Y-Prize Competition: Mack Institute

Execution Planning Guidance

Oct 22\textsuperscript{nd} 2014
Where are we going

Next Steps on Execution
Next Steps

Market analysis
• Customer Segment
• Size
• Competition
• Substitutes

Capabilities Vs. Requirement
• Technological and Operational resources
• Financial resources
• Team strengths & networks to leverage

• Resource planning
  • Operations
  • People
  • Marketing, PR & Positioning
  • Licensing, Patents, Registration
  • Financials
  • Sales, Supplier contracts, etc

• Contingencies
  • Risks & Mitigation
  • Plan B
Keep in mind

Final Goals
Achievable milestones & timelines
Segregate & Organize
Prioritize
Delegate
Tasks and timelines organizing tools
Recognize risks
Plan B
Milestones

Prove the concept
  • Technical
  • Business

Complete design specifications

Finish a prototype

Plan the business

Execution
  • Raise capital
  • Contract with customer/client
  • Operationalize
  • Ship a testable version to customers
  • Ship the final version to customers

Make money!
Tasks

- Incorporating the business
- Renting office space
- Contracting with vendors
- Hiring teams to operationalize
- Filing licensing, patenting, legal and taxation documents
- Setting up website
Gantt Chart example

Example of Deskera Project Management Software
http://blog.krawler.com/tag/web-based-gantt-chart/