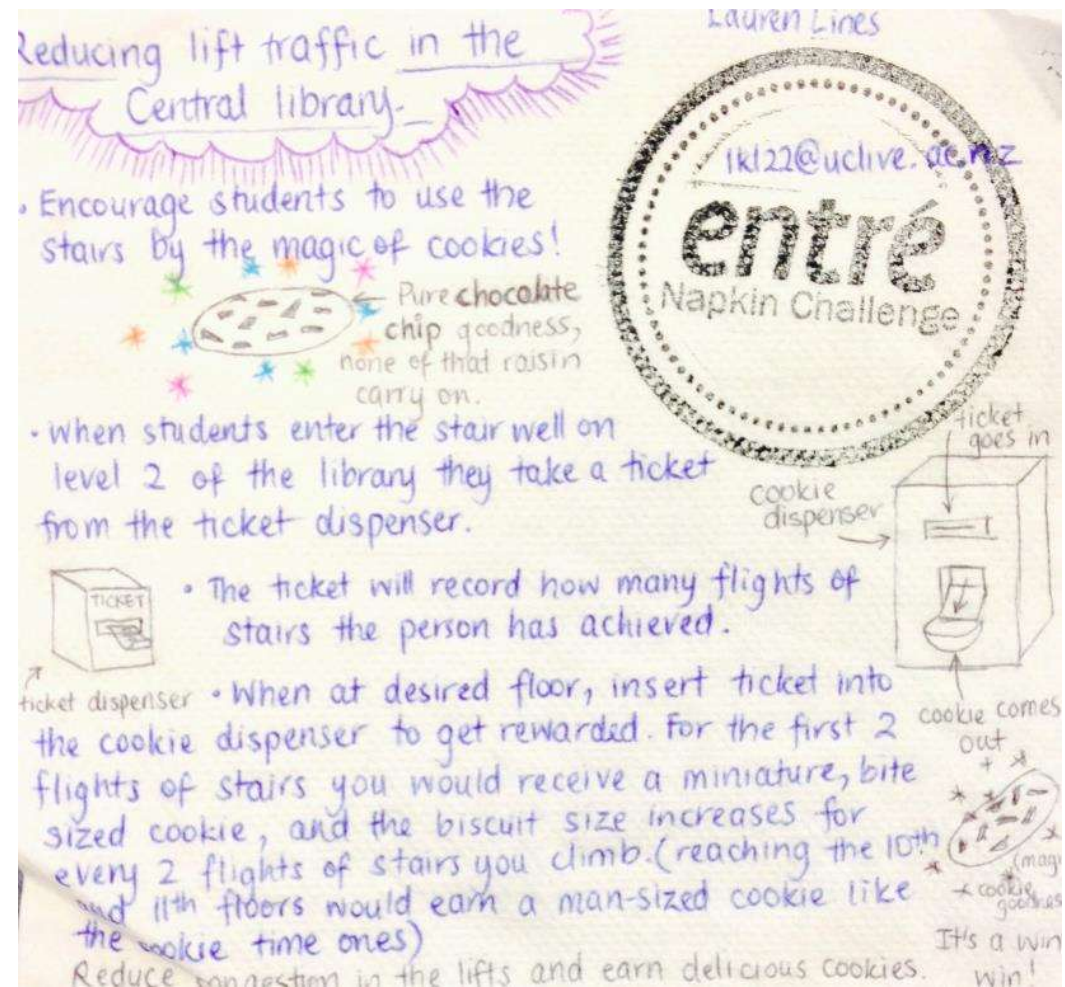
① Push in food tray
② Rubber roller turns on contact
③ Belt winds up around roller
④ Door opens without the need for touching door

QUICK STAT: 500,000+ FAST FOOD PLATES WORLDWIDE
PROFIT FORECAST \$999,999,999



Step two: Center of Napkin

- Parts of the Business:
 - SWOT
 - Marketing of Product
 - Other Companies you may have to work with
 - Any Financial Issues you have
 - What problem are you trying to solve?
 - What issues can you see with your product?



Step 3: Front of the Napkin

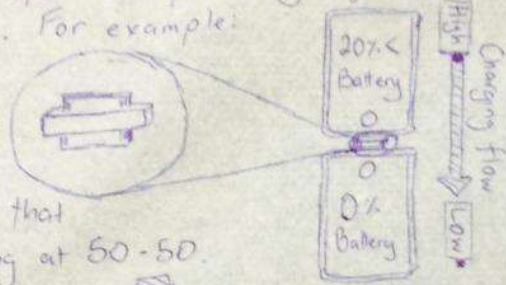
- What is the final Product idea
- What does it look like?

