

## March 22, 2010 Meetup Feedback Notes

**Adam Wickam (Founder, Prodagen, LLC)- adamjames.wickam@gmail.com**

*Prodagen* will be a producer of a patent pending device which holds controllers for motion technology videogames. The Nintendo Wii is the game system that currently uses the motion technology, but Sony is also releasing similar technology. The device makes playing first person shooter games way easier, and more user friendly. The device is simply a controller holder that incorporates a flexible coupling between the handle and the controller.

### Comments

- I think it would be really useful because when I'm playing things like the modern warfare game like reflex, I keep trying to aim at the right place but I keep going way off to the side and I keep getting killed over and over.
- Work with game producers that have a more integral recommendation to say this game is even cooler if it's on the producer's platform
- Need to offer a game that practices the skills (*needed to play most of the popular games so that the player can improve skill more quickly since getting 'killed' in most games means losing all your progress and requires start the game over again.*)
- Try test marketing with some gaming experts, then sponsor an online tournament with the top twenty top gamers winning a device, promoting it in public and blogging
- With respect to the presentation, enthusiasm is great with the presentation of a problem and it's solution. Graphs are a tad small. Put contact info on all slides.
- several other opportunities: Bard school at CU Denver; interested in financial models and business plan with milestones for management team, cost and price point. Informality good for NCEN, but more formality in a competition with background work available, but not presented.
- Incorporate a 15 second video could be impressive.
- Bring the models right in front at the beginning of the presentation, to show competition and improvements and submit price point to highlight extra bang for the buck.
- Don't need to spend as much time on the size of the market, since that's known. Show why the device is advantageous to get more time focused on the value proposition.
- Roadblocks and challenges that you have already anticipate.
- Interchangeable with custom gun stocks.
- Love the style because you aren't a pitchman, but you can pitch.

- Find ways to sell individualized features.

### **Brian Schwartz (50 Interviews, LLC)**

Brian started work on his first book, **50 Interviews with Entrepreneurs** as a way to learn more about entrepreneurship by posing a set of questions to successful entrepreneurs across the country. Building on the success of this book, he has already created a franchise of 18 other “50-Interviews” books, attracting authors on a wide range of topics, such as Athletes over 50 and Spiritual Leaders. In other words, the book turned into a business itself.

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### Comments

- Create a book of the month club with selections from the series.
- Try to get the books in to college course work or to their distributors.
- Create a newsletter
- Recommend that other 50-interviews authors use toastmaster to improve their presentation skills, particularly if the primary goal is to generate paid speaking gigs rather than sell book.
- Need to gather success stories and testimonials from people who have benefitted from reading the books, not just how the authors have personally benefitted.
- Exit strategy: do the soul searching since someone could come to buy 50 interviews and you need to be ready.