

A photograph of two women smiling and holding glasses of water. The woman on the left has curly hair and is wearing a yellow top. The woman on the right has long dark hair and is wearing a black top with a colorful fruit pattern. A teal rectangular overlay is positioned in the center, containing white and yellow text.

ENTREPRENEURSHIP: LEVELING UP

WITH LINDA APPEL LIPSIOUS

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WHAT WE'LL COVER

Inspiration

Practical Considerations

Building A Team

Supporting Yourself

The Sale. The Meetings.

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MY JOURNEY



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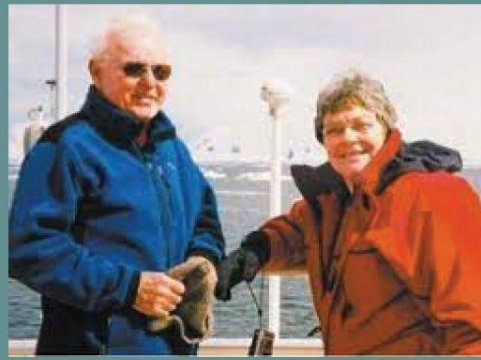
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ORANGE GLO - ENTREPRENEURIAL DNA



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TEATULIA - BUILT FROM THE SOIL UP

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DUG - EVOLUTION AND TRANSFORMATION



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INSPIRATION

WHY?

- You can't get it out of your head
- Differentiator
- Passion

HOW?

- Talk to everyone you know
- Connections in your industry
- Get samples/mockups early and take them into the field
- Don't let perfection be the enemy of progress
- When to pull the trigger from hobby to business

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PRACTICAL CONSIDERATIONS

PRODUCT

ROUTE TO MARKET/ CHANNEL STRATEGY

INVESTMENT

SOURCING

PARTNERSHIPS

MARKETING

- Time expectations
- Financial
- Products
- Ingredients & packaging
- Formulations
- Distributors
- Brokers
- Manufacturers

PRODUCT LINEUP

Variety

- Trends
- Differentiators
- Consumer Desire

Timing To Launch

- Packaging
- Certifications
- Manufacturing

Process To Launch With Partners

- Distributors
- Retailers

Variety

- Trends
- Differentiators
- Consumer Desire

Marketing To Support The Launch

- Tradeshows
- PR
- Campaigns

When To Create Innovations

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PARTNERS

Sales/Marketing vs Production

- Outsource manufacturing or own the process?

Distribution

- When you should bring in distribution vs go direct.

Brokers

- When do you need them?

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HOW TO GET THE MEETINGS

Confidence
Hustle
Connections

THE 1ST ONE = THE HOOK

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BUILDING A TEAM

Importance Of A Good Team

- The transition from cheap to experienced

Right Seat On The Bus

Experience

Benefits

Key Positions To Hire First

When To Say Goodbye

- Founder vs CEO

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LESSONS LEARNED

First Major Challenge

- Getting distribution!
 - You just need a single hook.

Advice

- Talk to everyone you know.
- Ask for *advice* from people who can make you or break you.
 - The value of feeling valued.
- Keep balance in your life.
- Find people who will tell you the truth and hang on to them.
- Find a Founder/CEO group.
- Would you buy it?
- Do you have the fortitude to do this?
- Identify your Zone of Genius and play there — hire everyone else.

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THANK YOU

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