
Advisory Board Report

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Summary of Projects

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1. Introduction

1.1. Background

From an early age, I have been insatiably curious about business and innovation. In elementary school, I rigged a string across my room so I could turn out the light without getting out of bed. I have fond memories of discussing the stock market with my dad in the car; it fascinated me. In ninth grade, I organized a food fight during the last week of school. At 1:30, as planned, the cafeteria erupted into a firestorm of macaroni and cheese, green beans, and tomato soup. (yes, one kid's mother packed him tomato soup; I watched in slow motion as the whole container exploded on the back of an unsuspecting girl wearing white clothes. I've never seen as big of an expression of shock and disbelief in my life) For the following three days of school, the cafeteria was patrolled by a squad of assistant principals. Since then I've been using my leadership skills for more productive endeavors.

Today I'm working to become a keystone figure in creative business. I will not rest until my WikiCompany comes to fruition. It is just the type of monumental change that will make people think differently about work and productivity. (you will read more about it later)

What motivates me to achieve is sharing my experiences with others; I enjoy speaking in public and anticipate becoming well known.

My friends know me as the guy who is up for anything. I am happy to sit in on meetings, or go on hunting trips.

1.2. As a Board Member

Being on the Advisory Board is a lot like reading the newspaper. You get a chance to discover interesting things. But unlike the newspaper, your creative reactions to the topic at hand can actually change the outcome.

You will receive a company report every quarter.

You will receive the privilege of full disclosure. You will know exactly where the company stands. You will know what assets we have, what challenges we are facing, and what our goals are.

You will be the eyes and ears of Soule Enterprises. Your next conversation may lead us to the person that will take us to the next level.

1.3. How to Give Input

Guidance

Guidance can be your experiences, reading suggestions, heads up on social functions, organizations to work with, people to talk to, Your advice can be conveyed in person, over the phone, or through email. I appreciate all input, from a one sentence email to a 30 minute phone call.

Referrals

Introductions are like food for an entrepreneur. New people are the fuel that makes a young company flourish.

Resources

Resources include access to marketing databases, financial resources, venues for company gatherings, or anything else you can think of.

Feel free to contact me *anytime* on the phone or through email.

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2. Wake Aid

www.WakeAid.com

2.1. Background

I was hanging out in John Butler's office (john is the director of the **IC²** institute in Austin) discussing projects with some of the students. I met a guy named Joseph Kelly who was interested in setting up a company that could provide him "mailbox money" so that he could continue sailing around the world. He was working on a product similar to WakeAid that could benefit from synergy. I told him about the idea and we got started.

We hired a graphic designer for the bottle and logo, after trying a few designs we settled on a minimalistic yellow design. The formula was by far the most challenging aspect of development. Formulation for this type of product is not taught at traditional schools or cooking schools. There are a few institutions called flavor houses that specialize in beverage and food formulation. "Flavorists" are required to apprentice for 5 years after college before they can be certified and work in the industry. There are only a few flavor houses located on the east coast, in Cincinnati, and California. Fortunately, Jacob Westerfeld, a fellow Westlake Graduate, came down from the Culinary Institute of America for a few days and helped us create a formula.

Wake Aid is a product that helps people get out of bed in the morning. The customer leaves a bottle of Wake Aid on the bedside table; When the customer has to get up to go to an eight o'clock class he (or she) grabs it off of the bedside table and sprays directly into the mouth. It gives them the energy to get out of bed and tackle the day. We use a fresh breath formula to fight halitosis. I use it myself, it helps give me the energy to take care of business. (like writing this report)



2.2. Assets

1. Morning Supplement Spray Concept
2. Two package designs created by Daniella
3. The Wake Aid formula
4. Time, and Talent of Brian Soule & Joseph Kelly.
5. The culinary expertise of Jacob Westerfeld
6. WakeAid.com

- 7. Retail placement at Trianon Coffee
- 8. Scripts for two commercials

2.3. Tasks / Expenses

Current tasks

- 1. Send sample bottles to volunteer testers, have them return a questionnaire.
- 2. Negotiate retail placement at (3) pharmacies, coffee shops, or other retailers.
- 3. Finalize production version of the product, produce first display units

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Sample and purchase bottles and sprayers	75	\$ 45.70
Purchase ingredients and cook the first batch		
labels and shrink band seals	75	\$ 52.00
design and construct display units	3	\$ 35.00
		\$ 132.70

- 4. Evaluate consumer reactions and sales. Adjust product accordingly.

