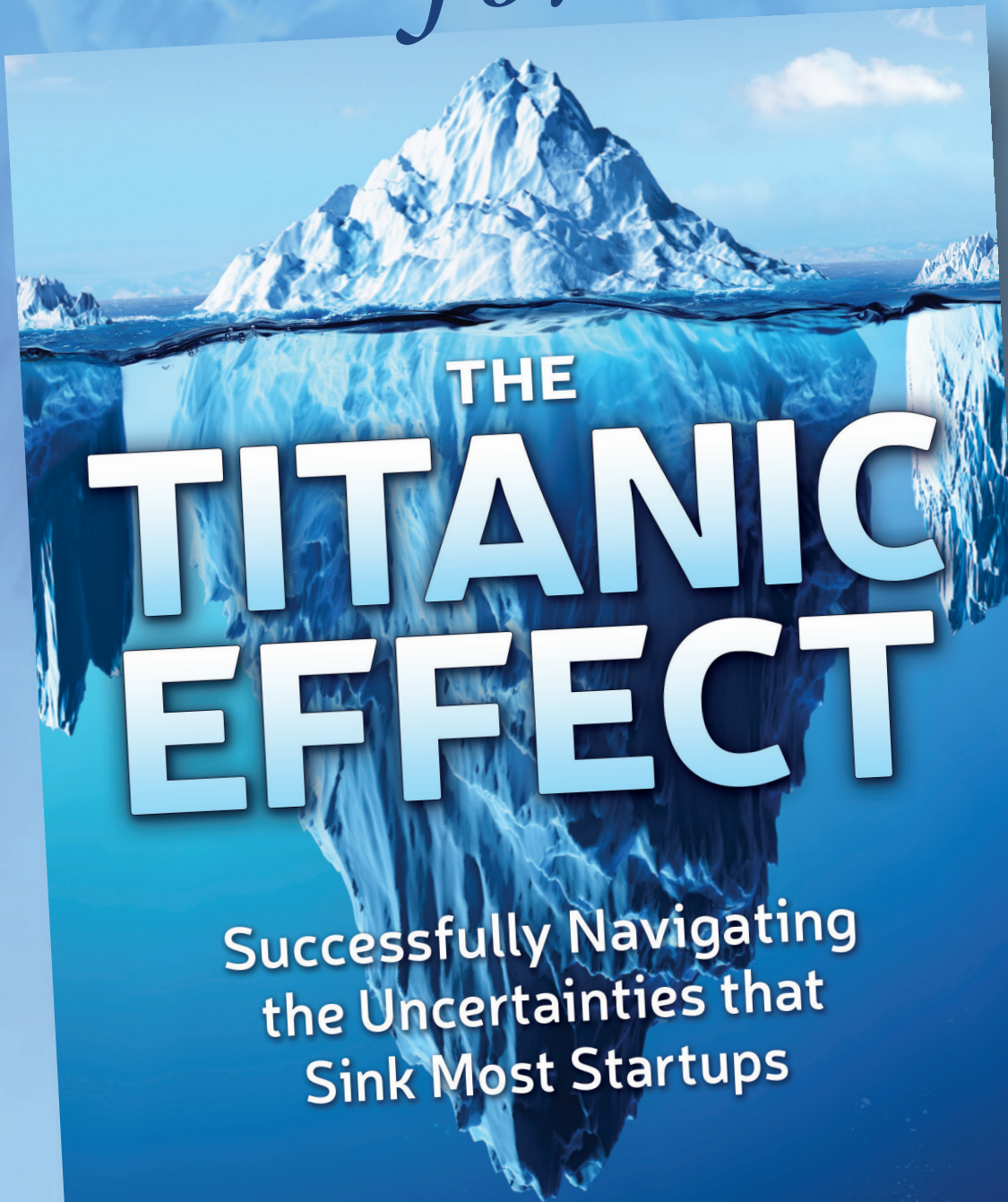


SPEAKERS KIT

for



THE TITANIC EFFECT

Successfully Navigating
the Uncertainties that
Sink Most Startups

**TODD
SAXTON**

**M. KIM
SAXTON**

**MICHAEL
CLORAN**

THE TITANIC EFFECT

70% OF STARTUPS FAIL

What does that have to do with the Titanic?

Leveraging decades of startup experience, *The Titanic Effect* uses stories of success and failure to reveal the often-overlooked human, marketing, and technical “icebergs” that sink startups, while drawing entertaining parallels to little known parts of the original Titanic story.

The Titanic is an iconic tale of what happens when an unstoppable force meets an immovable object. The tragedy is in that instant when The Ship struck The Iceberg, killing over 1,500 passengers and crew—and the hubris of thinking humans can build something too big to fail. But while the iceberg may have represented the killing blow, what many don’t realize is that the demise of the Titanic was in fact a result of a series of small decisions and missteps across a number of dimensions.

Like the Titanic, venture failure is nearly always the result of a series of errors that were not obvious—problems that lurked beneath the surface—that were a consequence of navigating uncertainty in the early stages of development. Business professors Dr. Todd Saxton and Dr. Kim Saxton with serial entrepreneur Michael Cloran draw on lessons learned from the Titanic, as well as case studies of failed and successful startups, to show similar patterns for entrepreneurial ventures. Hidden debts accumulated early in the life of even the most promising startup can subsequently sink them. *The Titanic Effect* offers suggestions for entrepreneurs and investors on how to identify and manage these hidden debts and sail to the promised land.

