



Iterative Entrepreneurship

*A Short Case Study on
South Bend Brew Werks*

It started with a building . . .



CURRENT INTERIOR



...and a business plan competition

Pitch Your Plan Today

The State Theater is open

What will it be?

\$1,000 prize

You! Decide

Round 1 **Send Idea**
Top entrants advance

Round 2 **Develop & Present Pitch**

Round 1 Deadline: APRIL 30, 2012

www.dtsbpitch.com

Round 1 Send Idea

1 Idea **2 Send** **3 Selection**

Write a brief summary (300 words or fewer) of your business idea for the State Theater that explains:

- Your business concept
- How it will work
- The impact it will have

Include your name, your e-mail, your phone number, and a brief 100 word bio.
See entry guidelines for more details

2 Send
Download the entry form & submit your idea via e-mail or in person by no later than 5:00pm EST April 30, 2012.

- E-mail to: tamara@downtownsouthbend.com.
The Subject Line Should Read: Pitch Your Plan entry from [insert your name here]
Example: Pitch Your Plan entry from Mike Rafane
- Bring to: Downtown South Bend, Inc. M-F between 9am and 5pm
217 S. Michigan Street, South Bend, IN 46617

3 Selection
A jury will review all submissions and select the top ideas. Finalists will move on to Round 2: Create Pitch.

Finalists Selected May 4th

Round 2 Develop & Present Pitch

1 Kick-Off **2 Create** **3 Practice** **4 Present**

1 Kick-Off
Attend an orientation/kick-off meeting at the State Theater on May 10th during which you will tour the theater, receive an overview of what is expected in Round 2, and a packet of helpful information.

2 Create
You will have approximately 4-weeks to work with a coach from the North Central Indiana Small Business Development Center (NCISBDC) to further develop your idea into a detailed presentation that covers the essentials of your business idea and how you will operate.

3 Practice
As soon as you have your draft, practice your pitch on your friends, family, associates, and with a coach and incorporate any changes from their feedback.

4 Present
Present your practiced and revised pitch to a panel in front of an audience at the State Theater this June. The new owner will be part of the panel.

WIN

The winning presenter will receive a \$1,000 prize, the privilege of having their name appear on the marquee for one month, & the possibility of seeing their idea come to life.

State Theater
your name here

WIN



... and a guy with a big idea

Brewery



In-house
tilapia
farm



Local Food
Restaurant



... and a big heart

...and an opportunity



Holiday Pop-up Program



No-cost short-term lease in a downtown South Bend storefront through a juried selection process.

... and he thought

Hmmm... what
can I do in 14
days, in that small
< 1,000 theater
storefront?



What if I start
with a home
brew supply
shop?



...and so he said



. . . and then got some partners and got to work on
a “first draft” interior



and a temporary logo



and hours before the grand opening . . . supplies arrived



which made them really happy



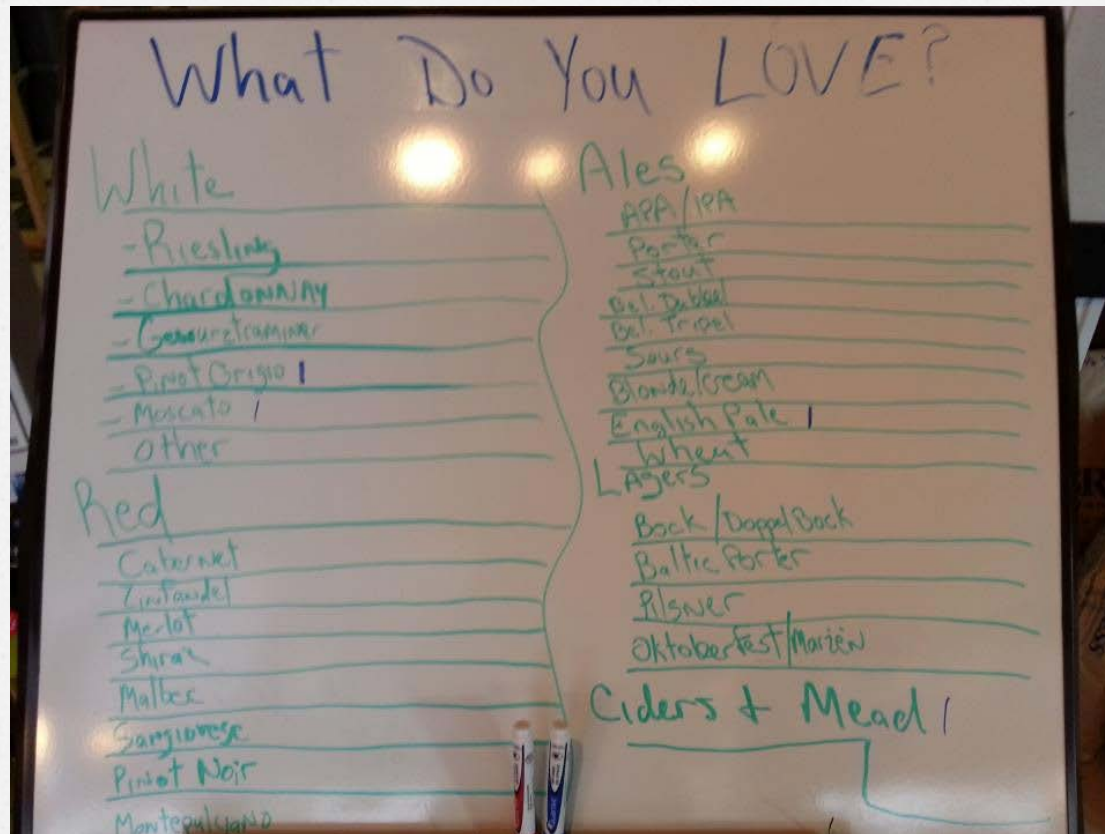
They got started.



