



Business Systems Innovation Labs Lab 1b Pre-flight Checklist

“DataMatic: It Slices, It Dices, Visualizes & Analyzes”

Follow along with Max again as she figures out how to manipulate the pitch data to help Riley do her job better/faster/smarter.

Prep: Get ready

- ✓ **Before you start this lab, be sure you scored your work from the previous one (1a) in the grader app.**
- ✓ You’ll need any debit/credit card or a Paypal account to pay the lab fee on **Step 6**. (Just \$19.99 once.)
- ✓ Didn’t do Lab 1a? NP—just follow Lab 1a (pg 2) to get your SF account, then start this lab at **Step 5**.

Learning Objectives: What to “get”

- ✓ See how a database makes it easy to slice & dice the data to see just what you want/need.
- ✓ Get a feel for putting together meaningful reports fast.
- ✓ Get the *power* of visualizing data for doing business better/faster/smarter.
- ✓ See how you can track & monitor goals using dashboards.
- ✓ Grasp the business value of leveraging data thru data-based systems.

Checkpoints: Get points

When you reach these checkpoints in the lab, make sure your screen matches the screencap shown there. If not, fix whatever’s wrong before going on. It’s a good idea to run the grader app at every checkpoint, so you can see any mistakes so far & how to fix them. (Just ignore errors about steps you haven’t done yet.) **But be sure to run the grader app as soon as you finish this lab, before going on to the next one so you don’t lose your work!** (See <https://www.maxzplace.com/grader-info> for grader app installation/info.)

- 1 After **Step 78**, the **Loaded & Likely Angels Only** view on your screen should match the screencap embedded in the blog. You should see the same two records listed. (50 pts)
- 2 After **Step 93**, you should see the report that shows all ten records, grouped by **Type** and showing the average **Investment Amount** and **Equity Percentage** for each group. (12 pts)
- 3 After **Step 111**, you should be seeing the chart showing the jagged line that plots **Investment Amount** against **Equity Percentage**. (10 pts)
- 4 After **Step 156**, your screen should show exactly the same dashboard gauge that is depicted in the screen cap embedded in the blog. (28 pts)

Tips: Get more

Create your own splash image/logo, like Max did, and figure out how to upload it & make it appear when you open your mobile app. See Max’s hint, just below her “Spartapps in the Cloud by Max” image.

Resources: Get help

Stuck? **DON’T TRY TO UNDO/REDO THE WHOLE LAB**—that can make things worse! Instead, look for a fast fix, 24/7, at the [Help FAQ](#) at [MaxzPlace](#). No luck? Then post to the [Help Forum](#) there to get answers ASAP!

Max's Distinctive, Impressive BizTech Student Blog

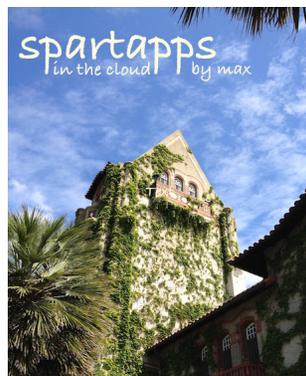
Saturday, September 21, 2019

DataMatic: It Slices, It Dices! (+ Visualizes & Analyzes)

Ok, so what IS a database, really? From what I can tell so far—a database is to data as KFC is to chicken. It slices, it dices, things whirl around and bing...out comes just the parts you want, done to perfection. Some people want certain parts, done a certain way. Others want different parts, done another way. Same for databases, except you don't need a wet wipe afterwards (one hopes).

This is good bc Riley raved on my app (yessss! crowd goes wild, checking account is up by \$200) but then, when she explained more about how she manages her pitching, I realized something—I could help her way more if I could figure out how to add some slicing & dicing. Then she could pull up certain groups of pitches to focus on & spot trends/patterns, etc. In classic Sili-Valley style, I sketched out what I was thinking on the back of my napkin and by the time we left Starbucks, the quest was on for Version 2.0 (+ a \$300 upgrade check)!

Suddenly I had a little app-making biz going! (Ok, a super-teeny, but nonetheless fast-growing app-making biz.) So, I tried to figure out how to make a splash screen (SJSU Spartan-themed) like a real app & I got it to work!



Totally optional, of course, but if you're "highly motivated," try embedding a pic of your own so it flashes in the SF app whenever you first open it & log in on your phone. It's not hard, but here's a hint: start with **Setup** and then, on the lefthand menu, under **Platform Tools**, pick **Apps** and then under that pick **Mobile Apps** and then under that pick **Salesforce** and under that pick **Salesforce Branding**. The rest of that one's yours. Hah!

Ok so, slicing & dicing—here's the story so you can follow along, step-by-step again like last time.

So Riley explained, for every pitch, she rates the chances (0-100%) of closing/signing the deal & when she can get the \$\$ from that investor—she called it "Closability." Like if a pitch went great and she's pretty sure they'll sign, then she might give that one a 90%. Oops—that was a key factor I hadn't guessed before & I needed to add it as a new **Pitch** field, so she could at least track it. But it also seemed like she might want to gauge it overall, across all the pitches somehow. Possible? Maybe...

So, to save you time (& steps), I made what SF calls a "package" containing my new **Pitch** object (with the **Closability** field added) along with some other stuff I added for later on. Packages are how you give somebody whatever objects, layouts, apps, programming code, etc ("meta-data") you want to share—you save it all in a package and SF puts it on their cloud servers through a link that you give out, for free or for \$, so people can install your package into their own SF account.

