

ICE: Rapid Startup

March 1, 2012



Real people. Real reviews.®

Search for (e.g. taco, cheap dinner, Max's)

tacos

Near (Address, Neighborhood, City, State or Zip)

Berkeley

Search

[Welcome](#) [About Me](#) [Write a Review](#) [Find Reviews](#) [Find Friends](#) [Messaging](#) [Talk](#) [Events](#)[Member Search](#)

tacos Berkeley

1 to 10 of 712 - Results per page: 10

Hide Filters

Sort By

[» Best Match](#)
[Highest Rated](#)
[Most Reviewed](#)

Neighborhoods

☐ UC Campus Area
☐ Telegraph Ave
☐ North Berkeley
☐ South Berkeley[... More Neighborhoods »](#)

Distance

[» Bird's-eye View](#)
[Driving \(5 mi.\)](#)
[Biking \(2 mi.\)](#)
[Walking \(1 mi.\)](#)
[Within 4 blocks](#)[... More features »](#)

Features

☐ Offering a Deal
☐ Open Now (9:04 pm)
☐ Good for Groups
☐ Take-out

Price

☐ \$\$\$\$
☐ \$\$\$
☐ \$\$
☐ \$

Category

☐ Mexican
☐ Food Stands
☐ Fast Food
☐ Food[... More categories »](#)

17m+ reviews
50m+ monthly visitors
reviews, check-ins, deals

Concierge Too many options?



1. Tacos El Rey Taco Truck

Categories: Food Stands, Mexican

45 reviews



2. Taco Truck

Category: Mexican

19 reviews



3. Taqueria La Familia

Category: Mexican

161 reviews



4. Tacubaya

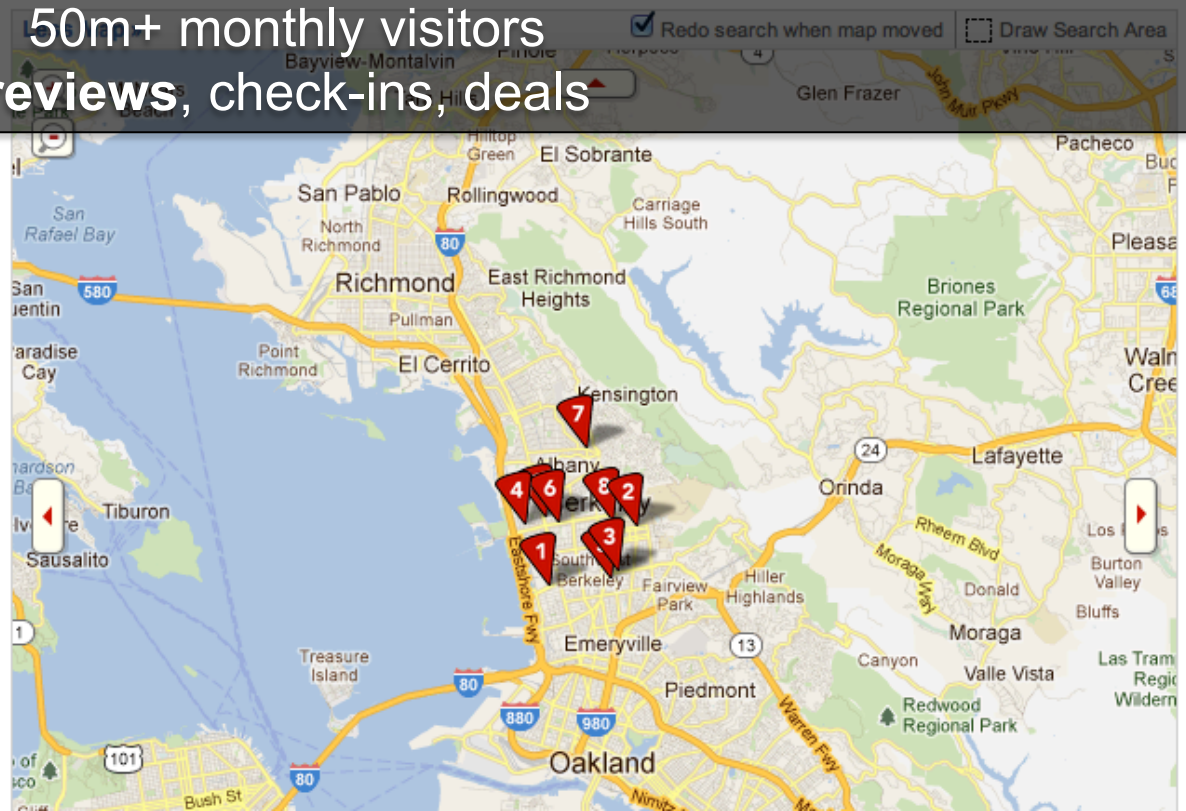
Category: Mexican

535 reviews



5. Flacos

Categories: Vegetarian, Mexican, Food Stands





Real people. Real reviews.®

Search for (e.g. taco, cheap dinner, Max's)

tacos

Near (Address, Neighborhood, City, State or Zip)

