

MBA NAME: Eric Segura Date: 12/20/2024

COMPANY: Adobe

CEO Name: Shantanu Narayen

Stock Price: Refer to current stock price on financial platforms.

Market Cap: Refer to current market cap on financial platforms.

P&L – YoY:

Revenue (\$): \$17.61 Billion (2023)

Net Income (\$): \$5.23 Billion (2023)

Business Model (Main Product(s)): Adobe operates as a global software company, providing creative, marketing, and document management solutions, including flagship products such as Photoshop, Acrobat, and Adobe Experience Cloud.

Value Proposition: Empowering individuals and businesses with cutting-edge tools for creativity, marketing, and productivity.

Customer Segments: Creative professionals, marketing teams, enterprises, and individual users requiring digital tools.

Competitive Advantage(s):

- Industry-leading creative software suite.
- Strong brand reputation and market dominance.
- Extensive cloud-based services and ecosystem.

Revenue Streams: Subscription services for software products and cloud-based solutions.

Strategy:

Markets – Where are they active? Global operations with a focus on North America, Europe, and Asia-Pacific regions.

Growth – Where/How are they driving it? Expanding cloud-based offerings, acquiring complementary technologies, and targeting emerging markets.

Differentiators – How do they win? Continuous innovation in software solutions and seamless integration across products.

Economic Logic – How do they make money? Recurring revenue from subscription models and upselling premium features and services.

Key Competitors (if any):

1. Microsoft
2. Canva
3. Salesforce (Marketing Cloud)

Key Risks to Business:

- Intense competition in the SaaS market.
- Dependence on subscription-based revenue.
- Economic downturns affecting enterprise spending.

News:

- Recent advancements in AI-powered tools like Adobe Firefly.
- Strategic acquisitions to enhance marketing and creative capabilities.

Trends:

- Growing demand for AI-powered creative tools.
- Increasing adoption of SaaS solutions across industries.

Other:

- Focus on sustainability and reducing carbon footprint in operations.

Culture/Values:

Published Values (“The Talk”):

- Creativity
- Responsibility
- Excellence

Real Values (“The Walk”):

- Commitment to fostering innovation and inclusivity.
- Strong emphasis on employee well-being and community impact.
- Driving sustainable practices within the tech industry.

Alum at the Firm (Name, Email, and Role):

1. Tyson Young
2. Nicole Jackson
3. Brad Hoke

MBA NAME: Eric Segura Date: 12/20/2024

COMPANY: Chatbooks

CEO Name: Nate Quigley

Stock Price: Not Applicable (Privately Held)

Market Cap: Not Applicable (Privately Held)

P&L – YoY:

Revenue (\$): Not Publicly Disclosed

Net Income (\$): Not Publicly Disclosed

Business Model (Main Product(s)): Chatbooks offers a subscription-based photo book service that allows customers to create and order customized photo books easily from their digital photo collections.

Value Proposition: Making it simple and affordable for families to preserve memories through beautifully printed photo books.

Customer Segments: Families, parents, and individuals who value preserving memories through printed photo books.

Competitive Advantage(s):

- Easy-to-use mobile app for creating photo books.
- Affordable pricing with subscription options.
- Strong brand focus on family and memory preservation.

Revenue Streams: Subscription fees and one-time purchases of customized photo books and related products.

Strategy:

Markets – Where are they active? Primarily active in the United States with plans for expansion into international markets.

Growth – Where/How are they driving it? Focusing on enhancing user experience, expanding product offerings, and leveraging digital marketing to reach new customers.

Differentiators – How do they win? Providing a user-friendly platform that simplifies the process of creating high-quality photo books.

Economic Logic – How do they make money? Generating revenue through recurring subscriptions and individual product sales.

Key Competitors (if any):

1. Shutterfly
2. Mixbook
3. Snapfish

Key Risks to Business:

- Competition from larger, more established photo book providers.
- Shifts in consumer preferences toward digital-only solutions.
- Economic factors impacting discretionary spending.

News:

- Recent updates to their app to improve user experience.
- Partnerships with influencers to promote their brand.