IDEA JOURNEY

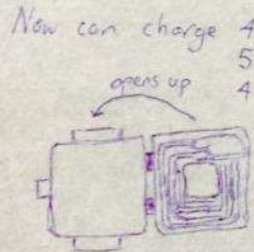
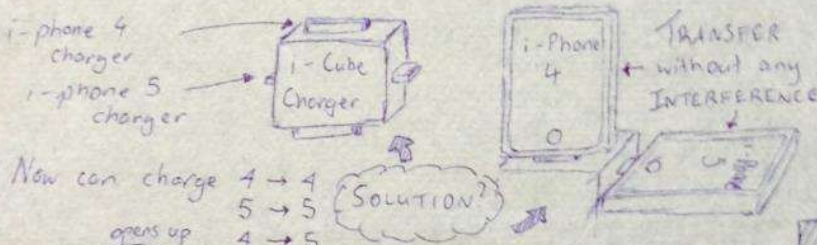
problem identified: At the mall, beach or anywhere without a wall/cor plug and desperately need to text your mum to wish the old bag a "happy Birthday" or you're paying uni solo (just an example) How can you quickly access your phone to get that none-of-your-friends-have info?

Solution: Using a (kind) friend's phone's battery to quickly transfer some percentage goodness ^{into} your phone. For example:

- Back-to-back i-Phone charger
- Finds battery equilibrium? So that it stops charging at 50-50.



- Issues with the above
 - There are many phone charger types
 - Can't use the phone while charging



A cube that is adaptable for both i-phones and possibly i-pods, also holding your earphones.

- Issues
 - Quite bulky and pieces jutting out of cube
 - i-phone is dying out
 - still can't use it while charging
 - Awkward see-saw when left on bench to charge

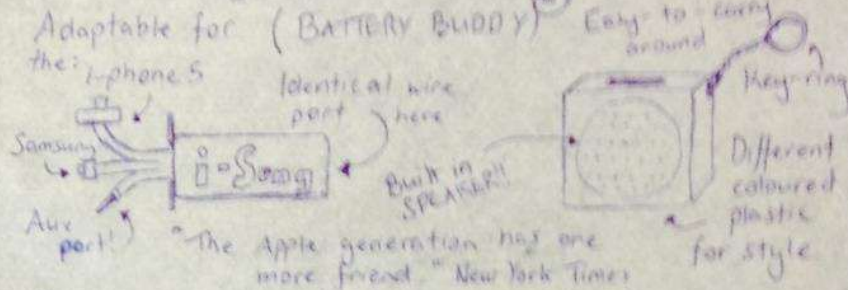
FINAL PRODUCT



- Phone dies again while you're out at the mall, beach or clubs? But need that no-one-else-has-number-to-send-a-desperate-text

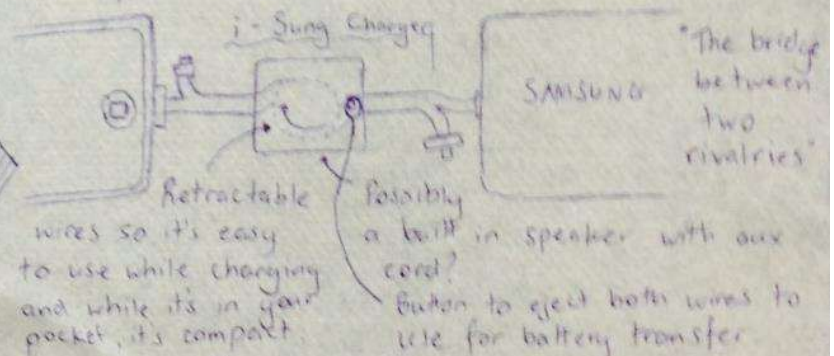
Introducing the first "battery transfer" device, virtually making almost every i-Phone & Samsung your charger!

THE i-Sung CHARGER

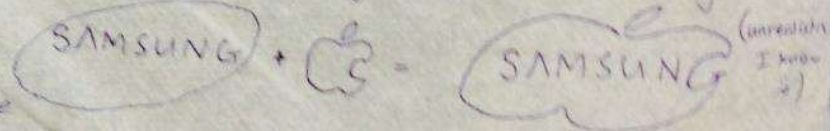


ENG 100 JORDAN SIMMONDS jordiesimmonds@gmail.com

Adding the i-phone to the Samsung, to revolutionise the relationship of these two enemies. i-phone people can now be friends with Samsung users, with a battery transferer for both phones!!