Berkeley

Search

[Welcome](#) [About Me](#) [Write a Review](#) [Find Reviews](#) [Find Friends](#) [Messaging](#) [Talk](#) [Events](#)[Member Search](#)

tacos Berkeley

1 to 10 of 712 - Results per page: 10

Hide Filters

Sort By

[» Best Match](#)
[Highest Rated](#)
[Most Reviewed](#)

Neighborhoods

☐ UC Campus Area
☐ Telegraph Ave
☐ North Berkeley
☐ South Berkeley[... More Neighborhoods »](#)

Distance

[» Bird's-eye View](#)
[Driving \(5 mi.\)](#)
[Biking \(2 mi.\)](#)
[Walking \(1 mi.\)](#)[Within 4 blocks](#)

Features

☐ Offering a Deal
☐ Open Now (9:04 pm)
☐ Good for Groups
☐ Take-out[... More features »](#)

Price

☐ \$\$\$\$
☐ \$\$\$
☐ \$\$
☐ \$

Category

☐ Mexican
☐ Food Stands
☐ Fast Food
☐ Food[... More categories »](#)

How will you take down Yelp?



1. Tacos El Rey Taco Truck

Categories: Food Stands, Mexican

★★★★☆ 45 reviews



2. Taco Truck

Category: Mexican

★★★★☆ 19 reviews



3. Taqueria La Familia

Category: Mexican

★★★★☆ 161 reviews



4. Tacubaya

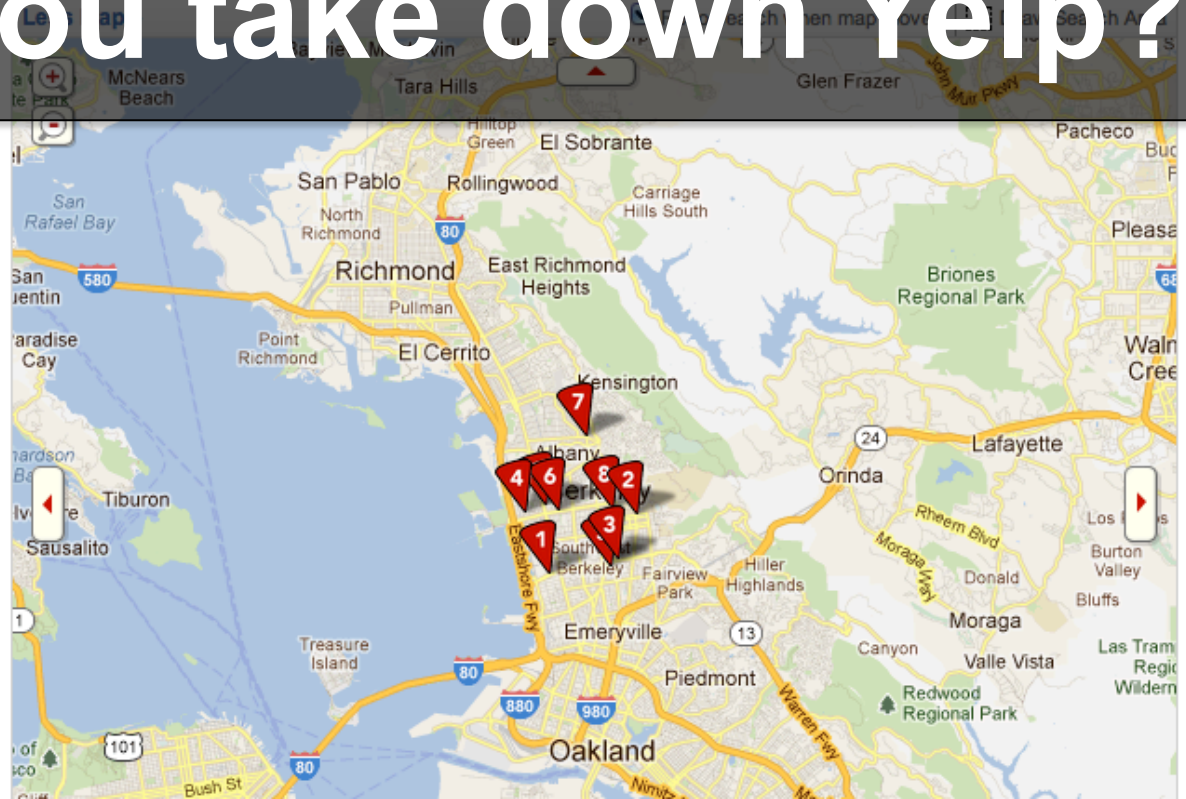
Category: Mexican

★★★★☆ 535 reviews



5. Flacos

Categories: Vegetarian, Mexican, Food Stands



Group Exercise

You will have **one hour and 15 minutes** to work with your team to craft a strategy to beat Yelp.

At the end of time, you will return to this room to deliver a **five minute** pitch to your classmates. The class will vote on the top two teams and the winners will pitch to John next week.

Requirements

Your pitch deck must include a compelling description of:

- your product and how it is superior to Yelp;
- your business model; and
- your team's fantastic and complementary skills and experience.

Your team must choose a brand name and design your deck according to the color assignments below.

Team 1

Team 2

Team 3

Team 4