

# Half-Baked 2.0

Entrepreneurial Improv Theatre

# Words!!!

- click, bobcat, austin, e, video, shit, two, warlock, tube, social, connect, tweak, rubber, genuine, freewheeling, circle, condom, zyphoid process, exotic, purple, bio, green, betelgeuse, derivative, solar, spike, exoskeleton, earth, yes, no, ALGORE, incline, energy, algorithm, sophisticated, repo, retro, subprime, tag, incontinent, pirate, open, bacon, chewbacca, fibonacci, hibachi, wookie, bajor, FAIL, epic
- TEAMS:
  - Epic Fail, Purple Energy, PiratePirate, GreenCircle

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- What you need

- Name

- Logo

- Tagline

- Marketing Plan

- Revenue Plan

- Pick your pitch people

- EPIC FAIL
  - Doing it wrong, all day long
  - “Best of the fail”
- Purple Energy
  - Coaching for your alter-ego
  - Coaching for your second life
  - Amateur coaching
- PiratePirate
  - The Double-edged sword in security
  - Digitize what bounty hunting is all about
  - “We exact revenge on individuals after the damage is done”
  - “Free unsolicited security audits”
- GreenCircle
  - Saving the world
  - “Guilt-free exploitation”
  - “How many people own a panasonic device. You probably feel pretty bad right now”
- Maintain reasonable prices for the carbon options
- “Poor people use very little carbon. There’s a lot left over”

# Pitch!

- VC's Judge your work