



Youth Entrepreneurship Award

HINTON





...and \$10,000
competition

Practical Entrepreneurship

CLASS 1: INTRODUCTIONS

Today's Plan



Introductions

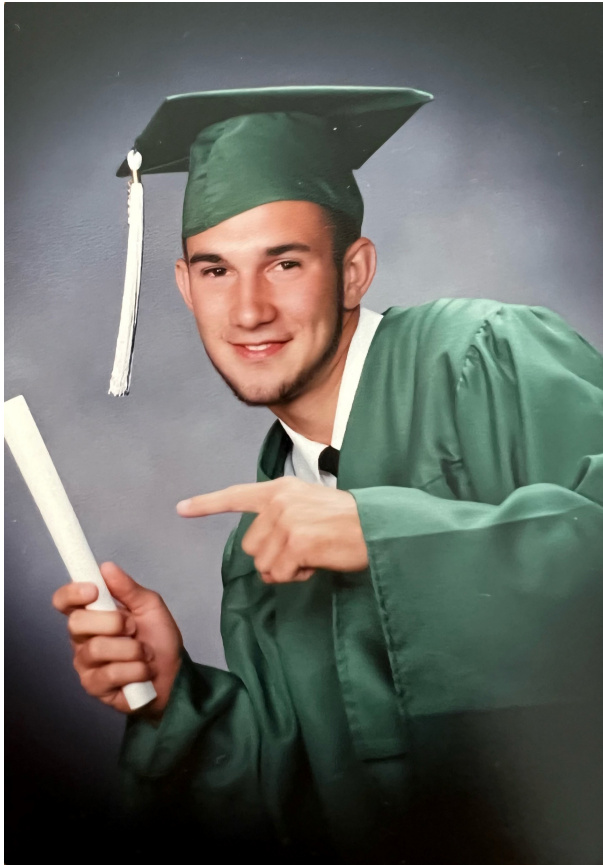
About this class

About the competition

Your first lesson: How to get started



Meet your mentor...Mr. Hinton



Start-up experience

- 4 Startups as Founder or Co-Founder, 2 with \$200M+ yearly revenues, last 3 sold to Fortune 500 companies listed on NYSE.

Education

- BBA in Accounting from GA State, Magna Cum Laude
- MBA from MIT

Credentials / Awards

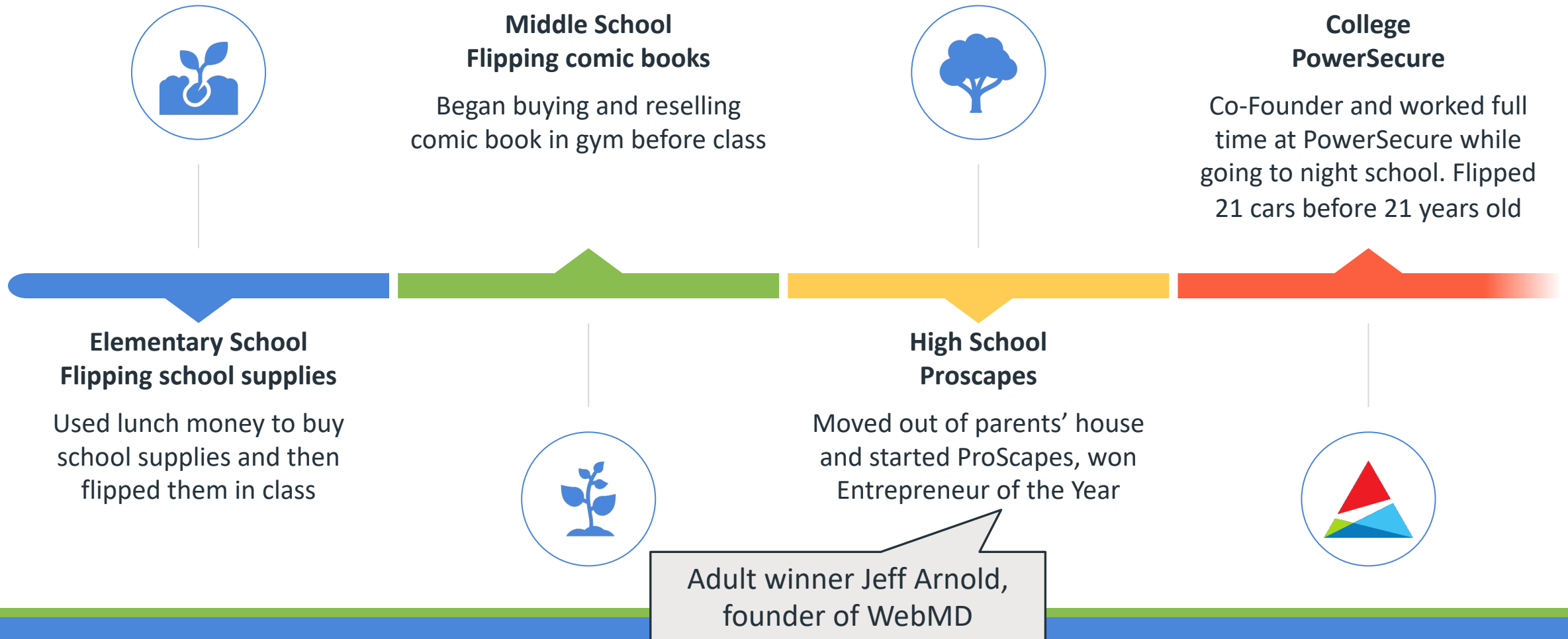
- 8+ unlimited electrical licenses in Southeast US
- GA real estate license
- Youth Entrepreneur of The Year Award
- GA Lieutenant Governor's Innovation Award