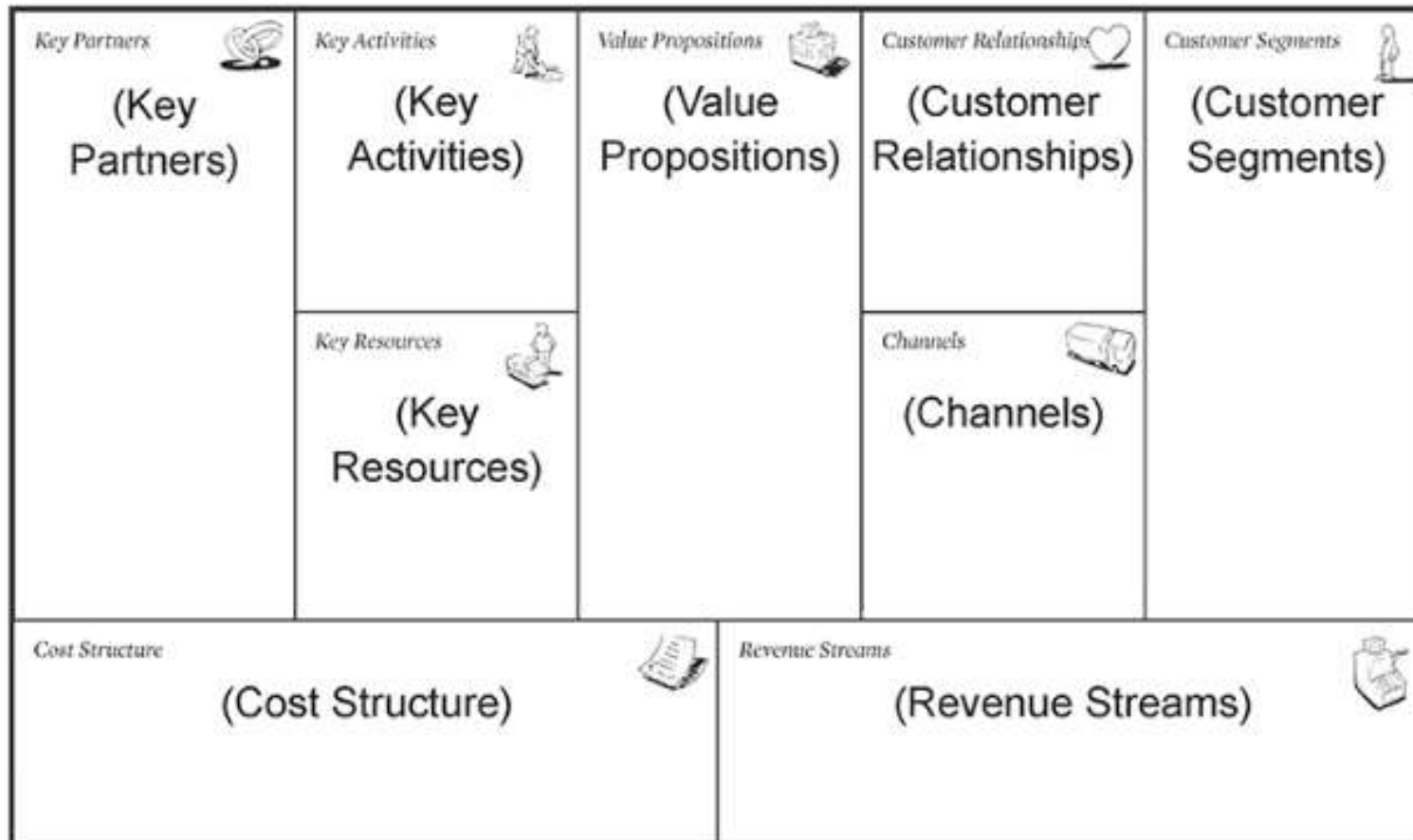
Possible logo combo (for marketing)



Step 4: Presentation

- Pick one example – sell it to the class
 - Marketing Strategy
 - What problem is it solving
 - Who is your customer base
 - What is your product

