

Welcome to...



# **Moonshot** at NACET

Know the 5 Ps of Your Business

Arizona Small Business Bootcamp and Collective

## Facilitator: Christina Ching

Christina is the founder of Rise and Make Waves, where she coaches, inspires and encourages women and entrepreneurs to be brave, make waves, and take action in their career and life. She also owns RockBox Fitness in Scottsdale, AZ. Before taking her entrepreneurial leap, Christina was the Global Commercial Attorney for W. L. Gore & Associates' multi-million-dollar revenue generating medical products division where she provided legal counsel for their innovation efforts and research and product development.

She is proud to mentor, coach and teach entrepreneurs and small business owners through her work with Moonshot at NACET. Christina provides the leadership and forward thinking that is required to take your business to the next level.



## 5 Ps of Your Business

1. Product/Problem
2. Purpose
3. People
4. Promotion
5. Planning

# Introductions

- Who are you?
- What is your business/product?
- Which P resonates with you today?

Product/Problem

The What

- What product or service are you selling?
- What is the problem you're solving?
- Value you're providing?
- Pain you're alleviating?
- What difference does your product or service make in the life of your customers?

Purpose

The Why

## Purpose

- What is your purpose, or compelling emotional reason for what you're bringing to the world?
- How will the results impact your life and your customers?
- What is the “why” that backs up your “what”?

People

The Who

- Who is your ideal consumer persona?
- Start small and clarify
- Demographics
- Main goal
- Major barriers stopping them
- Real people
- Keep an open mind

Promotion

The How

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- Competitive landscape
  - What makes you different? How will you differentiate yourself?
- How will you get your idea to your consumers?
  - eg. Direct to consumer, wholesale, subscription...
- What will your message be to potential customers?
- Your message = your values = your brand

Planning

The Next Step

- Identify the P you want to work on to move your business forward
- List three TO DOs and when you want to have them complete

**“It takes 10 years to be an  
overnight success”**





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Questions?  
Take-aways?