

# Should I Start A Business?

Presented By:

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# Hello!



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Owner of Wild Water  
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# Should I start a Business?

1. Your Goals & Motivation
2. Market Research & Idea Validation
3. Financial Readiness
4. Skills & Resources
5. Risk & Commitment

# Overview

Are you passionate about the industry or problem you want to solve?

# Problems to solve

1

## Market Research & Idea Validation

- Have you identified a clear market need?
- Is there demand for your product or service?
- Who are your competitors, and how will you differentiate yourself?

2

## Financial Readiness

- Do you have enough capital or funding to get started?
- How will you manage cash flow and expenses?
- Are you financially prepared for the possibility of slow initial growth?

3

## Skills & Resources

- Do you have the necessary skills or a team to execute your business plan?
- Are you ready to handle marketing, operations, sales, and finance?

4

## Risk & Commitment

- Are you comfortable with uncertainty and potential setbacks?
- Do you have the time and energy to commit to your business fully?

## Mindset - Mission - Vision - Process - Team

"Don't be afraid to give up the good to go for the great." – **John D. Rockefeller**

"If you don't build your dream, someone will hire you to help build theirs." – **Tony Gaskins**

"Opportunities don't happen. You create them." – **Chris Grosser**

"Success is not final, failure is not fatal: it is the courage to continue that counts." – **Winston Churchill**

# Understanding the Market

# Market Trends

## 1. Identify Your Target Market

- Who are your potential customers? (Age, gender, location, income, preferences)
- What problems do they have that your business can solve?

## 2. Research Industry Trends

- Is the industry growing, stable, or declining?
- What are the emerging trends and innovations?
- Who are the major players, and what strategies do they use?

## 3. Analyze Competitors

- Who are your direct and indirect competitors?
- What are their strengths and weaknesses?
- How can you differentiate your product or service?

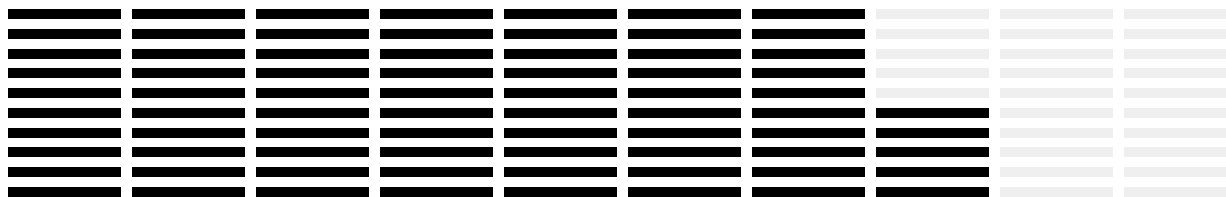




# Understand Customer Behavior

- Where do your customers shop? (Online, in-store, through referrals)
- What factors influence their purchasing decisions? (Price, quality, convenience)
- What are their pain points and unmet needs?

Trend 01



75%

Happy Customers

Trend 02



53%

Unhappy customers

# Target Audience

## 1. Demographics (Who they are)

- Age: What age group are you targeting? (e.g., 18-24, 25-40, 50+)
- Gender: Is your product/service gender-specific or for everyone?
- Location: Are you targeting a local, national, or global audience?
- Income Level: Can your audience afford your product/service?
- Education Level: Does education influence their buying decision?

## 2. Psychographics (How they think)

- Lifestyle: What do they value? (Luxury, sustainability, convenience)
- Interests & Hobbies: What do they do in their free time?
- Pain Points: What problems do they face that you can solve?
- Buying Motivation: What drives their purchasing decisions? (Price, quality, brand loyalty)



# Process

01

## Analyze Competitors

- Who are they targeting?
- What gaps can you fill that they are missing?

## Use Data & Analytics

Track website traffic, social media engagement, and sales data. Utilize tools like Google Analytics, Facebook Insights, and customer feedback.

02

03

## Test & Adjust

Run A/B tests on marketing strategies. Gather feedback and refine your approach based on real data.

# Vision

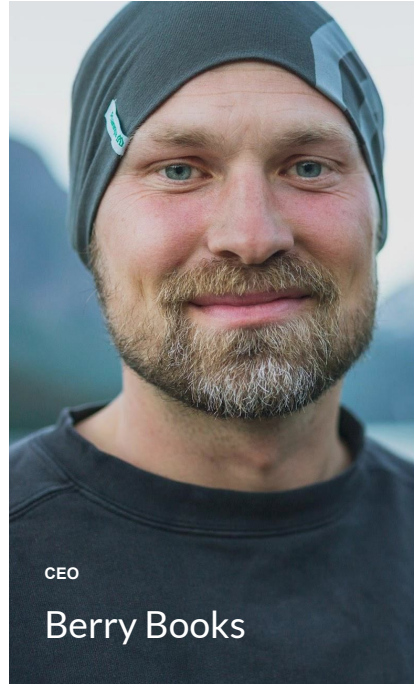


# Team

What skills You do not have but  
need your team to deliver to  
your customers?