Volunteering

- Board of Directors – Southern States Bank (NASDAQ: SSBK)
- TempAlert Advisory Board
 - from founding to \$45M sale to public company
- Board of Directors – Henry County Chamber of Commerce
- Governor Brian Kemp's Committee on EV / Power Infrastructure in GA
- Treasurer of Large Non-Profit Church for 8 Years



Entrepreneurship From a Young Age

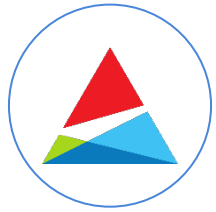




Jeff Arnold,
founder of
WebMD, and I at
EOY awards



4 more successful businesses



2000 – 2008
PowerSecure

Became leading sales and operations executive. PS listed on NYSE, 5 years to over \$100M in revenues. Sold in 2016 for \$431M

Took company public (NYSE)

2009 – 2014
Apex Controls

Founder. Bought old patent and retooled business. Setup supply chain in China. Sold to 44% of US supermarkets



Sold to fortune 500 (NYSE:DOV)



2015 – 2019
Real estate and consulting

Founded real estate firms, consulting businesses, all of which resulted in millions of profits

Sold to ABM (NYSE:ABM) for \$170M - \$450M

2020 – Present
RavenVolt

Founded RavenVolt. In 2.5 years went from zero to over \$200M backlog





...you have a job

...you know someone who's
started a company

...you have an idea for a company
you'd like to start

...you've started a company
yourself

Tell me about it!

What about you? Raise your hand if...

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About this course

This course will cover 4 classes...

**Class 1
(current)**

Introductions

March 20th

Class 2

Testing your idea: your product, your customers, and the competition

April 13th

Class 3

Money matters

April 20th

Class 4

Tactics and Strategy: The nuts and bolts of starting a venture and nuggets of wisdom to keep in mind on your journey

April 27th

...there will be a few rules

- Classes will be big 50-60 students, so...
 - If you have a question, raise your hand
 - I will throw you the ball
 - Students with the ball can speak
- This is a pilot and we're looking to improve so each class will end with a 2-minute survey. **Fill it out!**

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We end the class with a competition

To the winner...