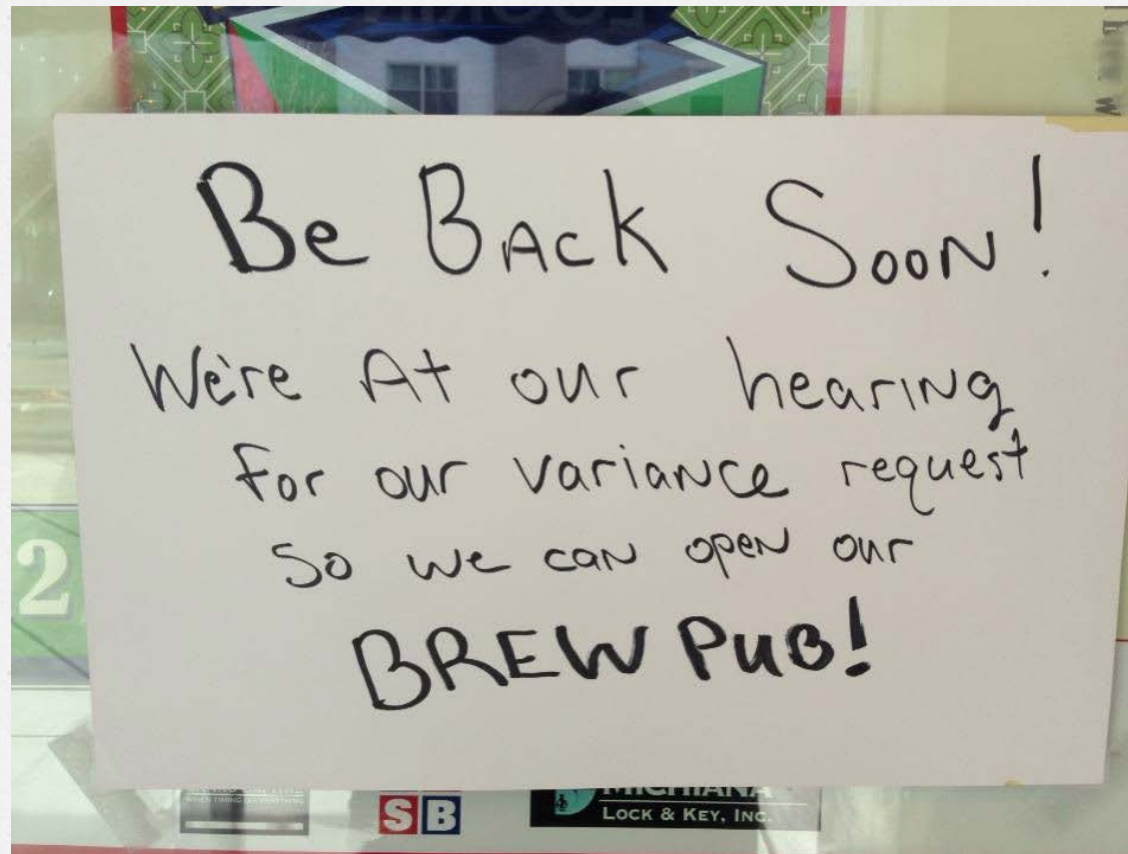
They sold some supplies. Had some demonstrations.



They did some fancy market research



They stayed after the program ended and applied for a variance,



added a little color to the place,



and some better temporary signage,



along with a new logo,



and did a little crowdfunding.



A crowdfunding campaign graphic for SBBrewwerks 2014. The background is a wooden surface with various brewing-related items: a bag of malted barley, a pile of malted barley, a thermometer, a metal key, and a metal keychain. The central logo is a circular gear with a cross inside, containing the letters S, B, W, and B. Below the logo is the text "EST. 2013".

**CROWDFUNDING CAMPAIGN
2014**

**FUNDS RAISED:
\$14,460/\$10,000**

FUNDERS: 172

RESPONSE: AWESOME!