Who is your team?

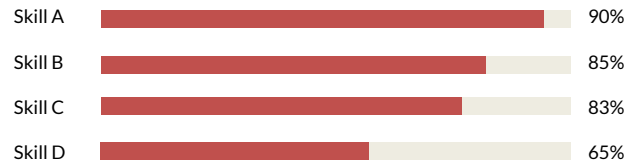
Personality vs position



CEO

# Berry Books

What skills? Know what each individual is good at it, will help tremendous.

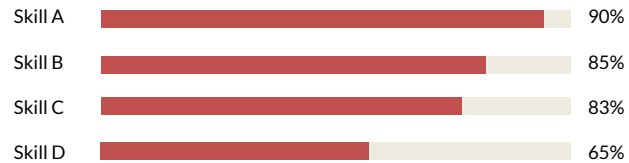




CFO

# Vinny Viewer

Customer service? Owners? Sales department?  
Operation? HR?

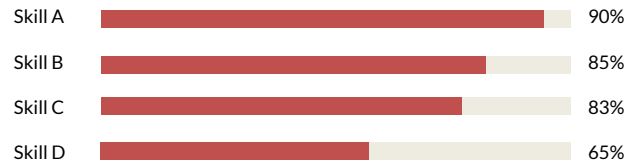


Sales Director

# Wendy Writers

Financial advisor; strategy planner; leads;  
marketing;

It is important to get to know your employees for  
your business success.





## Four Key Elements for Business Success

1. **Strategic Planning** – Establish clear objectives, develop a well-defined roadmap, and remain agile in response to market dynamics.
2. **Customer Focus** – Gain deep insights into your audience, deliver exceptional service, and cultivate long-term relationships.
3. **Financial Management** – Maintain strong cash flow oversight, manage expenses prudently, and make strategic investments to drive sustainable growth.
4. **Innovation & Adaptability** – Stay ahead of trends, leverage emerging technologies, and foster a culture of continuous improvement.

## Do you need to have your sh\*t together to start a business?

- Yes and no!
- You can learn! You don't know what you don't know until you need to know it.
- Focus on GROWTH. Start small, dream BIG.
- Instead of waiting until the "perfect time," ask: what is achievable to propel your dream now?
- And yes, you can run a business with a theater degree!

# COMMUNITY



Mariah Fidalgo (left) and Emily Mandirola, co-owners of Wild Water Collective in Orleans. JOHN TLIMACKI/GLOBE STAFF

## The Boston Globe

On the Cape, a new generation of business owners steps up



SHAPE THE CAPE  
SUMMIT  
CCYP



It takes a village, and that village can grow with you!

# GROWING & PIVOTING

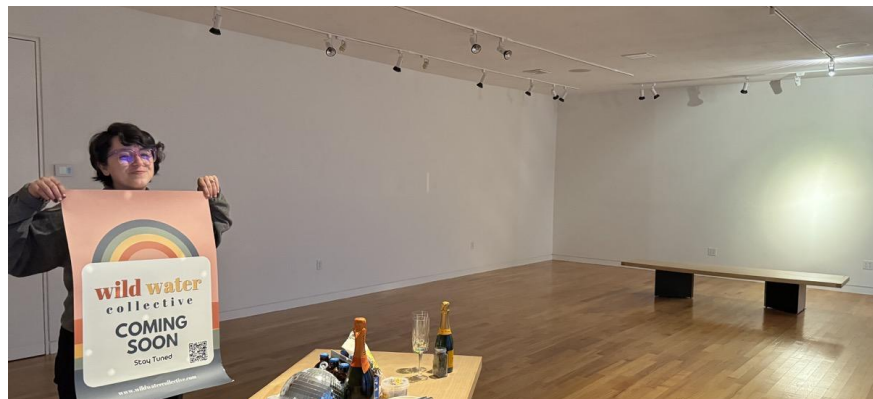
Identify your niche and grow with it

It may not be your initial idea; learn how to listen to your customers.

Our seasonal economy is  
challenging; how can you adapt?

What service gap are you filling?

What brings **you** joy?



# Thank You! Questions?