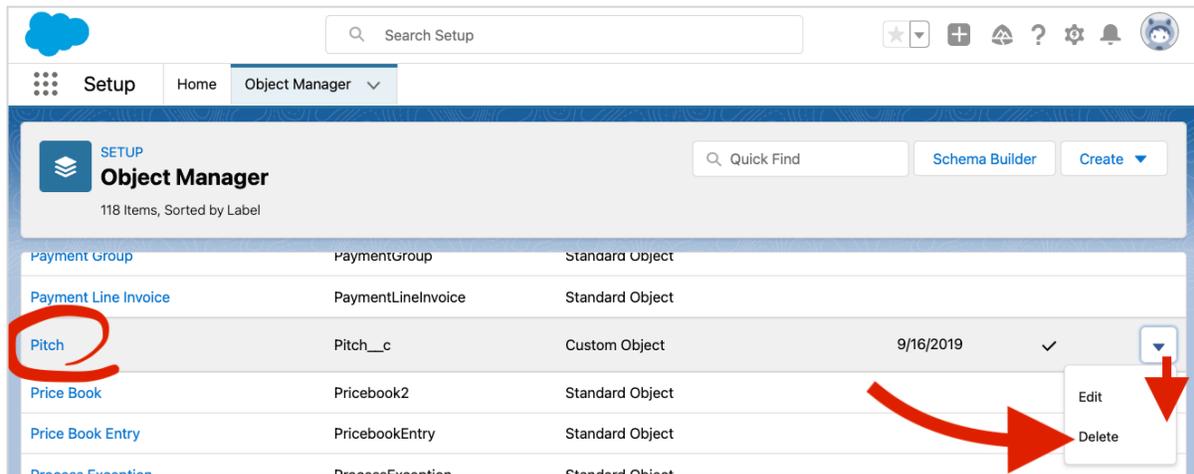
When you install a package, it creates the structures that were put into it—in this case, it creates the new **Pitch** object and the tab, layouts, apps, code, etc, that go with it, but NOT the data. You have to export/import that separately, but it's easy. I'll show you in a sec. But first, before we do that, **you have to get rid of your old Pitch object (and data) to avoid major problems later on!!!**

Don't worry—I'll show you how. (If you're not logged yet, hit <https://login.salesforce.com/> & let's go.)

1. Click the **Setup** gear on the top right, by the bell, & click **Setup (NEVER Service Setup!)** & then, on the upper left, click the tab (not the down-arrow) labelled **Object Manager** (next to **Home**)



2. Then you'll see a long alphabetical list with tons of objects that come already built into every SF account, but you need to scroll down and find the **Pitch** object you created last time
3. On the row for your **Pitch** object, click the drop-down arrow on the far right and hit **Delete**
4. Then, in the popup window that appears, click the blue **Delete** button to confirm (Note—you can undelete an object for up to 15 days after deleting!)



Ok so here's the part where I'm trying to "monetize my IP" (my blog) by getting my followers to chip in a paltry one-time gratuity of \$19.99! Riley says this is how bloggers cut back work hours so they can write more instead.

5. To get the **Pitch** package you need (& see a selfie w/my bff, Rocky) just click this link or copy/paste it into another tab in **THE SAME BROWSER YOU HAVE SF OPEN IN** but *please* make sure you **do NOT close it right after you pay!!!** (keep going til after the install is **totally** done):

stop! look! read! ↗

<http://tiny.cc/maxnrocky>

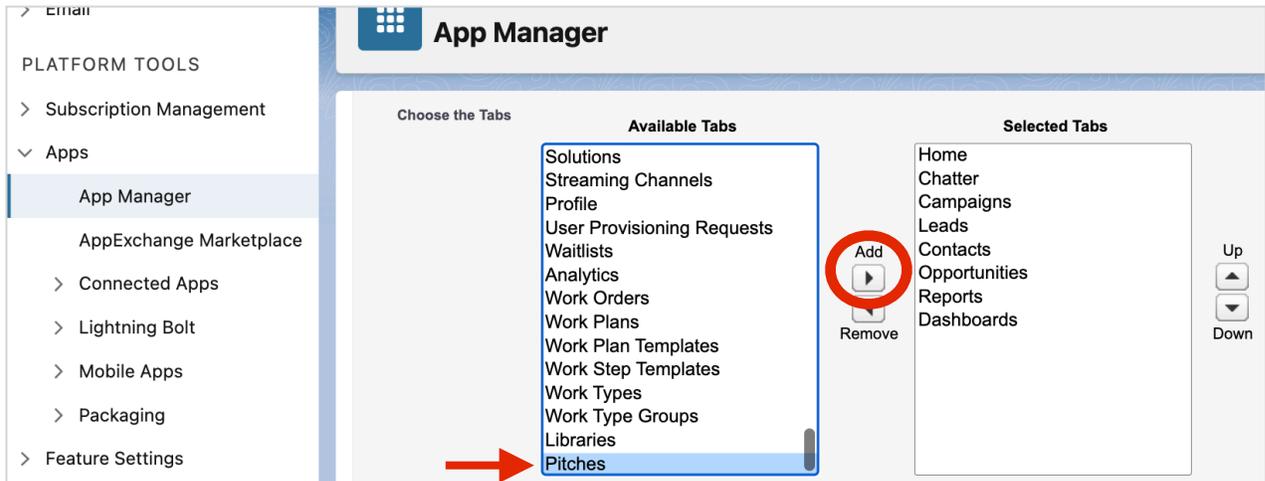
6. Click the **Buy now for \$19.99** button that appears (use Link or any credit/debit card, etc)
7. Read & check off the **Terms & Conditions** and click **Confirm & Buy Now**
8. On the next page, complete the **Account Registration** form and click **Submit**
9. That will take you to the payment form
10. Add your payment deets & finish off by clicking **Pay (but DO NOT close the tab yet!)**
11. That will take you to the **Installation** page—just click **Install** to launch the installation process (SF may ask you to log in again, for security)

Now back in SF, you should see an **Install Max's Pitch Package** page appear:

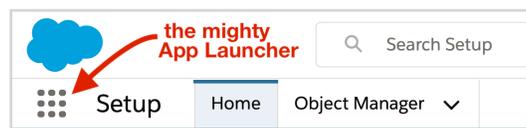
12. You can pick any of the three options here (doesn't matter for what we're doing) but might as well just leave **Install for Admins Only** selected & click the blue **Install** button underneath, to the right—it'll say **Installing and granting access to admins Only...** and then **Installation Complete!**
13. Just click **Done** & then you'll see it there on the list of installed packages that appears

Now you should have the new, improved **Pitch** object all set up, including the added **Closability** field. The **Pitches** tab you made got deleted and then recreated from the package too, but it didn't get put back into the tab bar for the **Marketing** app—you have to do that yourself:

14. Click on the **Setup** gear icon near the top right corner and then click **Setup**
15. On the lefthand menu, under **PLATFORM TOOLS**, click **Apps**
16. Under **Apps**, click **App Manager** and then in the **Lightning Experience App Manager** panel, find **Marketing CRM Classic** & click the down-arrow on the far right of that row & click **Edit**
17. Now in the **Custom App Edit** panel that appears for the **Marketing** app, scroll the **Available Tabs** window down to the bottom to find **Pitches** and click it so it's highlighted
18. Then, click the **Add** right-arrow to move **Pitches** over to the **Selected Tabs** window