\$10,000

Winner goes to the top entrepreneur, with **strong preference given to applicants who have already started a company**

Application (link to follow) will ask you to tell us about yourself, your motivations, and your company

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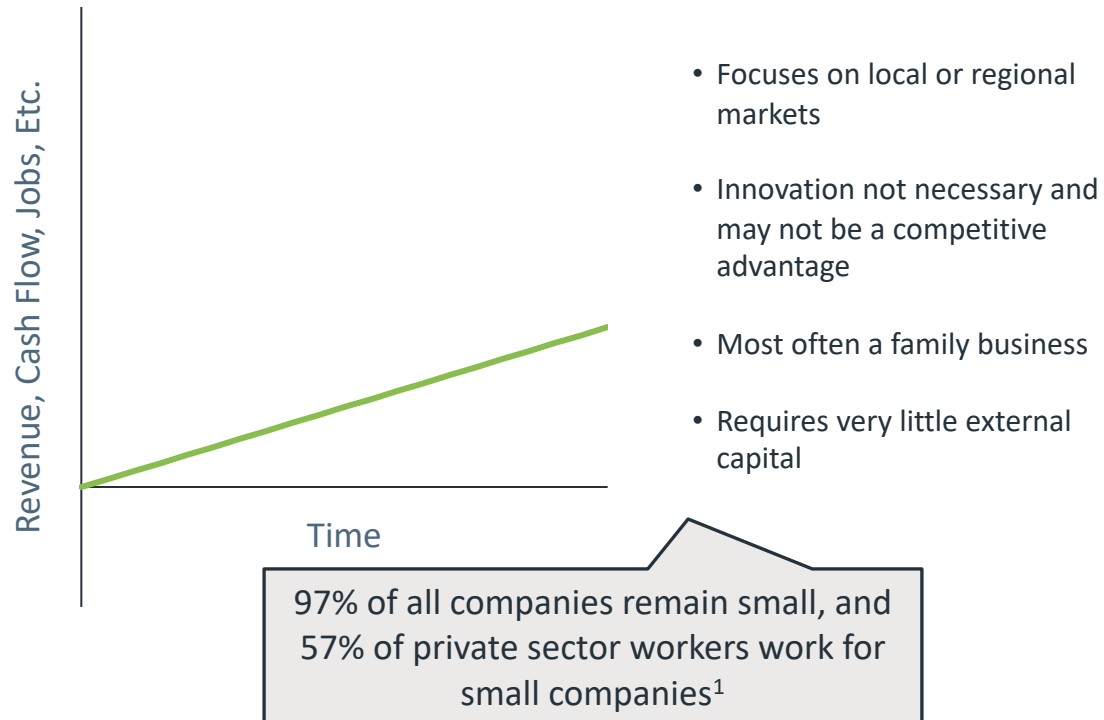
Your first lesson: How to get started