Trends:

- Increasing consumer interest in personalized products.
- Growing demand for user-friendly digital platforms.

Other:

- Focus on sustainability with eco-friendly printing options.

Culture/Values:

Published Values (“The Talk”):

- Family
- Simplicity
- Creativity

Real Values (“The Walk”):

- Commitment to customer satisfaction and quality.
- Emphasis on creating a positive and supportive work environment.
- Promoting family-oriented values and storytelling.

Alum at the Firm (Name, Email, and Role):

1. Dan Jimenez
2. Doug Hicken

3. Maggie Jensen

MBA NAME: Eric Segura Date: 12/20/2024

COMPANY: Crocker Ventures

CEO Name: Gary Crocker

Stock Price: Not Applicable (Privately Held)

Market Cap: Not Applicable (Privately Held)

P&L – YoY:

Revenue (\$): Not Publicly Disclosed

Net Income (\$): Not Publicly Disclosed

Business Model (Main Product(s)): Crocker Ventures is a privately held venture capital and private equity firm focused on investing in life sciences, biotechnology, and healthcare innovations.

Value Proposition: Providing capital, strategic guidance, and industry connections to advance groundbreaking life sciences and healthcare solutions.

Customer Segments: Early to mid-stage companies in the life sciences, biotechnology, and healthcare sectors.

Competitive Advantage(s):

- Deep expertise in life sciences and biotechnology.
- Strong track record of successful investments.
- Extensive network within the healthcare industry.

Revenue Streams: Returns on investments through successful company exits or acquisitions.

Strategy:

Markets – Where are they active? Primarily focused on the United States, with investments targeting innovative healthcare hubs.

Growth – Where/How are they driving it? Investing in high-potential startups and fostering growth through active involvement and strategic partnerships.

Differentiators – How do they win? Combining scientific expertise with business acumen to identify and nurture transformative healthcare solutions.

Economic Logic – How do they make money? Generating returns through equity stakes in portfolio companies and successful exits.

Key Competitors (if any):

1. Polaris Partners
2. Arch Venture Partners
3. Third Rock Ventures

Key Risks to Business:

- Regulatory challenges in the life sciences sector.
- High failure rates for early-stage biotech companies.
- Economic downturns affecting funding availability.

News:

- Recent investment in [Insert Portfolio Company Name, if known].
- Expanded focus on innovative diagnostic and therapeutic technologies.

Trends:

- Increasing demand for personalized medicine and biotechnology solutions.
- Growth in digital health and telemedicine innovations.

Other:

- Commitment to advancing healthcare and improving patient outcomes.

Culture/Values:

Published Values (“The Talk”):

- Innovation
- Collaboration
- Excellence

Real Values (“The Walk”):

- Hands-on approach to supporting portfolio companies.
- Emphasis on long-term impact in healthcare.
- Building strong relationships within the scientific and medical communities.

Alum at the Firm (Name, Email, and Role):

1. Kevin Passey
2. Jonathan Crocker

3. Chad Poulter

MBA NAME: Eric Segura Date: 12/20/2024

COMPANY: Nike

CEO Name: John Donahoe

Stock Price: Refer to current stock price on financial platforms.

Market Cap: Refer to current market cap on financial platforms.

P&L – YoY:

Revenue (\$): \$46.71 Billion (2023)

Net Income (\$): \$5.07 Billion (2023)

Business Model (Main Product(s)): Nike operates as a global leader in sportswear and equipment, offering footwear, apparel, and accessories for various sports and lifestyle markets.

Value Proposition: Empowering athletes and individuals with innovative, high-quality, and sustainable products.

Customer Segments: Athletes, fitness enthusiasts, and general consumers seeking stylish and functional sportswear.

Competitive Advantage(s):

- Strong brand equity and global recognition.
- Industry-leading innovation in sportswear technology.
- Extensive distribution and retail presence.

Revenue Streams: Sales of footwear, apparel, equipment, and accessories through direct-to-consumer channels and wholesale partnerships.

Strategy:

Markets – Where are they active? Global presence with significant operations in North America, Europe, Greater China, and emerging markets.

Growth – Where/How are they driving it? Investing in direct-to-consumer channels, digital transformation, and expanding in high-growth regions like Asia.