19. Then, to keep things simple, take both **Campaigns** and **Opportunities** off the **Selected Tabs** list on the right by highlighting them, one at a time, and clicking the **Remove** left-arrow to move each over to the **Available Tabs** list on the left and then, when you've moved both, click **Save** at the bottom
20. Now you can click the **App Launcher** grid on the upper left and select the **Marketing** app and then you'll see the **Pitches** tab is back, at the far right end of the tab bar, like before



21. Now click your **Pitches** tab (the label—NOT the down-arrow next to it)

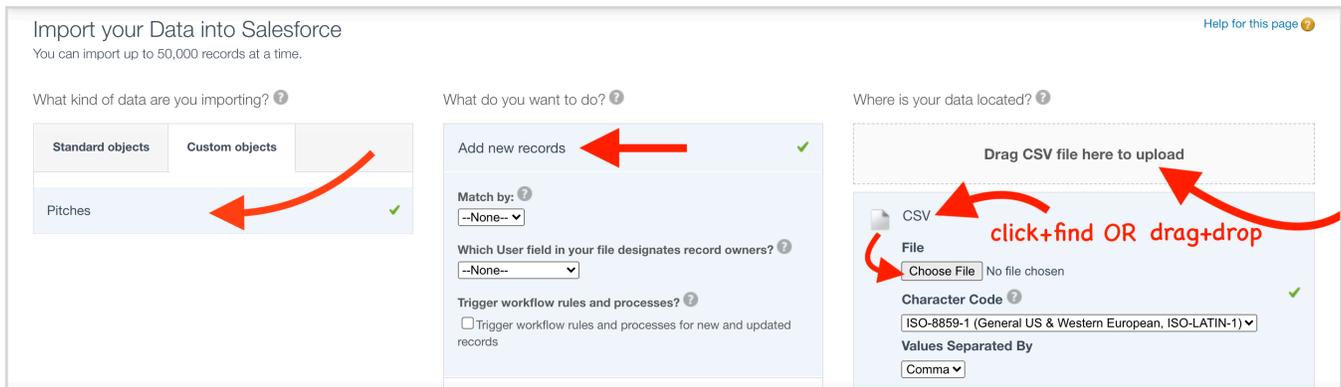


Now see the problem? Pitch is there, but it's empty—you need to get some data in there. Luckily, you don't have to type it again bc like all databases, SF has a way to pull in ("import") a bunch of existing data from wherever. So I made some up & used Excel to put it into a plain text file (.csv) which is a format SF likes for importing. Prof gave me some space on his Google Drive to upload the file so you guys could download it & try this out:

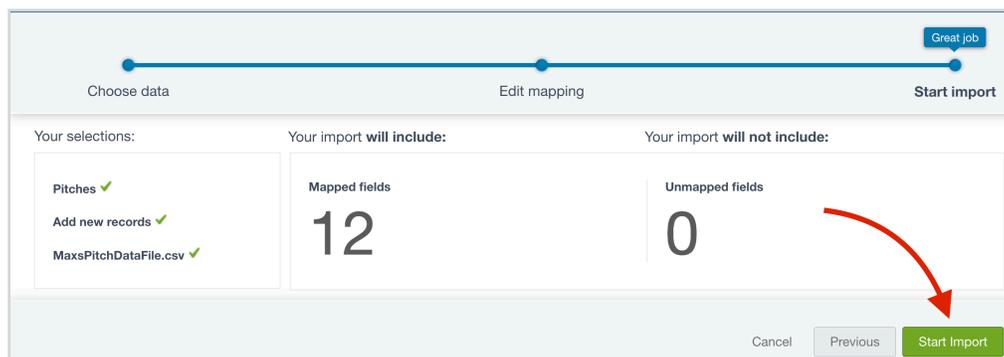
22. First, to make sure your import will work with my data, click the character icon in the top right corner to get the popup and then click **Settings** under your name, and then on the left-hand menu, under **My Personal Information**, click **Language & Time Zone** and then, in the center of the screen, set the **Locale** menu to **English (United States)** & click **Save** below
23. Next, just open a new browser tab with the link below & Google Drive will open a preview of the file and then use the down-arrow  on the menu bar at the upper right of the page to download the file to your desktop or anywhere you'll be able to find it later on, down in **Step 28**

<http://tiny.cc/MaxsPitchDataFile> (Do **NOT** open in Excel—just download for now)

24. Then, close the download tab and, back in SF, click your **Pitches** tab again to get back to the empty list of records and click **Import** (upper right, by the **New & Change Owner** buttons)
25. Under “What kind of data are you importing?” on the left, click the **Custom Objects** tab. That should show up **Pitches** below
26. Click on **Pitches** and that will fill in the middle box labeled **What do you want to do?**
27. In that middle box, click on **Add new records**
28. Then in the right-hand column of the page, you'll see where you can drag that .csv file you just downloaded onto the panel labeled **Drag CSV file here to upload** and SF will fill in the **File**, **Character Code** and **Values Separated By** fields automatically—just leave them as is
29. Or click **CSV** just below by the little page icon to open a panel below & then under **File**, click on **Choose File** to bring up a popup window so you can choose a file from your computer's hard drive. Then just find the .csv file you downloaded & double-click it or single-click to select & click **Open**
*(Windows users note: If you can't find the file, it might be because your file search is set to show Excel files only, so you might need to change that setting to **All Files** to be able to find the .csv file you just downloaded.)*



30. Once you have the file selected properly, the green **Next** button that was dimmed until now should be bright, inviting you to click it, so go ahead and click it
31. The next page that appears, **Edit Field Mapping: Pitches**, should show a perfect match between the SF **Pitch** object's field names and the column headers in the .csv file and it even shows you samples of the data that will be going in
32. Click the green **Next** button
33. Then it should (better) say you have 12 mapped fields & can just click the green **Start Import** button



34. A popup window should appear with **Congratulations**, etc... a little weird, but just click **OK**
35. You'll get an email saying your **Pitches** import is complete
36. Then you should just be back in your normal SF **Setup** environment seeing a report about the import that should say **Records Processed: 10 & Records Failed: 0** on the very bottom line

