

SURVIVE
& THRIVE

The
Pandemic Shift
Program for
NADLA /
NYDLA





Closed
due to
CORONAVIRUS

Let's face it.

The last 12 months have been tough for small businesses and entrepreneurs. And **that's important** for all of us.

- **Small businesses** mean jobs and essential services in neighborhoods, towns and cities across the country.
- **Entrepreneurs** are essential to the national economy, regional and local business ecosystems.
- **Many have struggled** to stay afloat and keep serving clients and customers.
- But what if businesses could find ways to not just survive, but **thrive** and lay the groundwork for future **growth**?



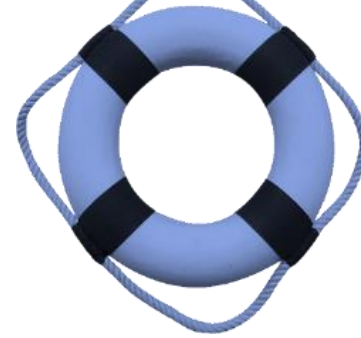
The fact is, businesses can survive and thrive by **shifting** their business model, operations or product and service mix to adapt to a new normal.

Pandemic Shift gives entrepreneurs tools to **systematically generate** new ideas and build a resilient foundation for long-term growth.

The tools combine with **peer learning**, collaboration and network opportunities in a live virtual workshop context.

BACKGROUND

- We've helped 1,000s of entrepreneurs create and grow businesses through guided peer-to-peer learning.
- One model for Pandemic Shift is the successful FastTrac NYC program, funded by the NYC SBS on the heels of the **2008 financial crisis**.
- We also draw on our experience in executing business, entrepreneurship and innovation workshops for a wide range of companies, audiences and sectors, like GE, SAP, Etsy, Arm & Hammer, Credit Suisse, Nationwide the National Science Foundation and many others.