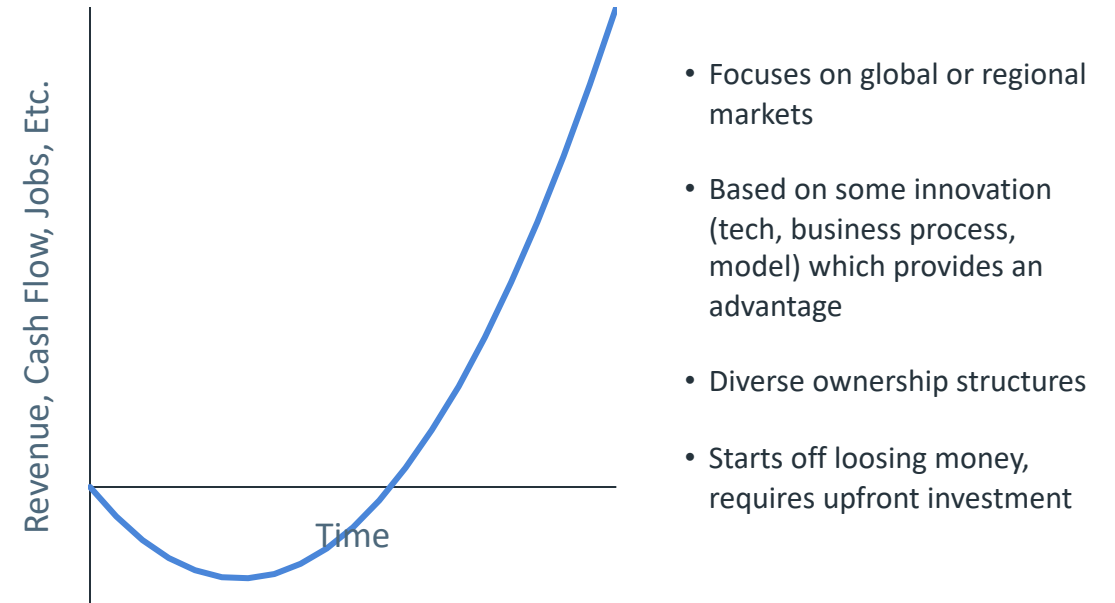


Companies come in 2 types... what kind do you want to start?

Lifestyle Companies



Growth Companies





Reasons why founders start companies

Lifestyle Companies



1. Have expertise

I'm good at landscape architecture and enjoy being outside. I want to start a high-end residential landscaping design company

Here are some examples

Growth Companies



1. Have an idea

I want to start a subscription sporting equipment company that leases sporting goods based on age and interest



2. Have a technology

I built a machine that uses electrochemistry to clean water more efficiently than current technologies



3. Have a passion

I love designing parts and pieces on a 3D printer. I want to put these skills to use to make an impact and be my own boss

