WEBINAR SPEAKERS

YOUR SUBJECT MATTER EXPERTS

SaulPaul
Founder/CEO
CHANGE WATER

Mike Roberts
Founder
SAN DIEGO CODE SCHOOL

Caitlin O. Bigelow
CEO
MAXABLE

Kim Folsom
Founder & CEO
FOUNDERS FIRST CAPITAL PARTNERS

Pivoting for Sustainability and Growth in COVID-19

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AGENDA

01 INTRODUCTION OF FOUNDERS MISSION & WEBINAR PURPOSE

02 INTRODUCTION TO SUBJECT MATTER EXPERTS

03 BACKGROUND: PIVOTING FOR SUSTAINABILITY

04 EXPERT DISCUSSION

05 UPCOMING WEBINARS AND OTHER RESOURCES

06 CLOSING ACTIONS

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Pivoting for Sustainability and Growth in COVID-19

JMI Graphics, LLC

Outsourced Marketing & Graphics for Hospitality & Legal Industry

Annual Revenues $225K, Team of 5 (1 FT, 2 PT, 2 Contractors)

Revenue Reduced by 75%

Taylor IT-Tech, Inc

Outsourced IT Services Provider of Services to Fast Food Chains, Health Care Industries

Annual Revenues $1.25M, Team of 21 (4 FT, 7 PT, 10 Contractors) Revenue Reduced by 25%

DTX Solar and Heating, Inc

Solar, Heating and Air Installation & Services to Retail and Governments

Annual Revenues $8.5M, Team of 45 (21 FT, 12 PT, 15 Contractors)

Revenue Reduced by 40%

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WEBINAR PURPOSE

- COVID-19 has presented a new, particularly cutthroat kind of pivot-or-die test. Executives and entrepreneurs who want their businesses to survive and thrive in the future can benefit from looking at some key examples of how other companies are adapting well through the virus crisis.

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FIGURE 2: Closure rates, by sector and U.S. average