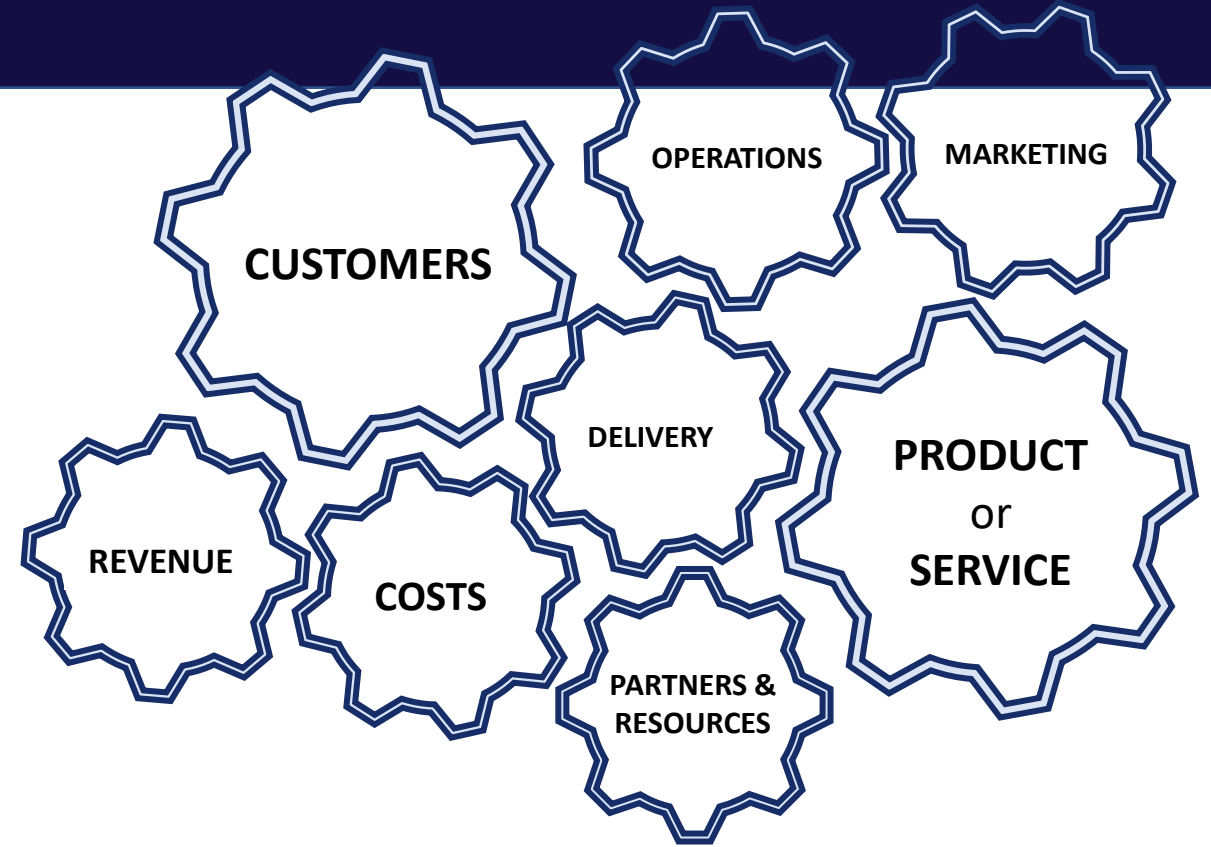
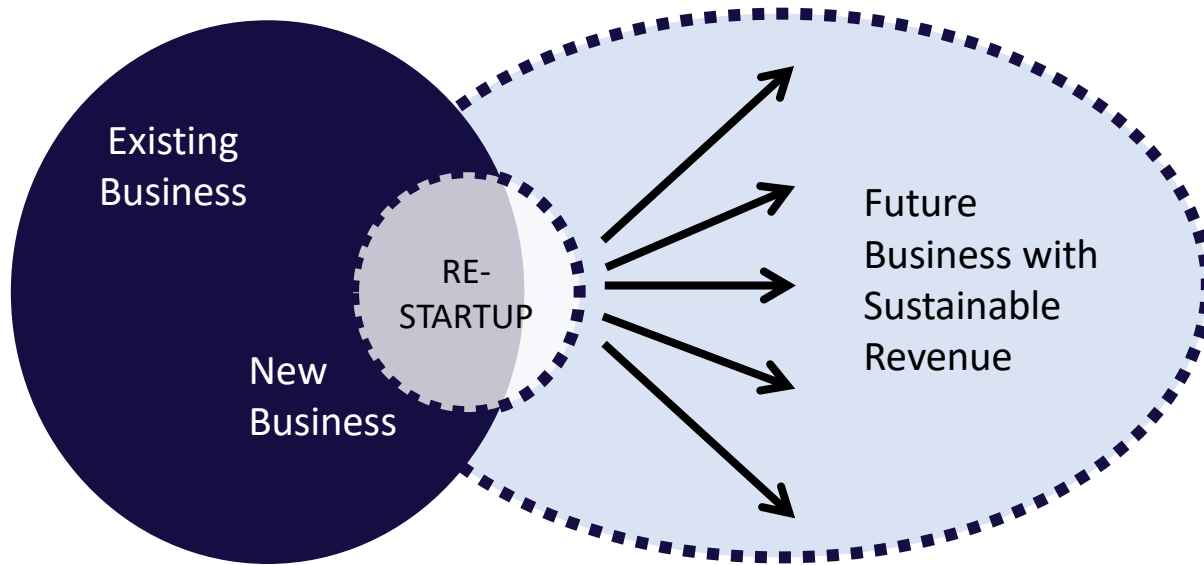


FORMAT

- A typical **workshop** consists of integrated instruction on a virtual platform, emphasizing group collaboration and individual work.
- Our NADLA experience is a **four 90-minute virtual sessions** including brief pre-work, presentations, teamwork brainstorming, leading to an action plan.
- **A big part of the program** is encouraging participants to support and challenge each other, to look for new partners and make use of available networking platforms and resources.