2.4. Timeline

Deliverables	Duration	Aug		Sep				Oct		
		W1	W2	W3	W4	W1	W2	W3	W4	W1
Wake Aid										
Send out sample bottles with questionnaires		■	■							
Finalize Production Processes				■	■					
Create POS Display				■						
Negotiate Retail Deals					■	■	■	■		

2.5. 1 Year Goals

1. Identify consumer preferences and perfect product
2. Identify the best placements in the best selling retail spaces.
 - Should we sell in Pharmacies? Coffee Shops? Grocery stores? Gas stations? Online?
 - Is the best placement in the over the counter aisle? Is it next to the energy drinks?
is it next to the cashier?
3. Scale Rapidly to a national level
 - Examine a distribution partnership with an existing company or financing options.
4. Add board members who have experience with the food and beverage industry. (I currently have no mentors in the industry)

3. Tip Science

www.TipScience.com

3.1. Background

Tip Science was the result of a marketing experiment; I was testing out product concepts with Google AdWords, (that bar to the right of your Google search results) and one of my ads got significant attention. The ad **talked about getting better tips with psychological principles**. Once I knew that people were interested, all I needed was to write a book that I could sell.

I took a job waiting tables at macaroni grill. While I was doing research in the restaurant I was also making discoveries online. Reading scientific journals brought me to a series of studies performed on servers at restaurants. These studies proved the efficacy of strategies like inserting candy with the bill, crouching down next to tables, or writing thank you on the check. I recently finished the book and I'm currently working on sales.

3.2. Assets

1. Tipscience.com
2. Tipcollege.com
3. The Tip Science EBook
4. The email addresses of 15 interested buyers collected by Tipscience.com

If you would like a free copy of Tip Science, just send me an email.

3.3. Tasks / Expenses

Tip Science	Cost
Funding for test marketing of sales page	75
Landing (sales) page optimization guide	347

3.4. Timeline

		Aug				Sep				Oct
Deliverables		W1	W2	W3	W4	W1	W2	W3	W4	W1
Tip Science										
Optimize Sales Page										
Submit Book to ClickBank										
Advertize in Trade Magazines										

3.5. 1 Year Goals

Optimize sales page to a 5% conversion rate. (% of visitors who buy)

Affiliate with food service associations like the National Restaurant Association, or Foodservice.com. They can help bring in new customers.

Establish an ongoing relationship with servers (customers). Consider using a "club", a monthly newsletter with free tips, or some other type of dialogue.

4. Open Corp

4.1. Background

"No one is as smart as everyone"

By opening the core elements of your business to others, and offering incentives; intelligent people outside your organization can improve it's performance.

Today, Open Corp is an idea. Tomorrow it may eliminate beauracracy.

In the 1990s, stock images were costly and had to be purchased through large agencies. iStockPhoto changed everything with a marketplace that allowed anyone to sell their photos online. Photo quality increased and prices dropped dramatically. Now you can get a professional quality, royalty free stock photo for a few dollars.

Photography was not the only industry that was deeply affected by the internet; research and development, the very essence of productivity, was changed by a website called Innocentive.com. Large research companies such as 3M or Dow Chemical were experiencing a glut in productivity. In the quest for innovation they put more and more money into R&D and they were getting little back. Return on investment was flatlining.

Innocentive allowed those companies to post engineering challenges for the scientific community to solve. Now many of our innovations are created by scientific freelancers.

What is Open Corp's role?

Open Corp will allow *the business itself* to benefit from outside innovation. By creating a resource that allows businesses to post their circumstances, and attracting people with business expertise to review those circumstances; we create wealth.

Twenty seconds worth of guidance from the right person can create a years worth of prosperity for a small business.

Further Reading



For more information, Check out some of my work online:

www.WakeAid.com - I have incorporated the Open Corp philosophy into Wake Aid. The main page has information on how this concept can be applied in the real world.

www.BrianSoule.com - Click on the Book Reviews section, and read my summary of Wikinomics.

4.2. Tasks / Expenses

Open Corp is a catalyst for a full scale start up venture. Though I do not have the resources to work on this project full time, I have integrated some of the Open Corp innovations into Wake Aid.

5. Westlake Alumni Network

5.1. Background

Westlake High School ranks in Newsweek's top fifty high schools. That statistically puts it on par with our revered Ivy League schools.

In my experience, people from Westlake tend to have strong character. (I know many people outside of the city whom also have strong character) There is a sense of optimism that emanates from the school; where others are trained to be average, a Westlake student sees potential.

Despite the accomplishments of the school, there is no Alumni Association or network.

5.2. Tasks / Expenses

Develop an official affiliation with the school

Compose literature with benefits, events, and a "where are they now" section.

Enlist the younger alumni with Facebook.

Enlist the older alumni with email, phone calls, and direct mail.

	Cost
Website URL	16.98

5.3. Timeline

			Aug				Sep				Oct
Deliverables			W1	W2	W3	W4	W1	W2	W3	W4	W1
Westlake Alumni Network											
Speak to the Administration			■								
Create Literature				■	■				■		
Launch Facebook Group						■					
Seek out Class Representatives							■	■	■	■	

5.4. 6 Month Goals

Enfranchise 25% of Westlake graduates from the 2005 class.

Organize a social function during winter break.

Develop a framework that facilitates business between Westlake graduates.

Recruit and train volunteers to run the organization without supervision.

