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What Laundry Can Teach Us: 5 Principles for New Business Models
10 to 20 world changing ventures + 50 world-class mentors + 25 capital funds + 100+ angels and other investors + 1 big house = 6 weeks
1. “Help people do what they do best...better.”

- E.F. Schumaker
2. Copy what works.
3. Welcome constraints.
4. Know Technology’s Percent of the Job

- Paul Polak

Marketing and Distribution 80%

Your Technology 20%
5. Create dignity.
In Review


2. Copy what works.

3. Welcome Constraints.

4. Your technology is just the beginning.

5. Create dignity.
Thank You!

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