EST. 2013

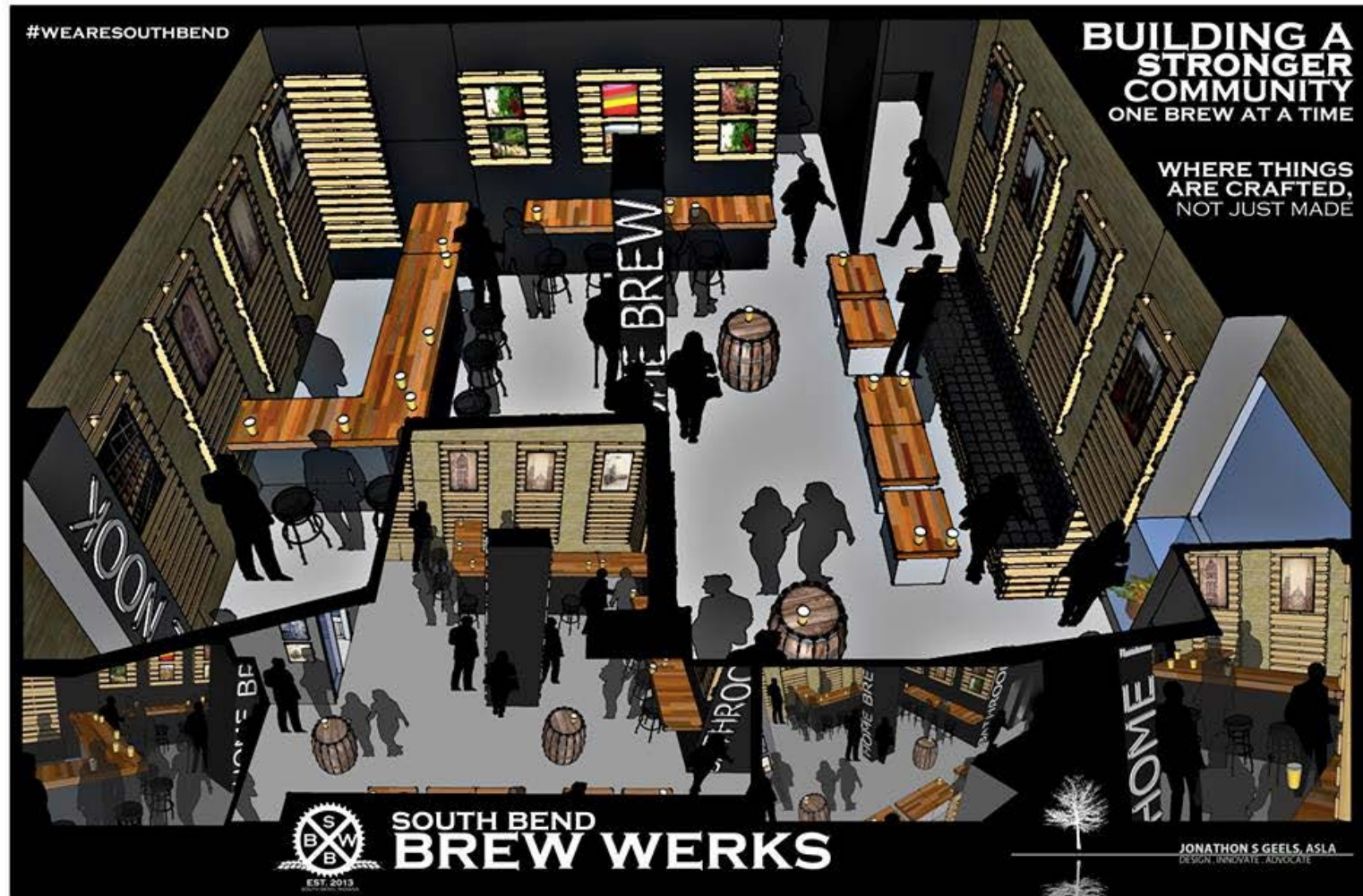
[HTTP://FUND.SBBREWWERKS.COM](http://fund.sbbrewwerks.com)

THEN . . .

Where did it all go?



Time for Phase 2!



They sold off the home brew supply business, which opened down the road.



Fast Forward – Brew Pub!



along with some food



added a beer garden and lunch
hours



and did not forget about other people



Beer for Good

Every beer that Brew Werks sells comes with an orange, black or yellow bottle cap that represents a donation worth 50 cents, 25 cents or 10 cents, depending on whether the beer is a pint, half-pint or 5-ounce glass. Customers can then drop the caps into one of three mason jars for La Casa de Amistad, Neighborhood Resources Connection or The Music Village.



And on 9/18/15 they celebrated
1 year as a brew pub.



What's next? Tune in . . .

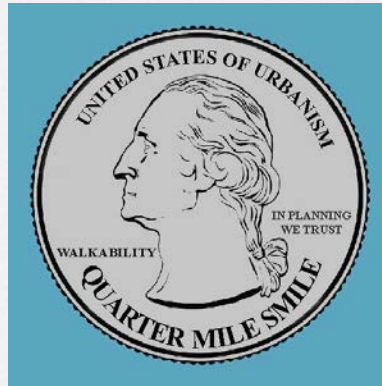


[Facebook.com/southbendbrewwerks](https://www.facebook.com/southbendbrewwerks)

Recap of Characteristics

- o Iterative
- o Flexible
- o Real-time feed back
- o Limits up-front cash requirements
- o Community-centric
- o Fills need beyond commodity
- o Taps into and helps grow local pride

Thank you



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