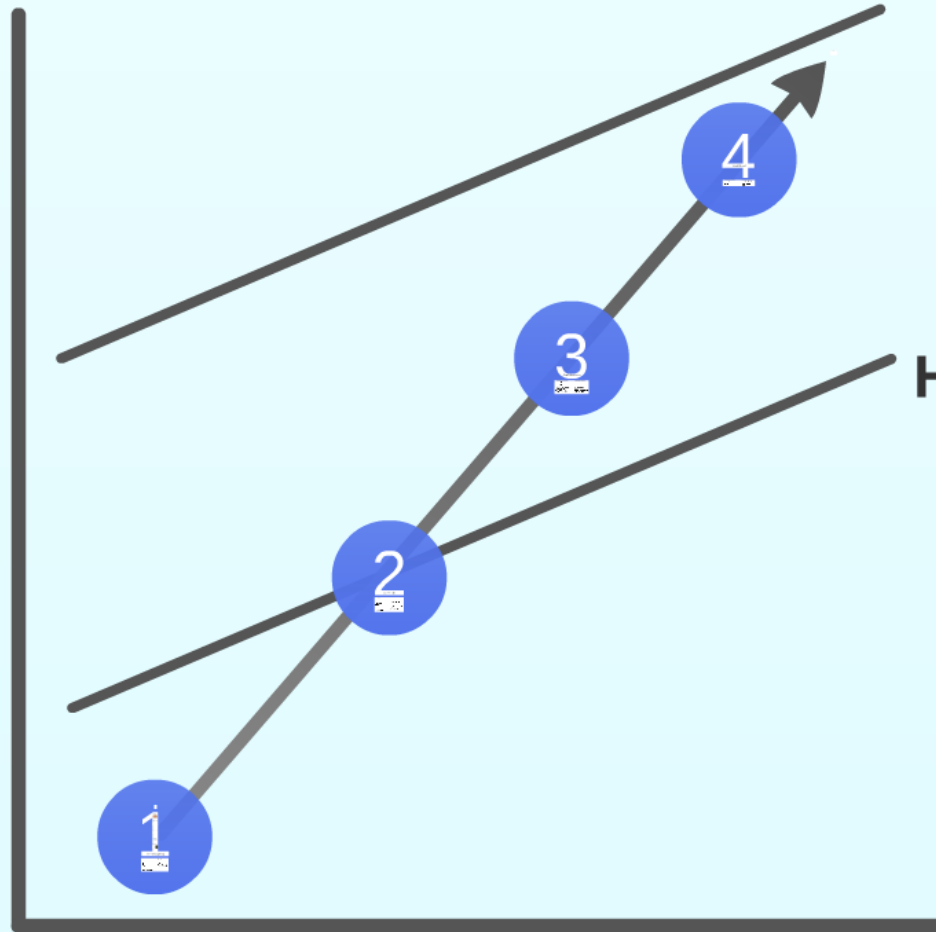


Performance

Cost:  
Millions



Hundreds



Time

**HourlyNerd**  
Rob Biederman  
Co-Founder and CEO

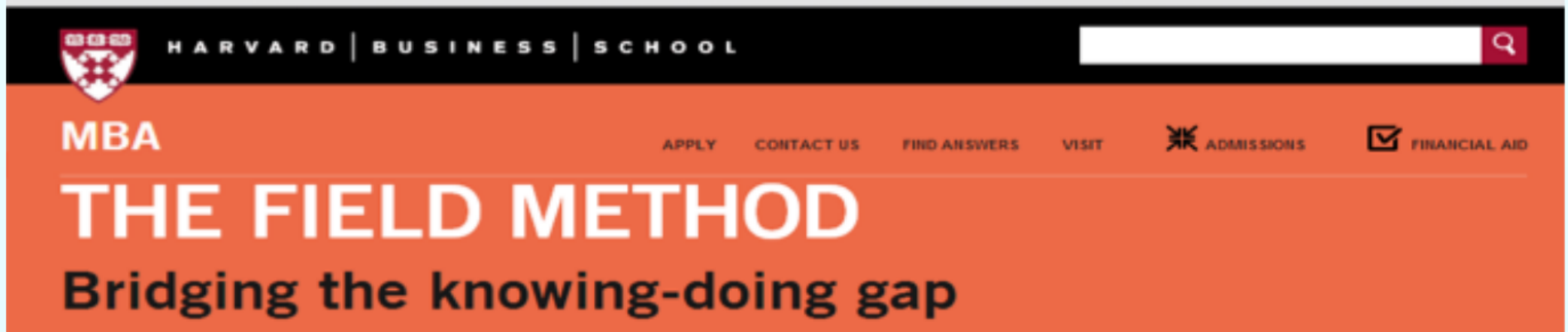
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# HourlyNerd