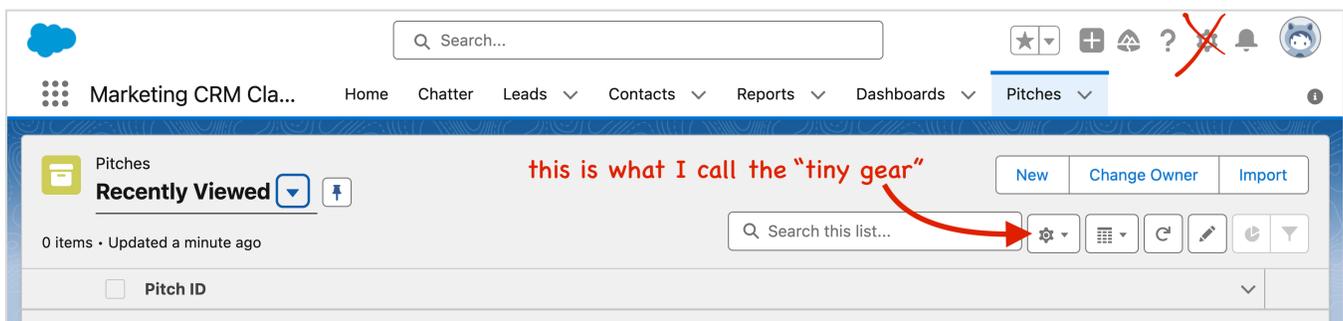
Now the new records are in there, but how can you see them?

Just click on the **App Launcher** again, on the upper left and select the **Marketing** app again, and click the **Pitches** tab again (NOT the down-arrow) and...yikes! Where is it?! (Sorry I couldn't help that.)

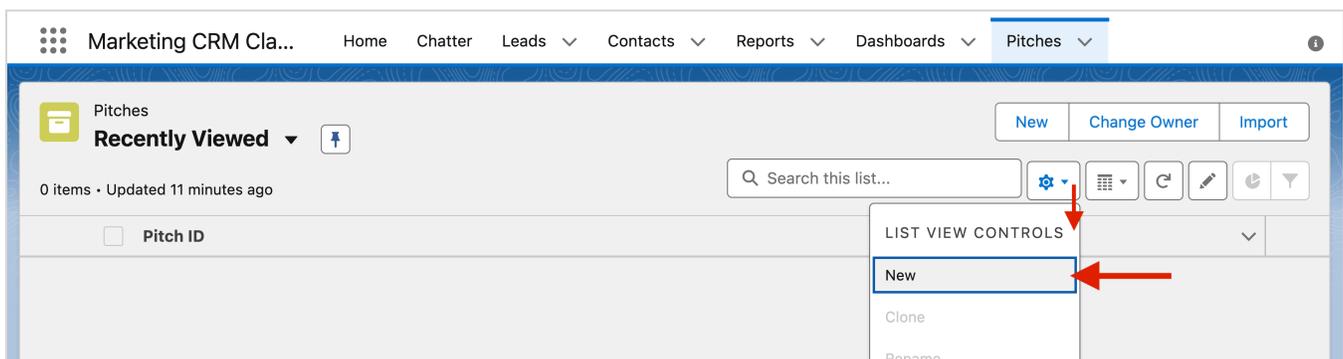
It's ok. The data's there, but you're not seeing it because, by default, the **Pitches** tab automatically shows you just the records you *recently viewed*. (Notice on the upper left it says "Recently Viewed"?) Last time, when you created the records, they were recently touched, so they showed up on this list. But this time, you just imported mine and haven't "touched/viewed" them yet, so this view is empty.

No worries. It's the perfect time to show you how I learned to create customized views, slicing & dicing the data so it's easier for Riley to get the stuff she needs from it. First, I wanted to make a "total view" so:

37. Click on the tiny gear icon, below the **New & Import** buttons, for the **Pitches** tab's list view controls (NOT the larger **Setup** gear icon at the top right—that's settings/controls for your entire SF account!)



38. That will drop down a menu labelled **LIST VIEW CONTROLS** and just select **New**



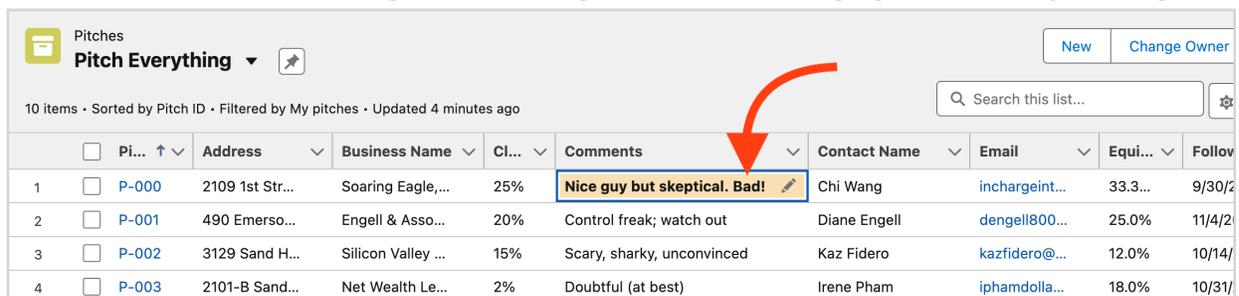
39. On the popup that appears, in **List Name** enter "Pitch Everything"
40. Tab to get **List API Name** to auto-fill
41. Click **Save**

There's the list of all the records, but it's only their ID's again. Like before, you can "drill down" by clicking any ID to see its deets, but you can make them quicker/easier to see by adding all the fields:

42. Click the tiny gear again for the **Pitches** tab controls
43. Click **Select Fields to Display** from the drop-down
44. In the popup, under the **Available Fields** list on the left, **Address** will be highlighted (if not, click it) & then click the little right-arrow in the middle to move it over to the **Visible Fields** list on the right
45. Then do the same for all the custom fields you'd added before, plus the **Closability** field I added, so: **Business Name, Closability, Comments, Contact Name, Email, Equity Percentage, Follow Up, Investment Amount, Mobile, Pitch Date** and **Type**
46. Then click **Save** on the lower right and behold—there's everything, alright

It's a lot of data, so SF squeezed it, but you may still need to sideways scroll to see everything. And a lot of the values don't fit so they're cut off & there's a "..." to show you there's more in there—it's just not showing. But there's a lot of nifty features built in so you can browse/sort/edit the values whatever/however you want:

47. For example, click on any one of the email addresses and you'll see an empty email pop up, ready to be filled in and sent, straight from SF (but for now just close it with the **X** on the upper right corner)
48. Now, hover your cursor over "Nice guy but..." on the top row (**P-000**), under **Comments** and click the little pencil icon that appears & edit it—add a period & space after "skeptical" & then add "Bad!"
49. Then hit **Enter/Return** to get out of editing & that cell will be highlighted to show you changed it



