

Vista Entrepreneur Bootcamp

Workshop 2 Assignment

1. Identify what makes your business unique and valuable. Use the VRIO framework to analyze resources and capabilities.
2. Conduct an external analysis. What is your business's relationship to suppliers and buyers? How is your business affected by substitutes, new entrants, and competitive rivalry? *This one can be a great workshop discussion
3. Bonus: Conduct a Black Swan exercise. For this exercise imagine the two following scenarios.
 - (1) In one year, your business is a major success.
 - (2) In one year, your business is closed.

Work backwards for each scenario to figure out how each scenario can happen. This can help you identify what aspects of your business are important to prioritize and what are the keys to unlocking your success.