The June 12 masterclass will discuss: **The influence of business type on pricing, market entry, and investor/customer attraction**.

This class will discuss how the participant’s Business type – *service based, Service based with a product catalyst, or product based* – tends to influence Gross margins, leads into net profits, and guides certain types of investors/customers to the firm.

Categories of Business Types

* *Classic service-based business*

Lawn care

Involve cutting the lawn, trimming the bushes, fertilizing, removing snow in the winter, etc.

* *Service based business with a product catalyst*

Auto dealerships

Sell a large product (car, low profit), but profitable by selling services

Including financing, warranty, life time oil changes, wind shield repair packages, paint chip repair packages, etc.

* *Product based business*

Battery production

Large producers sell battery packs to original equipment manufacturers (OEMs)

Current need for battery technologies with available investment

* Less mining requirement
* Last longer with less chances of overheating, etc.

What participants will gain from this class

* This class will help entrepreneurs see that acquisition of breakthrough, transformative or disruptive technology does not mean that they have to *launch a huge company* and *vertically integrate*. It is very rewarding, in the alternative, to find an existing player in the space and let them take it to market.
* There is great reward in creating a novel product. It is challenging to start a large company to provide a bunch of services.
* This class will help entrepreneurs
* Determine what their firms really have to deliver to the marketplace
* Move forward with a market entry plan that is best aligned with what they possess.
* Reaching deduction on gross margins, market entry, and commercialization approach pitch for potential investors. For example, an entrepreneur in the battery space that innovates a transformative chemical process in battery technology should develop a plan to validate the technology, and license it, or sell it. They should not waste their time with trying to build battery factories and/or creating battery companies.

Preparation for the class

* Be prepared to discuss what your key market offering is – *that is, proprietary process, physical product, or services provided for specific physical product*
* Be prepared to discuss what customer would benefit most from purchasing your offering
* Be prepared to discuss how much customers would be willing to pay for your offering, and why?