

Today's topics

Introduction
 Family capital and ownership types of family business
 Tools for success
 Family business: ownership of family capital
 Business model—designed to create value for business
 Family capital
 Family business
 Family business and owner/manager
 Family capital
 Family capital
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Your Peer Network

Business introduction
 Where and location of your business
 Product or service
 Core values of the business
 Age range of your potential family members
 Business model
 Owner
 Family with business
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Leader with goals

Introduction
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Protetix: A 'Me-Too' Success

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Competitive Advantages Poza

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Resource based view—unique combination of resources that cannot be duplicated provide a competitive advantage
 Owner/manager overlap, company size = speed to market

- Concentrated ownership = productivity, long-term commitment, investment in people & innovation
- Focus on customers & market niches = high returns on investment
- Protecting family reputation = quality product/service & high returns on investment

Family-owner-management interaction, unity, and commitment = consistent values, patient capital, low administration costs, and skills/knowledge transfer.

Owner/Manager

Introduction
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Your goals for the future

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Business goals

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Family capital

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The background of the slide is a photograph of a desert canyon. A large, vertical orange rock wall dominates the right side of the frame. To the left, a path or road winds through the canyon, leading towards a distant, hazy horizon. The lighting suggests a bright day, with a sharp shadow cast across the path. The entire image is framed by a teal border.

Proteolix: A "Me-Too" Success

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Today's topics

- **Introductions**
- **Advantages and disadvantages of family business**
- **Quiz for students**
- **Goals families, summary of student goals**
- **Ground rules—designed to create open interaction**
- **Conceptual tools**
- **Family business**
- **Family, business, and owner systems**
- **Family capital**
- **Agent**

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Your Peer Network

Business Introduction

- Name and location of your business
- Product or service
- Generations in business
- Age range of next generation family members

Individuals Introduction

- Name
- Role
- Years with business

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Confer with peers

List advantages of family business

List disadvantages of family business

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Competitive Advantages Po

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- Family owner management interaction**

Quiz

Students take quiz while we discuss

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Your goals for the class . . .

- We identified student goals last class.
- Before I show you theirs, write yours.

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Student goals

- **Unity—family on same page**
- **Family involvement**
- **Succession**
- **Identify and overcome family roadblocks**
- **Cultivate open communication**
- **How I can help**
- **Avoid problems other FBs have had**

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