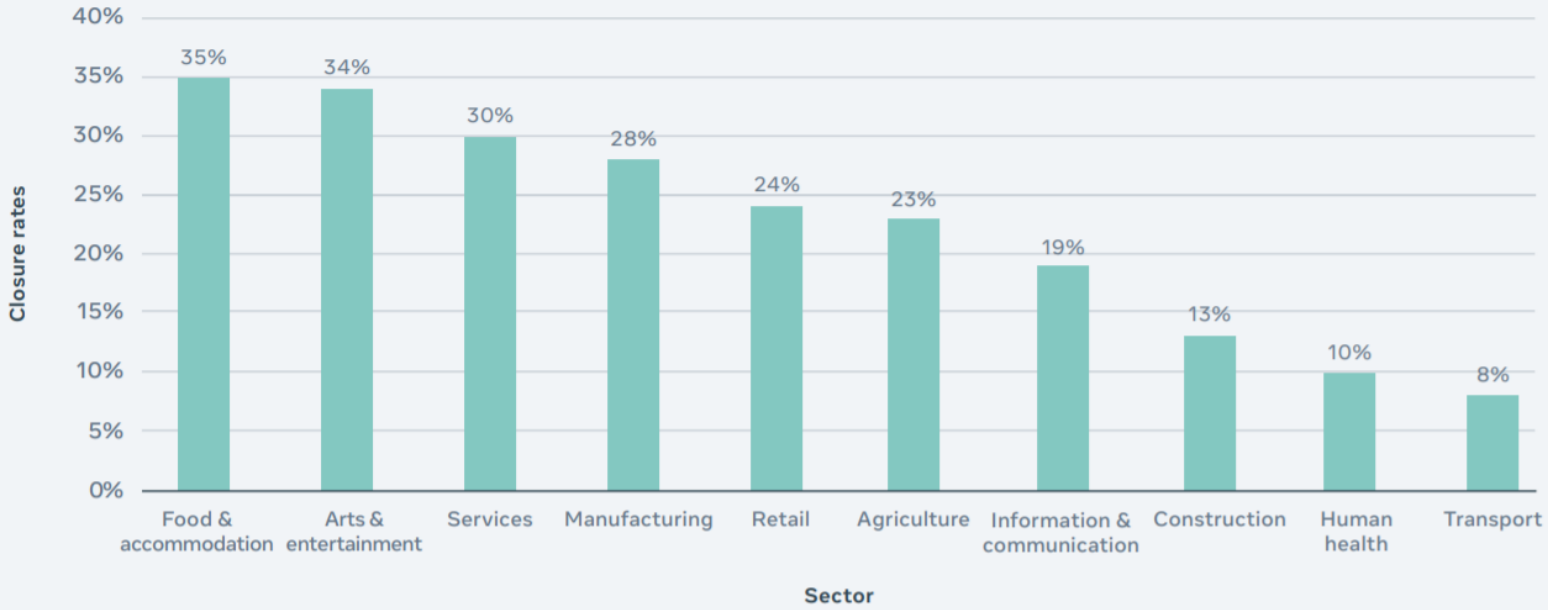

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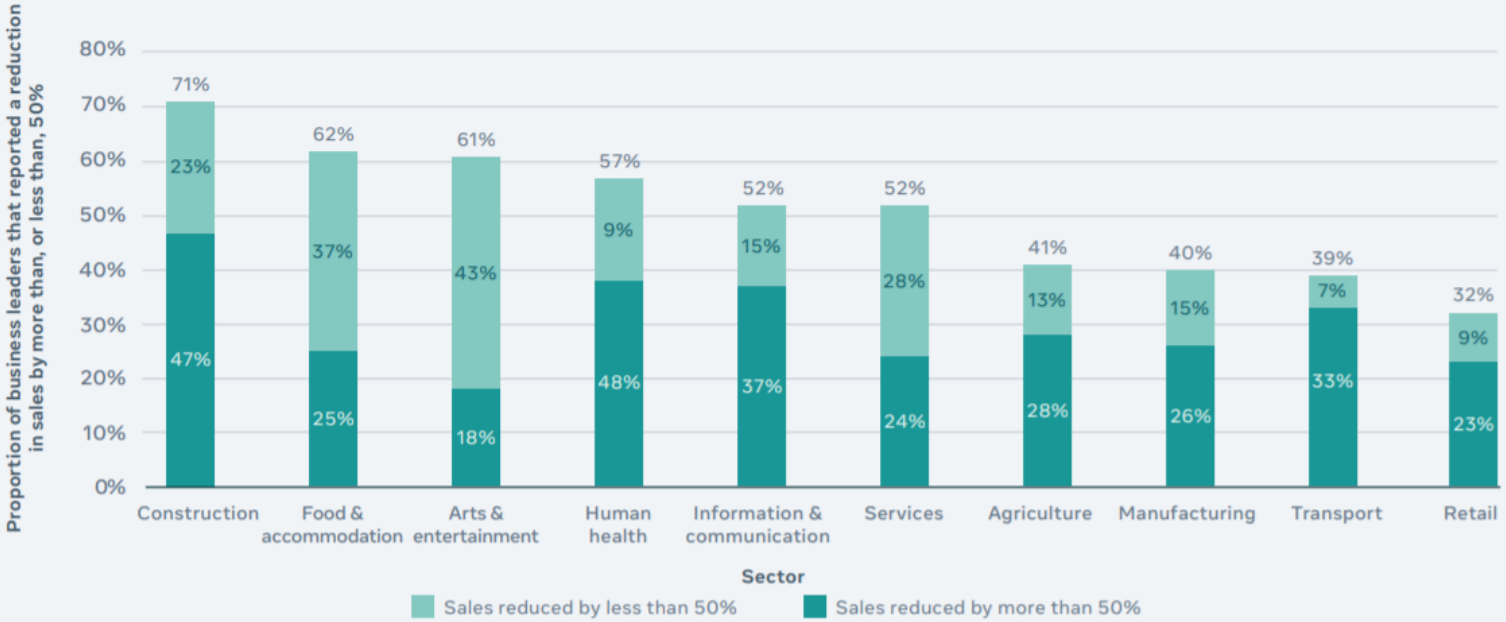
FIGURE 5: Proportion of SMBs that reported a reduction in sales, relative to the same 30-day period in 2019, by more than or less than 50%, by sector