	Pi...	Address	Business Name	Cl...	Comments	Contact Name	Email	Equi...	Follow
1	<input type="checkbox"/> P-000	2109 1st Str...	Soaring Eagle,...	25%	Nice guy but skeptical. Bad!	Chi Wang	inchargeint...	33.3...	9/30/2
2	<input type="checkbox"/> P-001	490 Emerso...	Engell & Asso...	20%	Control freak; watch out	Diane Engell	dengell800...	25.0%	11/4/2
3	<input type="checkbox"/> P-002	3129 Sand H...	Silicon Valley ...	15%	Scary, sharky, unconvincd	Kaz Fidero	kazfidero@...	12.0%	10/14/
4	<input type="checkbox"/> P-003	2101-B Sand...	Net Wealth Le...	2%	Doubtful (at best)	Irene Pham	iphamdolla...	18.0%	10/31/

50. Click **Save** at the bottom so your clever change will be permanent and the yellow highlight will disappear
51. Move your cursor next to the down-arrow, just to the right of the **Comments** header and click/hold the blue bar that appears & drag it over to the right a bit to make the column wider so you can see it better

And here's a nifty feature:

52. Click on the column header for the **Business Name** field (near the left, by **Address**)

See, the (rows) records automatically sorted themselves alphabetically by **Business Name**

53. Now do the same thing to the **Closability** field by clicking on that header (might just show **Cl...**)

As expected, the records sorted themselves by **Closability**, lowest to highest

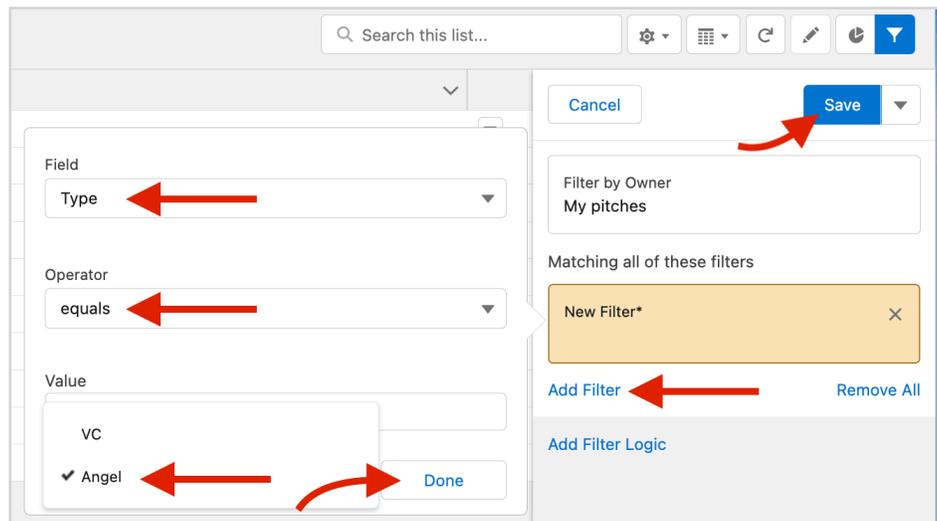
54. Click on the **Closability** header again to reverse it—highest down to lowest

I loved this stuff bc I knew Riley totally would too; when I showed her how easy it was to browse/manage her data this way. It seemed like this "total view" of the **Pitch** records would be the way she would most often want to access the data so I set it to be what she would see right off the bat, whenever clicked the **Pitches** tab:

55. Click the pin icon , next to **Pitch Everything** in the upper left, to pin it as the "default" list view

Turns out you can create a bunch of different views so users can instantly see exactly the slices/dices they need for whatever they're trying to do at the moment:

56. Click on the tiny gear again for the **Pitches** tab controls & click **New** again from the drop-down
57. For **List Name** enter “Angels Only” & tab to let **List API Name** auto-fill below
58. Click **Save** and then you'll see just a list of the **Pitch IDs** again
59. Then click on **Add Filter** at the bottom of the **Filters** panel on the far right (if the **Filters** panel isn't showing, click the filter icon  on the upper right edge, under **Printable View**, to toggle it on)
60. In the panel that pops up, click on the down-arrow for the **Field** slot
61. Scroll down and select **Type**
62. Then below that, click the down-arrow for **Operator** and select **equals** (might be already selected)
63. Then below that, click the **Value** slot (it says **0 options selected**), select **Angel** & then click **Done**



64. Then click the blue **Save** button, up-ish on the far right, in the **Filters** panel

Now you're seeing only the **Pitch** records for the **Angel** investors—cool enough, but let's make it show just the key fields too:

65. Click the tiny gear again (NOT the **Setup** gear at the top right) & click **Select Fields to Display**
66. Just like before, click to highlight fields in the **Available Fields** list & use the right-arrow to move them over to the **Visible Fields** list on the right: **Business Name**, **Investment Amount**, **Equity Percentage**, **Closability**, and **Comments**, in that order. (If you already did it in a different order, it's ok—you can select any one of them in the **Visible Fields** list and use the **Up** and **Down** buttons to move them into the right order)
67. Click **Save**

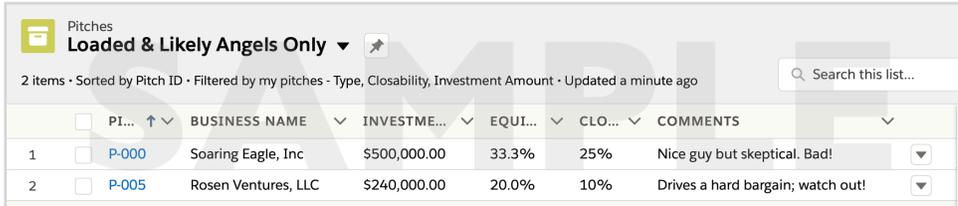
Pitches							
Angels Only 							
5 items · Sorted by Pitch ID · Filtered by my pitches - Type · Updated a minute ago							
	PI...	BUSINESS NAME	INVESTME...	EQUI...	CLO...	COMMENTS	
1	<input type="checkbox"/> P-000	Soaring Eagle, Inc	\$500,000.00	33.3%	25%	Nice guy but skeptical. Bad!	
2	<input type="checkbox"/> P-001	Engell & Associates	\$200,000.00	25.0%	20%	Control freak; watch out	
3	<input type="checkbox"/> P-005	Rosen Ventures, LLC	\$240,000.00	20.0%	10%	Drives a hard bargain; watch out!	
4	<input type="checkbox"/> P-006	Capital Magic	\$700,000.00	50.0%	5%	Long shot but high roller	
5	<input type="checkbox"/> P-007	Valducci Amalgam	\$160,000.00	5.0%	30%	Hard to nail down for follow up	