Rob Biederman  
Co-Founder and CEO

[TheCaseSolution.Com](http://TheCaseSolution.Com)

***FIELD 3 components  
are designed to integrate RC learnings***



*“FIELD 3 brings the entire first-year experience together by **challenging students to synthesize** the knowledge, skills, and tools acquired in the RC within a real **microbusiness they must design and launch themselves.**”*

# ***FIELD 3 is broken into three primary components***

**1**

## **Team / business formation**

- **Assembling teams** and specifying roles
- Funding each team with \$5K
- Authoring and refining **business plans**
- Building **minimum viable** products
- Gathering customer **feedback**

**2**

## **Financial simulations**

- Delivering live **elevator pitches** to another section
- **Investing** in simulated shares of another section
- Digesting peer and judge **feedback**
- Additional \$3K grants to **top teams**

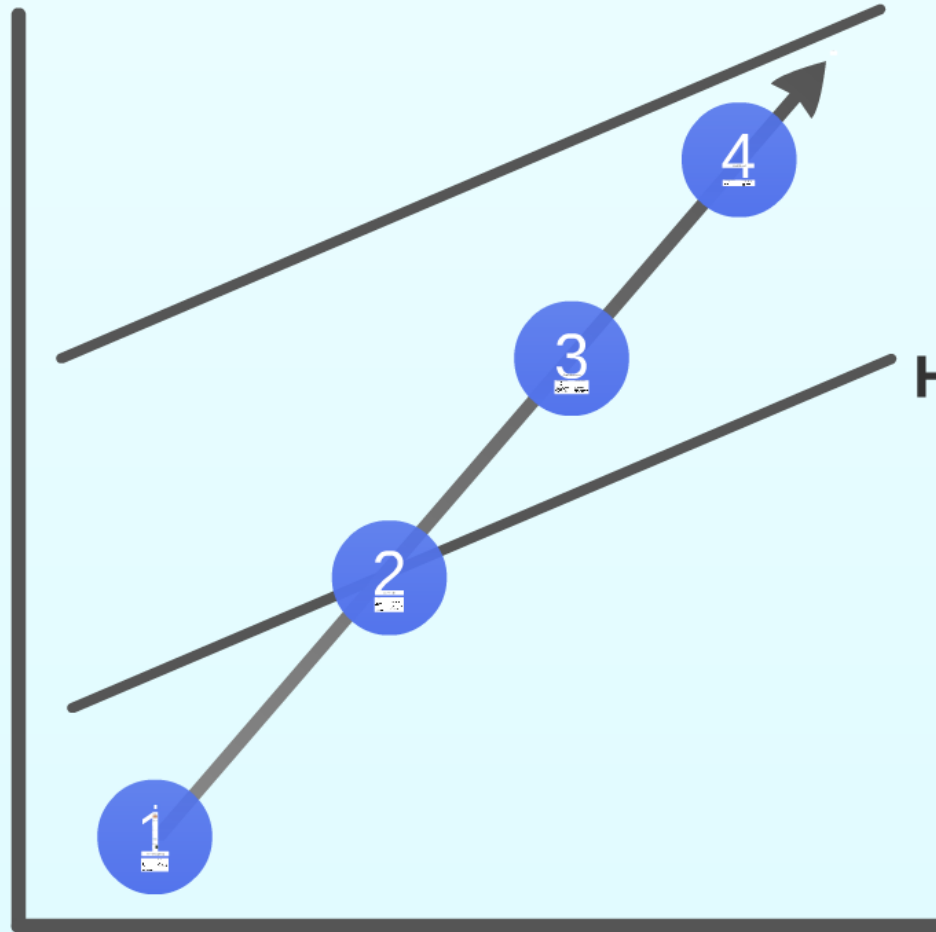
**3**

## **'Sink or swim' decisions**

- Class-wide competition elevator pitches
- Live student voting and top **VC judges**
- Deciding if, and how, the teams will **continue operating**

Performance

Cost:  
Millions



Hundreds



Time

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# Different

Escaping the Competitive Herd



Youngme Moon

"[A] poetic paean to originality." —*Time*

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For a long time, only  
fully bundled airfare  
was available



# Spirit unbundled air travel

Ticket cost