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Spotlight: SaulPaul

ABOUT SAULPAUL:

- GRAMMY NOMINATED ARTIST
- NATIONALLY RENOWNED SPEAKER
- THOUGHT LEADER ON RESILIENCE AND PEAK PERFORMANCE
- FOUNDER OF CHANGE WATER

POSITIONS AND ACHIEVEMENTS:

- AUSTINITE OF THE YEAR AWARDED BY AUSTIN UNDER 40
- AUSTIN YOUNG CHAMBER TOP 5 BEST COMMUNITY MINDED COMPANY
- TEXAS HOUSE OF REPRESENTATIVES BEACON OF HOPE HONOREE
- SERVES ON THE BOARD FOR THE CENTER FOR CHILD PROTECTIONS
- PRESIDENT OF THE BOARD FOR THE AUSTIN MUSIC FOUNDATION.
- LAUNCHED CHANGE WATER IN 2020

APPEARANCES AT:

- TWO TEDX TALKS
- FIVE SUPER BOWLS
- AMERICA'S GOT TALENT
- THE KENNEDY CENTER FOR THE PERFORMING ARTS

Spotlight: MICHAEL ROBERTS

Mike Roberts
Founder
SAN DIEGO CODE SCHOOL

ABOUT Michael:

- FOUNDER & CHIEF APPRENTICESHIP OFFICER, SAN DIEGO CODE OFFICER
- ENTREPRENEUR IN RESIDENCE @ UCSD

PREVIOUS EXPERIENCE:

- BOARD OF DIRECTORS, KIDS INCLUDED TOGETHER
- BOARD OF DIRECTORS, CREATINGCODINGCAREERS.ORG
- BOARD OF DIRECTORS, SAN DIEGO JAVASCRIPT COMMUNITY
- MEMBER, CONNECT ALL AT JACOBS CENTER TECH COMMITTE
- ENTREPRENEUR IN RESIDENCE, UC SAN DIEGO
- FOUNDING MEMBER, SAN DIEGO TECH HUB
- CHIEF ACADEMIC OFFICER, ORIGIN CODE ACADEMY
- MASTERS OF MANAGEMENT, BUSINESS ADMINISTRATION, NATIONAL UNIVERSITY
- BACHELORS DEGREE, COMPUTER INFORMATION SYSTEMS, EXCELSIOR COLLEGE

Founders First CDC INNOVATION EMPOWERS SMALL BUSINESS EXPANSION

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Spotlight: CAITLIN BIGELOW

Caitlin O. Bigelow
CEO
Maxable

ABOUT CAITLIN:

- FOUNDER & CEO, MAXABLE
- CALIFORNIA'S LEADING ADU DESIGNER AND EDUCATOR
- FOUNDERS FIRST GRADUATE
- ADVISORY BOARD MEMBER – THE CASITA COALITION

- MARKETING DIRECTOR, THE ROYAL ROBINS
- MARKETING DIRECTOR, ROKENBOK EDUCATION
- JUANITA COLLEGE: DOUBLE MAJOR: ENTREPRENEURSHIP & SPANISH
- UNIVERSITY OF BARCELONA: SPANISH LANGUAGE & LITERATURE

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Pivoting for sustainability

1. How did COVID-19 effect your business?
2. What business strategy did you adopt to tackle the change?
3. Did did you implement recurring revenues or similar strategies to improve the sustainability of your cash flows?
4. Did you leverage PPP or other funding to support your pivot?
5. What other resources helped you manage your business during these times?

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QUESTIONS & ANSWERS

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RECOMMENDATIONS

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THANK YOU

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