Cool slicing, eh? Now for some dicing:

68. Click the tiny gear again & select **Clone** from the drop-down
69. In **List Name**, type over “Copy of Angels Only” so it just says “Loaded & Likely Angels Only”
70. Below that, for **List API Name**, copy/paste “Loaded_Likely_Angels_Only” and click **Save**
71. Now click again on **Add Filter** at the bottom of the **Filters** panel on the far right
72. In the popup, click the drop-down arrow in the **Field** menu and select **Investment Amount**
73. Drop the **Operator** menu and select **greater than** (careful—NOT “greater or equal”)
74. Then for **Value**, enter “200000” (5 zeroes, no commas) and click **Done** & then the blue **Save** button on the far right again like before

Now it’s down to just the big-\$ players, the “high rollers,” but let’s narrow it a bit further—just the high rollers who are ALSO decent bets to come through on the deals:

75. Click **Add Filter** at the bottom of the **Filters** panel on the far right one more time
76. In the popup, click the **Field** drop-down menu and select **Closability**
77. Drop the **Operator** menu and select **greater or equal** (careful—NOT “greater than”)
78. Then for **Value**, enter “10” into the **Value** slot and click **Done** and **Save**



PI...	BUSINESS NAME	INVESTME...	EQUI...	CLO...	COMMENTS	
1	P-000	Soaring Eagle, Inc	\$500,000.00	33.3%	25%	Nice guy but skeptical. Bad!
2	P-005	Rosen Ventures, LLC	\$240,000.00	20.0%	10%	Drives a hard bargain; watch out!

Now, you’re seeing just those key fields for just the two pitches where it’s Angels talking about more than \$200,000 AND there’s at least a 10% chance of closing the deal.

That’s how I set up a bunch of slices & dices Riley needed. Whenever she hits the **Pitches** tab, **Pitch Everything** shows up first but then she can click the **Pitch Everything** title (or the down-arrow next to it) and pick whatever list view she wants. And all the views are always up-to-date—whenever she looks at one, it’s already showing up any new **Pitch** data that’s been added/changed since the last time. All automatic.

Riley loves this bc she’s super-busy and this helps her quickly see how to target certain types of investors and not waste time with others. And she already thinks I’m like some kind of elite techno-wizard but hah, there’s more! I figured out how to show a couple of different slices at the same time, so you can compare/contrast—and with stats too, like average **Investment Amount** for VCs vs Angels. No problemo:

79. Click the **Reports** tab (not the down-arrow)
80. Click **New Report**
81. In the **Create Report** popup, on the lefthand side, click **All** and then scroll way down to find **Pitches** and click on that & then click the blue **Start Report** button that appears on the right
82. Then a basic report with just the **Pitch IDs** will appear—find the **Update Preview Automatically** setting on the upper right and toggle it, if you need to, to make sure it’s turned on (checked/blue)
83. Now look on the left, about halfway down, to find an **Add column...** slot and click it
84. Then, on the drop-down, click **Business Name** to add it next to **Pitch ID** with all its data
85. Now do the same thing for **Investment Amount** to fill those in alongside

Looking good with all the data lined up, but so far, it's just like those list views we already made. So here's where things get interesting:

86. Now under the column-adding section on the lower left, click **# Investment Amount** (on the light blue highlight but NOT on the "X") to get a popup
87. On the popup, under **Summarize**, check **Average** and then UNcheck **Sum** & then click the blue **Apply** button in the lower right corner

The screenshot shows the 'New Pitches Report' interface. On the left, the 'Columns' section has '# Investment Amount' selected. An 'Edit Column' dialog box is open, showing the 'Summarize' section with 'Average' checked and 'Sum' unchecked. Red arrows point to 'Sum' (labeled 'uncheck') and 'Average' (labeled 'check'). The 'Apply' button is circled in red.

Pitch: Pitch ID	Business Name	Investment Amount
1 P-000	Soaring Eagle, Inc	\$500,000.00
2 P-001	Engell & Associates	\$200,000.00
3 P-002	Silicon Valley Extreme Venture	\$360,000.00
4 P-003	Net Wealth Leverage Associates	\$450,000.00
5 P-004	Smart Technology Investment Partners	\$80,000.00
		\$240,000.00
		\$700,000.00
		\$160,000.00
		\$100,000.00
		\$320,000.00
		\$3,110,000.00

88. On the left, above the column-adding section, find & click the **Add group...** slot and select **Type**

Now you can see the average **Investment Amount** for **VCs** (upper half of the report) and for **Angels** (lower half of the report) and you can see the **Angels** tend to be thinking in higher dollar terms than the **VCs**, on average, as a group.

The screenshot shows the 'New Pitches Report' interface with the report grouped by 'Type'. The 'VC (5)' group has an average investment amount of \$262,000.00, and the 'Angel (5)' group has an average investment amount of \$360,000.00. A red arrow points from the VC subtotal to the Angel subtotal with the text 'Angels looking to invest way more than VCs (on avg) so far'.

Type	Pitch: Pitch ID	Business Name	Investment Amount
VC (5)			
	P-002	Silicon Valley Extreme Venture	\$360,000.00
	P-003	Net Wealth Leverage Associates	\$450,000.00
	P-004	Smart Technology Investment Partners	\$80,000.00
	P-008	Move Over Ventures	\$100,000.00
	P-009	Applied Investments Limited	\$320,000.00
	Subtotal		Avg: \$262,000.00
Angel (5)			
	P-000	Soaring Eagle, Inc	\$500,000.00
	P-001	Engell & Associates	\$200,000.00
	P-005	Rosen Ventures, LLC	\$240,000.00
	P-006	Capital Magic	\$700,000.00
	P-007	Valducci Amalgam	\$160,000.00
	Subtotal		Avg: \$360,000.00
	Total (10)		Avg: \$311,000.00

Now let's throw **Equity Percentage** into the mix and see how that plays in:

89. Go back to **Add Column...** and select **Equity Percentage**
90. Under the column-adding section on the lower left, click **# Equity Percentage** to get a popup and then check **Average** and UNcheck **Sum** and then click the blue **Apply** button

Now you can see those greedy **Angels** want a lot more equity, as a group, than their **VC** counterparts. Makes sense, tho—they're risking more up front, so they want bigger shares of the payoff later.