Differentiators – How do they win? Focusing on innovative designs, celebrity endorsements, and connecting with consumers through impactful marketing campaigns.

Economic Logic – How do they make money? Earning revenue from high-margin branded products and leveraging economies of scale.

Key Competitors (if any):

1. Adidas
2. Under Armour
3. Puma

Key Risks to Business:

- Supply chain vulnerabilities.
- Intense competition in the athletic apparel market.
- Potential negative impacts from changing consumer preferences.

News:

- Recent advancements in sustainability initiatives, including eco-friendly materials.
- Expansion of digital platforms and direct-to-consumer sales channels.

Trends:

- Increasing consumer preference for sustainable products.
- Growth in demand for athleisure wear.

Other:

- Collaboration with athletes and influencers to boost brand visibility.

Culture/Values:

Published Values (“The Talk”):

- Innovation
- Performance
- Sustainability

Real Values (“The Walk”):

- Commitment to environmental sustainability.
- Promoting diversity and inclusion within the organization.
- Empowering communities through sports.

Alum at the Firm (Name, Email, and Role):

1. Sam Porter

2. Michael Shaughnessy
3. Sam Behunin

MBA NAME: Eric Segura Date: 12/20/2024

COMPANY: Pelion Ventures

CEO Name: Dave Weidner

Stock Price: Not Applicable (Privately Held)

Market Cap: Not Applicable (Privately Held)

P&L – YoY:

Revenue (\$): Not Publicly Disclosed

Net Income (\$): Not Publicly Disclosed

Business Model (Main Product(s)): Pelion Ventures operates as a venture capital firm, primarily investing in early-stage technology startups.

Value Proposition: Providing funding, expertise, and strategic connections to foster growth in innovative technology startups.

Customer Segments: Startups in the technology sector, with a focus on early-stage companies requiring venture capital funding.

Competitive Advantage(s):

- Strong track record of successful exits.
- Deep expertise in technology sectors.
- Robust network of industry connections.

Revenue Streams: Management fees from investors and carried interest on successful investments.

Strategy:

Markets – Where are they active? Primarily active in the United States, focusing on tech hubs such as Silicon Valley, Utah, and other emerging innovation centers.

Growth – Where/How are they driving it? Growth is driven by identifying promising early-stage startups, providing capital, and guiding them through key growth stages to maximize returns.

Differentiators – How do they win? Combining industry expertise with hands-on mentorship and a focus on building long-term relationships with portfolio companies.

Economic Logic – How do they make money? Earning a percentage of the profits (carried interest) from successful exits and management fees from their funds.

Key Competitors (if any):

1. Andreessen Horowitz
2. Sequoia Capital
3. Accel Partners

Key Risks to Business:

- Market downturns affecting startup valuations.
- High risk of failure inherent in early-stage investments.
- Competition for high-quality startups.

News:

- Recent investment in [Insert Portfolio Company Name, if known].
- Expanded focus on [e.g., AI, FinTech, etc.] sectors.

Trends:

- Increasing interest in AI and machine learning technologies.
- Growing focus on sustainability and green technology startups.

Other:

- Active in promoting diversity and inclusion within the startup ecosystem.

Culture/Values:

Published Values (“The Talk”):

- Innovation
- Integrity
- Collaboration

Real Values (“The Walk”):

- Close mentorship of portfolio companies.
- Emphasis on long-term success over short-term gains.
- Active involvement in fostering community within the tech industry.

Alum at the Firm (Name, Email, and Role):

1. Susan Duke
2. Benjamin Lambert

3. Micah Harper

MBA NAME: Eric Segura Date: 12/20/2024

COMPANY: Swire Coca Cola

CEO Name: Patrick Healy

Stock Price: Not Applicable (Privately Held)

Market Cap: Not Applicable (Privately Held)

P&L – YoY:

Revenue (\$): Not Publicly Disclosed

Net Income (\$): Not Publicly Disclosed

Business Model (Main Product(s)): Swire Coca Cola operates as a bottler and distributor of Coca-Cola beverages, providing a wide range of soft drinks, juices, and other beverage products.