“The Startup Ladies were fortunate to have hosted a Titanic Effect workshop. The book is a life jacket for a first-time founder. It helps you understand, anticipate, and solve problems that are just below the surface of a startup.”

KRISTEN COOPER
CEO and Founder, The Startup Ladies



THE TITANIC EFFECT

MEET THE AUTHORS



Dr. Todd Saxton, Associate Professor and Indiana Venture Faculty Fellow at the IU Kelley School of Business, is an award-winning professor of strategy and entrepreneurship. Todd has advised, helped launch, and invested in hundreds of startups spanning life sciences, software, sports, consumer products, and services. Todd serves on the board of multiple entrepreneurial ventures, including VisionTech Angel Partners, the largest angel investing group in Indiana, and Diagnotes, a venture-funded health IT firm he helped found. He has published numerous book chapters and articles on corporate and startup strategies for success. Todd hails from New Jersey, and has lived in Virginia, the DC area, Pennsylvania, Wisconsin, and Bloomington IN, with stints in England and Australia. He currently lives in Indianapolis, IN.



Dr. M. Kim Saxton, Clinical Professor of Marketing at the IU Kelley School of Business, has over 30 years of marketing and market research experience, working with large corporations, startups and medium-sized businesses. Her research on market segmentation, branding, and venture ecosystems has received national recognition. Kim has won numerous school-wide teaching awards including the President's Award for Teaching Excellence for all of the IU system. Currently, she is an Associate Editor on the *Journal of Advertising Research*. Kim is also an active angel investor and advisor to high-potential startups. She is a member of the advisory board for PERQ and The Startup Ladies. Kim grew up in Florida, went to school in Boston, and has lived in the DC area, Pennsylvania, and Wisconsin, currently residing in Indianapolis, IN.



Michael Cloran is a serial entrepreneur serving as a founder in startups in aviation education, bond trading systems, internet services, children's software, human-assisted customer interaction systems, robotic beverages, non-profit e-commerce solutions, and most recently, DeveloperTown. DeveloperTown is a design and development firm with over 50 creative makers who have worked with over 200 startups and larger companies to help build solid products and help steer them to market. Michael grew up in Ohio & Yugoslavia and has pursued new ventures in Illinois, Texas, Florida, Germany, New York, California and New Jersey before choosing Indianapolis, Indiana as the perfect iceberg-free place to raise his four boys with ship captain, Elyse.

SPEAKING EXPERIENCE

Entrepreneurship-Related

- ◆ Innovation Showcase
- ◆ VisionTech Angel Partners
- ◆ Elevate Ventures
- ◆ Society of Physician Entrepreneurs
- ◆ Startup Ladies Study Hall
- ◆ IU Office of Commercialization
- ◆ AWARE: Access Commercialization & Entrepreneurship Summit
- ◆ Indiana Chamber of Commerce

Professional Development for Women

- ◆ Integrating Women Leaders Conference
- ◆ IU Conference for Women
- ◆ Indiana Conference for Women

Companies

- ◆ Community Health System
- ◆ Roche Diagnostics
- ◆ Pfizer Pharmaceuticals

Academic

- ◆ Strategic Management Society Annual Meeting
- ◆ Academy of Management Annual Meeting
- ◆ Academy of Management Entrepreneurship Research Exemplars Conference
- ◆ Entrepreneurship Research and Collaboration Conference

WORKSHOPS OFFERED

Understanding the Titanic Effect Workshops:

These workshops are designed to help startups as well as their investors and supporters identify and limit the damage from decisions they will make early in the ideation stage and formation of their ventures. By making these hidden debts visible, startups can better navigate the uncertainties they will face and improve their odds of success.

Future Entrepreneurs	Early-Stage Entrepreneurs	Investors and Support
<p>Learn about:</p> <ul style="list-style-type: none"> ◆ How to develop a solid founding team and allocate ownership ◆ What to avoid during a “pivot” to achieve product/market fit ◆ Which approaches to product development will limit technical debt ◆ How to bootstrap funding 	<p>Identify, measure, and manage hidden debts in:</p> <ul style="list-style-type: none"> ◆ Founding team and advisors capabilities ◆ Equity allocation ◆ Target market segment ◆ Value Proposition ◆ Sales and Marketing implementation ◆ Product development ◆ Scalable technology ◆ Corporate governance and strategy 	<p>Dig beneath the surface to identify barriers to success:</p> <ul style="list-style-type: none"> ◆ The strength of the founding team, its advisors and its mentors ◆ Hidden debts with customers that limit market success ◆ A development path from proof of concept to pilot and launch ◆ Product/market fit with a scalable model ◆ Plan to navigate the next phases of uncertainty in a systematic way

Developing a Business Model

To have a successful startup, you must figure out 2 business aspects: 1) How you are going to make something: designing it, purchasing raw materials, manufacturing, etc. and, 2) How you are going to sell it: finding and reaching customers, transacting a sale, distributing the product, or delivering the service. In this session, we will explore the wide variety of business models so you can evaluate which one will make your startup the most scalable.

Calculating Addressable Market: Understanding TAM and SAM

Understanding your startup’s market potential is a challenge. Investors want you to have big enough to be attractive but also be detailed and realistic enough to actually be able to address it. We’ll cover several approaches to calculating TAM as well as resources you can use for building better estimates.

What Is ‘Market Positioning’ And How Will It Lead To Sales?

Learn how to write a positioning statement that will help to market and sell your product/service. We’ll cover how to determine a target market, a frame of reference and points of differentiation.