

Business Models

Dr. Rob Adams

The theory behind the business models

- Dr. Rob Adams is on the faculty of The University of Texas at Austin where he teaches entrepreneurship in the MBA program and is the Director of Texas Venture Labs.
- He's a former software executive, entrepreneur and institutional fund manager.
- He has served on many corporate boards and has founded or financed more than 40 companies, which have launched more than 100 products and raised significant amounts of capital in both public and private markets.
- Over his years of working with businesses, Dr. Adams has collected data on literally hundreds of businesses about what they spend on:
 - Sales & Marketing
 - Manufacturing
 - Cost of Goods or Services
- Combined with data on Revenue & Profit, we're able to share with you the average percentages that you should expect within various industries:
 - Consumer Goods
 - Manufacturing
 - Medical / Bio
 - Technology
 - Services
- Use this tool as a guide to understand what your business should be expecting in terms of profit and also where you can expect your expenses to go
- And don't forget that Rob always says that whatever it costs you to get your product / service into the marketplace is the absolute minimum you should spend on sales & marketing in the first year to ensure a successful launch.
- Find out more about Dr. Rob Adams here - <http://drrobadams.com/>

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	Consumer	Manu	Medical	Tech	Services
Revenue	100%	100%	100%	100%	100%
S&M	60%	15%	35%	60%	35%
Manufacture	35%	40%	35%	15%	0%
COGS	5%	40%	10%	5%	35%
Profit	1%	5%	20%	20%	30%



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