Value Proposition: Delivering high-quality beverage products to meet consumer demands while maintaining strong partnerships with retail and foodservice providers.

Customer Segments: Retailers, restaurants, and individual consumers seeking Coca-Cola products.

Competitive Advantage(s):

- Exclusive bottling agreements with Coca-Cola.
- Extensive distribution network.
- Strong brand recognition.

Revenue Streams: Sales of bottled and distributed Coca-Cola beverages.

Strategy:

Markets – Where are they active? Active in several regions across the United States and Asia, focusing on densely populated urban areas.

Growth – Where/How are they driving it? Expanding product offerings and investing in sustainability initiatives to appeal to environmentally conscious consumers.

Differentiators – How do they win? Leveraging Coca-Cola's global brand equity and ensuring efficient distribution and customer service.

Economic Logic – How do they make money? Generating revenue through the sale of beverages at scale and optimizing logistics to reduce costs.

Key Competitors (if any):

1. PepsiCo
2. Keurig Dr Pepper
3. Nestlé Waters

Key Risks to Business:

- Shifts in consumer preferences towards healthier beverages.
- Supply chain disruptions.
- Regulatory changes impacting sugary drinks.

News:

- Recent sustainability initiatives including reduced plastic use.
- New product launches focused on low-sugar beverages.

Trends:

- Growing demand for health-conscious and functional beverages.
- Increased focus on sustainability in packaging and operations.

Other:

- Emphasis on community engagement through local partnerships.

Culture/Values:

Published Values (“The Talk”):

- Integrity
- Excellence
- Innovation

Real Values (“The Walk”):

- Commitment to sustainability and reducing environmental impact.
- Focus on employee well-being and community involvement.
- Emphasis on operational excellence and customer satisfaction.

Alum at the Firm (Name, Email, and Role):

1. Diego Torres
2. Will Pittam
3. Jason Whetstone

MBA NAME: Eric Segura Date: 12/20/2024

COMPANY: Weave

CEO Name: Brett White

Stock Price: Refer to current stock price on financial platforms.

Market Cap: Refer to current market cap on financial platforms.

P&L – YoY:

Revenue (\$): \$136 Million (2023)

Net Income (\$): Not Publicly Disclosed

Business Model (Main Product(s)): Weave provides a customer communication platform tailored for small and medium-sized businesses, integrating messaging, phone systems, and customer engagement tools.

Value Proposition: Helping small businesses improve customer communication and streamline operations through an all-in-one platform.

Customer Segments: Small and medium-sized businesses, especially in healthcare, dental, and veterinary industries.

Competitive Advantage(s):

- User-friendly platform tailored for SMBs.
- Comprehensive communication tools in one solution.
- Strong focus on specific industry needs like healthcare and dental.

Revenue Streams: Subscription fees for software services and cloud communication tools.

Strategy:

Markets – Where are they active? Primarily active in the United States, with plans for further international expansion.

Growth – Where/How are they driving it? Expanding customer base through targeted marketing and enhancing product features to meet evolving SMB needs.

Differentiators – How do they win? Providing an intuitive and integrated platform that simplifies communication for SMBs.

Economic Logic – How do they make money? Recurring revenue from subscription-based software services.

Key Competitors (if any):

1. Podium
2. RingCentral
3. Nextiva

Key Risks to Business:

- Competition from larger communication platform providers.
- Dependence on SMB market growth.
- Potential cybersecurity threats.

News:

- Recent updates to the platform to include AI-driven analytics.
- Partnerships with industry associations in healthcare and dental.

Trends:

- Growing adoption of integrated communication tools by SMBs.
- Increasing reliance on cloud-based solutions.

Other:

- Focus on customer support and SMB success.

Culture/Values:

Published Values (“The Talk”):

- Innovation
- Customer Focus
- Teamwork

Real Values (“The Walk”):

- Prioritizing employee development and satisfaction.
- Maintaining a strong connection with SMB customers.
- Driving innovation to meet customer needs.

Alum at the Firm (Name, Email, and Role):

1. Jason Alleger
2. Austin Strong
3. Evan Parry