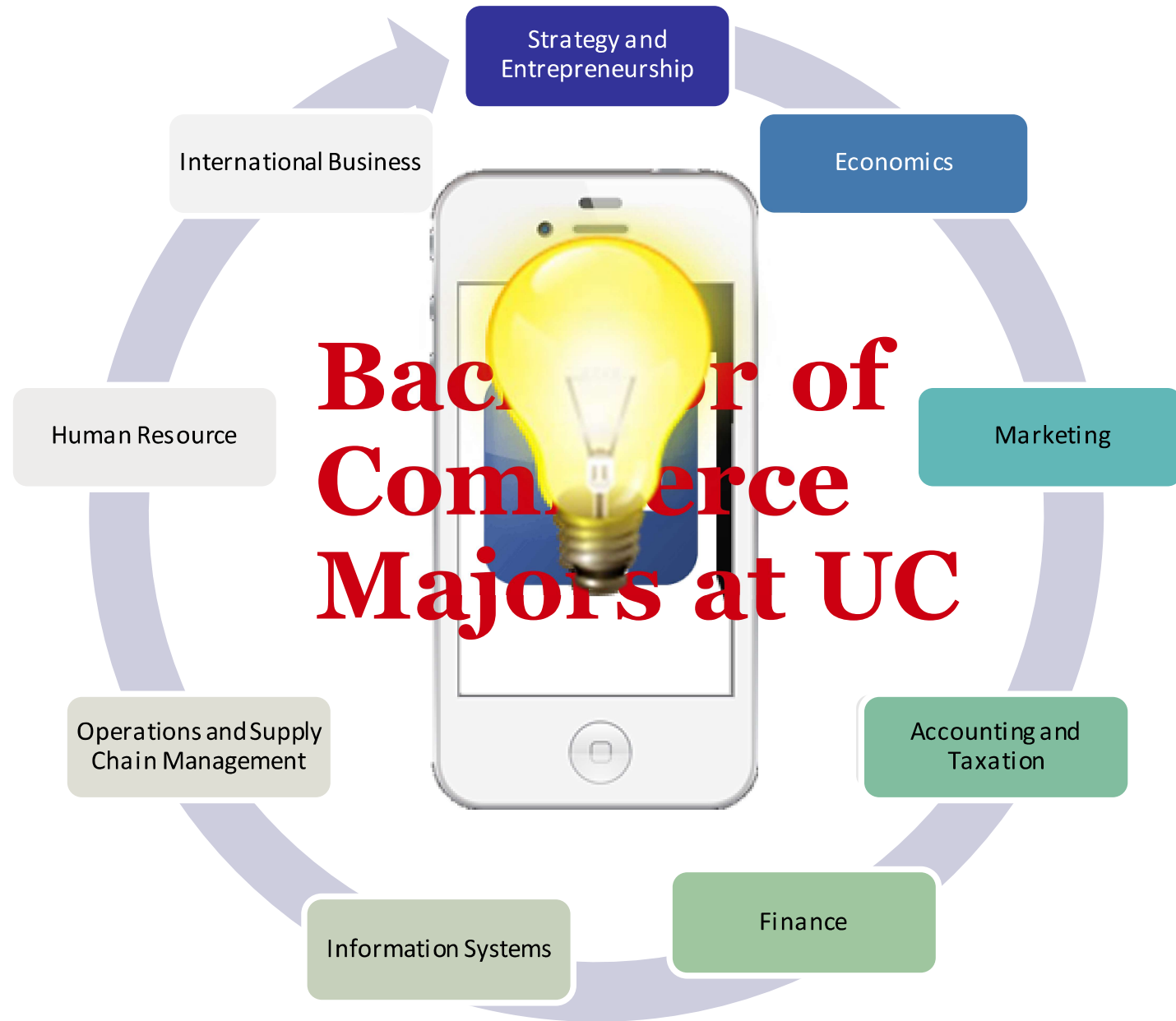
Step 5: Develop a business Plan



Internal Features of a Business

- What are internal Features?
 - Areas that are inside the company
 - The company has control over most of these factors
 - Financial Resources
 - Physical Resources
 - Natural Resources
 - Current Processes

Why UC Business



UC BUSINESS SCHOOL

Business are increasingly changing they're now competing for a place in a future that won't be anything like today – 47% of New Zealand Businesses are considered innovative

•For our graduates to be competitive they need:

- A core set of knowledge and a curiosity for how business works as a whole
- A broad set of adaptable skills and a complementary point- of-difference that makes them stand out
- The ability to demonstrate that they are work ready and can add value – quickly

At UC we want to help you become the best business graduate



Why us?

- Technical skills
Become digitally literate and tech savvy
- Globally and culturally aware
international opportunities
- Economic hot house
Christchurch gdp one of the fastest growing in new zealand
- Learn from the experts
Learn from expert researchers and teachers
- Work ready
Interacting with industry
- Flexibility
Get more strings in your bow
- Entrepreneurship
develop and enterprising mindset

1st year structure

Bachelor of Commerce



Year 1

 BCom core courses

 Other Commerce courses

 Courses from Commerce or other degrees