



Matt & Sharon Watts
Co-Founders

The J Word

(And how ours might benefit you!)

Origins

In the beginning there was...



What do you have a passion for?

What do you know about?





Sharon's

Cheesecakes



WHY THE HELL NOT?

Test trading

2 Years

RESEARCH YOUR MARKET

Even Steve Jobs got this wrong several times!

Luxury, individual, beautiful



Hobby to business



DEVELOPING

BUSINESS KNOWLEDGE

PROFILE

CONTACTS

PRODUCT RANGE



BEWARE OF.....



Now to get some customers





The Pitch

Preparation

Presentation

Perception







If I've talked too fast...

....any questions?



If I've gone on too long.....

If I can help...

Matt Watts

07949287620

lancscheesecake@gmail.com