METHODOLOGY



- Our tools are based on proven innovation strategies, including business model canvas, design thinking, and agile development.

- We've adapted, integrated, and activated them to work with a wide variety of existing businesses, markets, industries and challenges.

PROGRAM STEPS



Your Roadmap: Destination and Roadblocks

- We start with where you want to go in 2021 and identify roadblocks to getting there. In small groups, we begin to brainstorm how to get around, through, over, under the roadblocks to gain traction toward your goal.

Accelerating with the Shift Gearbox

- Shift Gearbox is a practical tool designed to help get specific about what we can shift ... operations, customer base, marketing, revenue models, collaborators, partners, and more – leveraging strengths and adapting to current challenges and new opportunities.

The Shift Cycle: Agile Techniques with Your Re-Startup

- We provide tools, techniques, and ways of thinking to overcome obstacles and reduce risk to move more quickly. MVP; Fail-Fast; Build, Measure, Learn are three cyclic processes to practice in the Workshop and use back home.

Expanding Your Vision with the Shift Timeline

- Do more than just survive. Find new ways to thrive. Stretching exercises to imagine your dream business or a 10X expansion 3 years out. Then back to here and now to wrap up with a 3-month plan for action.

EXAMPLE TOOLS

SHIFT GEARBOX

CUSTOMERS
Who are my typical customers?
NOW NEW

OPERATIONS
What are my core tasks and activities?
NOW NEW

MARKETING
How do I reach out to customers?
NOW NEW

PRODUCT / SERVICE
What am I selling?
NOW NEW

DELIVERY
What money is coming in, from where?
NOW NEW

COSTS \$
What are my basic costs? How would that change?
NOW NEW

REVENUE \$
What money is coming in, from where?
NOW NEW

PARTNERS & RESOURCES
Who do I work with and get support from?
NOW NEW

VALUE PROPOSITION? What's the core value I offer my customers?
NOW NEW

SHIFTGROUP

SHIFT ROADMAP

Where you are now

Where you hope to be

Top 3 roadblocks

#1

#2

#3

SHIFTGROUP

SHIFT CYCLE

Describe your idea	Describe your MVP	How are you going to test it?

SHIFT TIMELINE

Brainstorm ideas about what you can do to move forward, and where you want to be at different points in time. You don't have to fill it out systematically ... just start coming up with creative tactics that seem doable, and milestones that engage your imagination.

NEXT WEEK	NEXT 3 WEEKS	NEXT 3 MONTHS	NEXT YEAR	NEXT 3 YEARS

FEEDBACK

Pandemic Shift gets great feedback and makes a difference.

“The ideas just started popping ... where I’m supposed to go and how to do it ... and it’s still working. I’m telling everybody about this workshop. “

Participants ...

- Rate the workshop at 4.6/5.0 in terms of content and instructor quality.
- Rave about the tools –
Roadmap, Gearbox, Shift Cycle and Timeline – and use them.
- Give referrals – > 90% willing to tell others.
- Give great testimonials:

www.shiftgroup.com/testimonials



TEAM BIOS

- **Stefan Doering**, CEO of Shift Group, has started and run seven small businesses in New York, taught over 3,000 classroom hours (for institutions like Columbia University, Stony Brook University, Levin Institute and many others), and coached and worked with over 4,000 entrepreneurs worldwide.
- **Tom Moebus** is an innovator, playing leadership roles at MIT, UC Irvine, and SUNY; founded several newcos; founded OCTANe, SoCal's 2nd generation innovation ecosystem, which launched >300 biz, and raised \$3B. As VP at SUNY Levin, he led FastTrac NYC, an SBS program which taught >3,500 entrepreneurs in NYC.
- **John Reaves**, Consultant at Shift Group, VP of Innovation at cWave, is an entrepreneur and innovation consultant, working with large and small companies and non-profits, including IBM, Microsoft, SAP, NTT, Nationwide, GE, the National Science Foundation, and many others. He's is a gifted curriculum designer and has decades of experience with digital learning, virtual events and collaborative programs.