91. Now click the **Save & Run** button on the right
92. In the **Save Report** popup, enter the **Report Name** as "Average Amount & Equity by Type"
93. Tab to auto-fill the **Report Unique Name** and click **Save**

Report: Pitches				
Average Amount & Equity by Type				
Total Records	Average Investment Amount	Average Equity Percentage		
10	\$311,000.00	22.0%		
Type ↑	Pitch: Pitch ID	Business Name	Investment Amount	Equity Percentage
<input type="checkbox"/> VC (5)	P-002	Silicon Valley Extreme Venture	\$360,000.00	12.0%
	P-003	Net Wealth Leverage Associates	\$450,000.00	18.0%
	P-004	Smart Technology Investment Partners	\$80,000.00	8.5%
	P-008	Move Over Ventures	\$100,000.00	10.0%
	P-009	Applied Investments Limited	\$320,000.00	38.5%
Subtotal			Avg: \$262,000.00	Avg: 17.4%
<input type="checkbox"/> Angel (5)	P-000	Soaring Eagle, Inc	\$500,000.00	33.3%
	P-001	Engell & Associates	\$200,000.00	25.0%
	P-005	Rosen Ventures, LLC	\$240,000.00	20.0%
	P-007	Valducci Amalgam	\$160,000.00	5.0%
	P-006	Capital Magic	\$700,000.00	50.0%
Subtotal			Avg: \$360,000.00	Avg: 26.7%
Total (10)			Avg: \$311,000.00	Avg: 22.0%



Now you've got a nice clean-looking report that actually shows something meaningful. Riley loved it—said it helps her "strategize" her pitching for MAX-imum success. Hah.

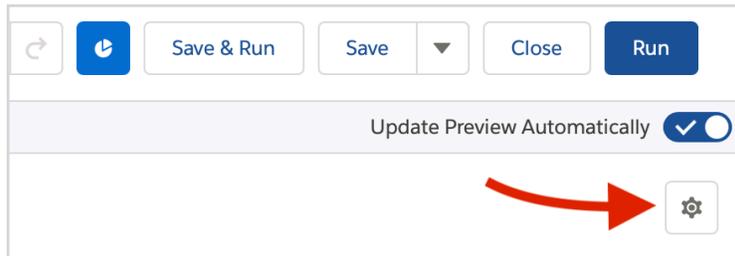
And here's yet another nifty feature I discovered:

94. First click **Edit** in the upper right corner (not the down-arrow) so you can make more changes
95. In the upper left, under the report title, click **Filters** (next to the little blue circle with a one)
96. Click on the **Follow Up/All Time** button that appears at the bottom of the list of filters
97. In the new popup, click on the blue **Customize** near the bottom of the popup
98. Then in the **Start Date** slot, type in "11/1/2019" (or use the tiny calendar icon to set it)
99. And in the **End Date** slot, type in "11/30/2019" (or use the tiny calendar icon to set it)
100. Ok, now NOT save—just click **Apply** near the bottom to see what it would look like this way

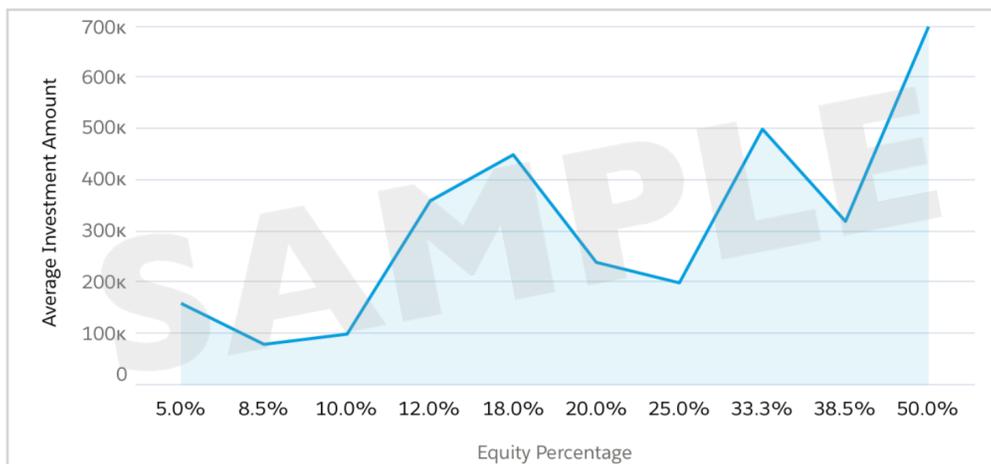
Now, only the records with **Follow Up** dates in November are included and you can see that the differences between the angel and VC groups is even more exaggerated for the pitches that she's following up with in that month. Maybe interesting strategy implications for Riley? Don't know—she's the boss, but at least she can get the data, served to perfection, if/when she needs it.

Ok so stats are good, but Riley asked me if there was a way she could visualize the data & that was a yes:

- 101. First, like before, click the **Reports** tab (not the down-arrow) & then click **Discard** in the popup
- 102. Click **New Report**
- 103. In the **Create Report** popup, on the lefthand side, click **All** and then scroll way down to find **Pitches** and click on that & then click the blue **Start Report** button that appears on the right
- 104. On the report, on the lower left, under **Columns**, click the **X** next to **Pitch: Pitch ID** to remove it
- 105. Then click **Add column...** and select **Equity Percentage** to add that in
- 106. Then, use the tiny down-arrow at the top of the **Equity Percentage** column to drop the menu & select **Group Rows by This Field**
- 107. Next, click **Add column...** again and select **Investment Amount** to add that in too
- 108. Now under the column-adding section on the lower left, click **# Investment Amount** to get a popup and then check **Average** and UNcheck **Sum** and then click the blue **Apply** button
- 109. Now click the **Add Chart** button above 
- 110. Then click the tiny **Chart Properties** gear icon at the top right corner of the chart, below the blue **Run** button (NOT the **Setup** gear icon at the very top right corner by the bell)



- 111. In the popup, under **Display As**, select **Line** and then click **Save & Run**
- 112. For **Report Name**, enter "Equity vs Investment Chart" and then tab to auto-fill **Report Unique Name** and then click **Save**



3

Pretty, right? Riley loved it, for a real reason, a *business reason*.

