

# Jim von der Heydt

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- J Walter Thompson:
  - Ken L Ration Tender Chunks
- Purina:
  - VP New products
  - EVP Marketing, R&D Pet Products USA
  - EVP Global Business Development and R&D
- InnoVentures:
  - Rachael Ray Nutrish
  - Wal\*Mart Super Premium Pure Balance
  - Nawgan beverage
  - Arch Angels, ITEN, Danforth Center
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# Presenting to Experts

- Experience frames all reactions
  - As experts, their mental model for the industry filters all evaluations
- They are listening for something new
  - The pet products industry has been disrupted by outsiders
    - Brands: Hill's Science Diet, Iams, Blue Buffalo
    - Stores: WalMart, PetSmart, Petco, Farm & Fleet
    - On line: Amazon, Drs Foster, Chewy.com

# Desired Outcome?

Every business must be managed to  
maximize shareholder value and  
eventually be sold.

# Business Evaluation Check List

1. Problem Statement
2. Solution
3. Proof of Concept
4. Business Model
5. Competitive Insulation
6. Management Team
7. P&L
8. Capital Requirements
9. Offering