But you still need an idea...co-founders can help

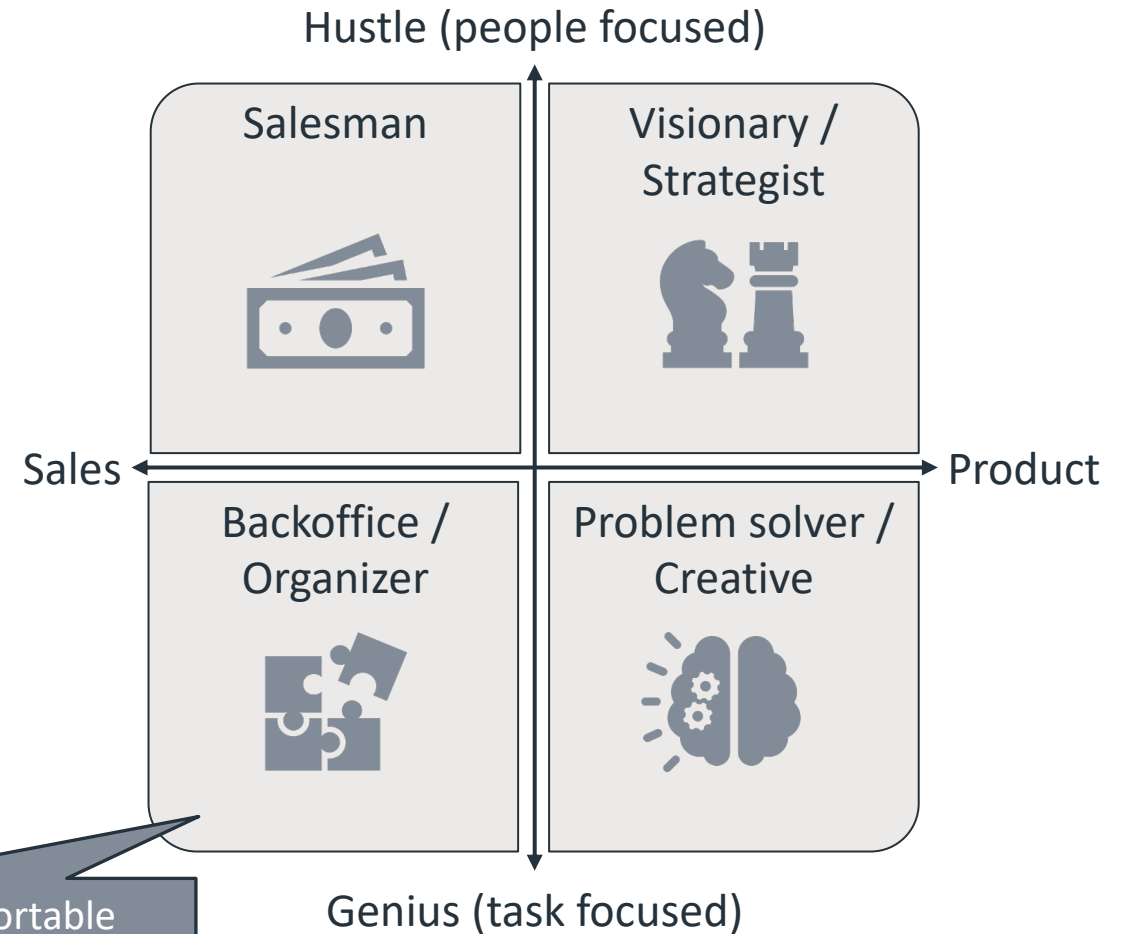
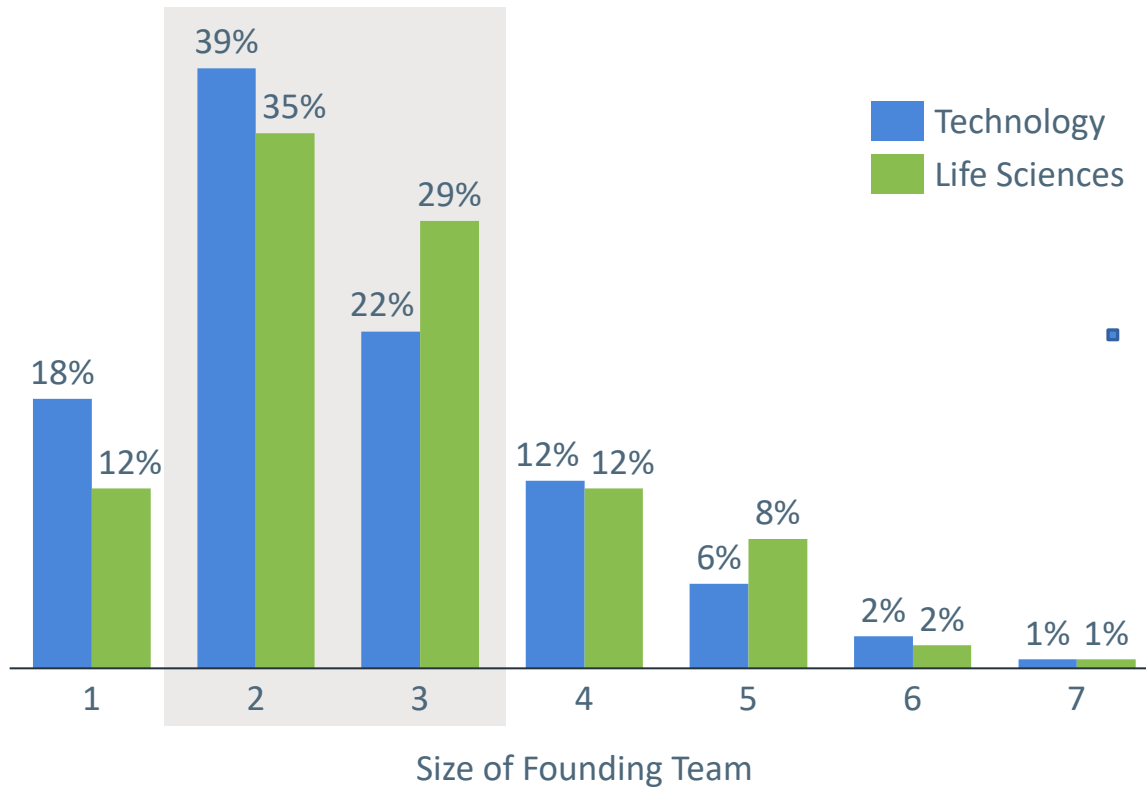
Key question to ask yourself...