She drew a line through the middle of the points, like the smoothed out version of the jagged line, & she showed me how the deals above the line were better than the below ones.



The “mountains” are the pitches where the firms are offering more investment \$ but demanding less equity (ownership) in return. The “valleys” are the pitches where they want more equity for the \$ they’re offering-BAD! Now she can actually “see” all that & peg a new deal as better or worse, instantly. Big win.

Last thing, Riley said she wished she could “gauge” her fundraising progress. She hasn’t closed any deals yet, but she’s made a ton of pitches and each one has some chance that it will close and bring in the \$. I realized this was an example of “expected value” like we learned in stats. You can compute a pitch’s value as the **Investment Amount** times the probability it will close, the **Closability**: if there’s a 10% chance of a \$500,000 deal closing, then that deal is worth \$50,000 (\$500k x .10).

So, I set out to make her a fundraising progress gauge!

First:

- I 13. Click that ol’ **Setup** gear icon at the very top right, next to the bell, and click **Setup**
- I 14. Then, on the lefthand menu, under **PLATFORM TOOLS**, click **Objects & Fields**, like before
- I 15. Then click **Object Manager** and on that page, scroll down to find **Pitch** and click it
- I 16. Now on the **Pitch** page, on the new lefthand menu, click **Fields & Relationships**
- I 17. Click **New**
- I 18. Select **Formula** (because this will be a computed field) and click **Next**
- I 19. For **Field Label**, enter “Expected Value” and tab to auto-fill **Field Name**
- I 20. For **Formula Return Type** select **Currency** and click **Next**
- I 21. Now on the **Step 3. Enter formula** page, be sure the **Simple Formula** tab is selected instead of the **Advanced Formula** tab and then find the -- **Insert Merge Field** -- menu

- I22. Click on the -- **Insert Merge Field** -- menu to open it up and then select **Investment Amount**
- I23. SF will insert the internal field name "**Maxz__Investment_Amount__c**" into the formula definition box for you (the "Maxz" part shows up bc it's part of the package I made for you to install)
- I24. Next click on the **Insert Operator** menu to open it up and then select * **Multiply**
- I25. SF will insert the multiplication operator into your formula definition box for you, after **Maxz__Investment_Amount__c**
- I26. Click on the -- **Insert Merge Field** -- menu again to open it up and this time, select **Closability**
- I27. SF inserts the internal field name "**Maxz__Closability__c**" into the formula definition box for you
- I28. Now just click **Next**, (pause & let the page fully load) and then **Next** (pause) again and then **Save**

Now, to see data in your new field:

- I29. Click the **App Launcher**, then select the **Marketing** app and then hit your **Pitches** tab
- I30. Click the tiny gear icon on the upper right of the **Pitches** panel (NOT the **Setup** gear above) and pick **New** from the drop-down
- I31. For **List Name**, enter "Deal numbers & expected values"
- I32. Then tab to auto-fill **List API Name** and click **Save**
- I33. Click the tiny gear again and click **Select Fields to Display** from the drop-down
- I34. Like before, move **Business Name, Investment Amount, Equity Percentage, Closability** and **Expected Value** over from the **Available Fields** list to the **Visible Fields** list, by highlighting each and clicking the right-arrow
- I35. Click **Save**

Now you can see all the records with the **Expected Values** appearing as if they were just part of the stored data even though they're not stored at all. They're calculated "on-the-fly" when they're displayed, like when you go to this list view, so they're always up to date, even when someone changes the value of **Closability** or **Investment Amount** for a record. It's like a "virtual" field.

So how can Riley see at a glance, visually, how close she is to her goal of raising \$1.5M for the biz?

- I36. Click the **Reports** tab again
- I37. Click **New Report**
- I38. In the **Create Report** popup, on the lefthand side, click **All** and then scroll way down to find **Pitches** and click on that & then click the blue **Start Report** button that appears on the right
- I39. On the report, click the down-arrow by the **Pitch: Pitch ID** column header to select **Group Rows by This Field** from the drop-down
- I40. Click **Add column...** on the lower left and add **Expected Value** to the report
- I41. Click **Save & Run**
- I42. For **Report Name** enter "Total Expected Value of Pitches So Far"
- I43. Tab to auto-fill the **Report Unique Name** and then click **Save**

Now you can put it into a dashboard Riley can use to gauge her fundraising progress:

- I44. Click the **Dashboards** tab
- I45. Click **New Dashboard** on the upper right
- I46. For name, enter "Fundraising Progress Dashboard"
- I47. Click **Create** and you'll see a grid for building your dashboard
- I48. Click the blue + **Widget** button & select **Chart or Table**

149. In the popup, click **Total Expected Value of Pitches So Far** and then click **Select**
150. In the **Add Widget** popup, under **Display As** on the left, click the little gauge icon, the one that looks like a little rainbow with a pointer  and you'll see a cool preview
151. Below that, find **Segment Ranges** and scroll down to see all four slots with 0, 33, 67 and 100 filled in
152. For the 4th slot down, where it says "100", change it to "1500000" (5 zeroes—no commas) bc \$1.5M is the most investment capital that Riley wants to raise for this first "round of funding"
153. Then just above that slot, type over the "67" to make it "1250000" (4 zeroes—no commas) bc 1.25M is the least she thinks she needs to do a solid launch
154. Then, above that, type over the "33" to make it "750000" (4 zeroes—no commas) because if she doesn't get at least \$750k, she's decided to bag the whole thing (no!)
155. Scroll the left side of the popup on down a bit to find **Display Units** and below that, make sure the **Show Percentages** and **Show Values** checkboxes are both checked



156. Now, just click the blue **Add** button below & then, on the upper right, click **Save** & then **Done**

And that's how you make a startup founder look at you like "Oh, yeah!" Slicing, dicing, reports, visualization and a freaking dashboard to gauge her progress, just like *exactly* what she asked for? She wrote me a check for \$1000 then and there—seriously—over 3 times what she promised. Awesome! I felt like keeping it as a souvenir—but hah, no. I was getting the feeling like there would be more coming anyway...

All done? Good work! Now...

Be sure to run the Grader App right now so you don't lose your work!!!

(Always run the grader app to score your work before going on the next lab!)

And add another entry to the AirPods drawing by giving us your feedback on **this lab** (1b)

Go to <http://tiny.cc/MaxLabsFeedback>



Enter after every lab for the most chances to win
(*one entry/lab/student*)

3 winners every term!