“What can I do well that I would love to do for an extended period of time?”



Entrepreneurship is not a solo sport



Need to have founders comfortable working in each quadrant

So you have an idea...let's pressure test it



Feasibility

Have you vetted this idea with others?



Market

Why is this product or service needed and who benefits from it?



Competition

Is this idea unique? Are there competitors? Start with a simple Google search

We'll dive deep on these next class



Three key take aways...

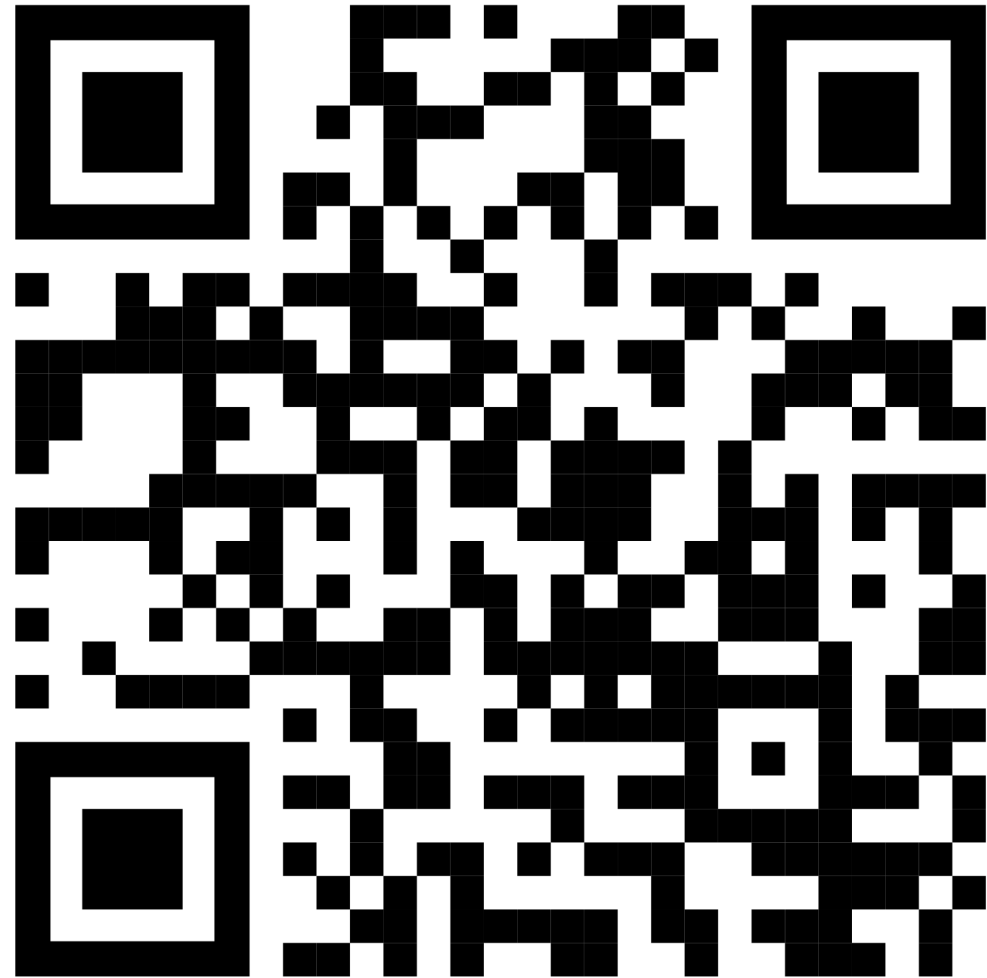
1. There are two types of companies: lifestyle companies who focus on local markets and growth companies who focus on national and international markets
2. Your founding team is important pick teammates who balance you out
3. Oh...and the top entrepreneur will win a \$10,000 grant



Coming up next class

TESTING YOUR IDEA: YOUR PRODUCT, YOUR CUSTOMERS, AND THE COMPETITION

Don't forget to
fill out our quick
survey



<https://forms.gle/J5yKeLHqsUVuDxd97>

