What You Can Do for Your Customer? (Step #6-9)

Class Eight

Bill Aulet

Howard Anderson

Matt Marx
Example: Bobo. Watch that connects to coach

- training effect
- Sleep
- Undertraining? Overtraining?
- Result: individual training plan for each athlete for each day
Review – Last Class

Who is Your Customer?

1) Market Segmentation

2) Select a Beachhead Market

3) Build an End User Profile

4) Calculate the Total Addressable Market Size (TAM) for the Beachhead Market

5) Profile the Persona for the Beachhead Market
Edge Analytics

• Lets IT department understand ROOT Cause of end user’s desktop performance

• Solve the problem once… avoid EVERYONE calling…

• Improves evaluation of users view of IT
Review – Today (Steps 6-8)

Who is Your Customer?

1) Market Segmentation
2) Select a Beachhead Market
3) Build an End User Profile
4) Calculate the Total Addressable Market Size (TAM) for the Beachhead Market
5) Profile the Persona for the Beachhead Market

What Can You Do for Your Customer?

6) Full Life Cycle Use Case
7) High-Level Product Specification
8) Quantify the Value Proposition
Guru: helps students get into elite colleges
Review – Today (Step 9)

<table>
<thead>
<tr>
<th>Who is Your Customer?</th>
<th>What Can You Do for Your Customer?</th>
</tr>
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<td>1) Market Segmentation</td>
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<td>9) Identify Your Next Ten Customers</td>
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Step #6: Use Case

How exactly does it fit into the value chain?
What are the key interface points?
Why exactly would customers acquire it? What barriers to adoption might arise?

It is also important to extend your use case to not just how the target customer would use your product but then to the wider acquisition and post installation support process.
Example: mammograms

- 1. Women go for screening
- 2. 10% are called in two weeks to come back for “more screening”
- ..... 
- Idea: screen in real time; read in real time. Reduce “call backs”…and anxiety
Step #7: High Level Product Spec

Make a first pass **high level Product/Service specification**.

  - Highlights the features
  - Be very visual and clear as to what the offering is but pricing should not be included at this point.
  - Will obviously change over time
  - If it is hardware, then pictures

have something concrete for common understanding

The more iterations you can do within your target customer, the better.
What is this process really all about?
Step #9: First 10 Target Customer List

make a list of the Top 10 Target Customers that will benefit

Get some level of commitment from them to acquire, test or pilot your product once it is available.
First 10 Target Customer Example

Leo Cohen
23
London

Carolina Froberg
20
Sweden

Chiara-Livia
Gerer
21
Brazil/Portugal

Oli Moran
25
UK

Andrea Wahlgren
20
USA

Chan Ny Sih
26
UK

Ronnit
Wilmersdoerffer
22
Germany

Naomi-Chaya Tsion
25
Israel

Example target customer profile photos removed due to copyright restrictions.
**First 10 Target Customer List Example**

<table>
<thead>
<tr>
<th>Europe</th>
<th>US</th>
<th>Asia</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Synapse*</td>
<td>• Hasbro*</td>
<td>• Bandai*</td>
</tr>
<tr>
<td>• Hasbro E</td>
<td>• Mattel</td>
<td>• Tomy</td>
</tr>
<tr>
<td>• Schleich</td>
<td>• Fisher-Price*</td>
<td>• Unitec</td>
</tr>
<tr>
<td>• Playmobile</td>
<td>• FP Brands*</td>
<td>• Creata*</td>
</tr>
<tr>
<td>• Mattel</td>
<td>• Creata*</td>
<td>• Hermon Ind</td>
</tr>
<tr>
<td>• Disneyland</td>
<td>• Equity Mktg*</td>
<td>• Luen Shing</td>
</tr>
<tr>
<td></td>
<td>• Mktg Store</td>
<td>• Mattel</td>
</tr>
<tr>
<td></td>
<td>• Gemmy</td>
<td>• Hasbro</td>
</tr>
<tr>
<td></td>
<td>• Gentle Giant</td>
<td>• Equity Mktg</td>
</tr>
<tr>
<td></td>
<td>• Whitestone</td>
<td>• List is Long…</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## First 10 Target Customer List Example

<table>
<thead>
<tr>
<th>Project Owner – Location</th>
<th>Total MW Installed</th>
<th>Name/Contact Info (withheld)</th>
<th>Contacted</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Waste Management – City Name, State</td>
<td>9.8</td>
<td>Site owner</td>
<td>Y</td>
</tr>
<tr>
<td>2 Casella Waste Systems – Morrisonville, Clinton County, NY</td>
<td>4.8</td>
<td>Site owner</td>
<td>Y</td>
</tr>
<tr>
<td>4 Waste Management – City Name, State</td>
<td>16.8</td>
<td>Site owner</td>
<td>Y</td>
</tr>
<tr>
<td>5 Waste Management – City Name, State</td>
<td>16.5</td>
<td>Site owner</td>
<td>Y</td>
</tr>
<tr>
<td>6 Innovative Energy Systems, Inc. City Name, State</td>
<td>12</td>
<td>3rd Party Oper.</td>
<td>N</td>
</tr>
<tr>
<td>7 Waste Management – City Name, State</td>
<td>9.8</td>
<td>Site owner</td>
<td>Y</td>
</tr>
<tr>
<td>8 Waste Management, City Name, State</td>
<td>7.9</td>
<td>Site owner</td>
<td>Y</td>
</tr>
<tr>
<td>9 Fortistar Methane Group, City Name, State</td>
<td>7.34</td>
<td>3rd Party Oper.</td>
<td>Y</td>
</tr>
<tr>
<td>10 Fortistar &amp; Waste Management, City Name, State</td>
<td>6.9</td>
<td>3rd Party Oper./Site Owner</td>
<td>Y</td>
</tr>
</tbody>
</table>
Logical Flow of Course

- Logical Flow
- Scaling
- Presentation

- Financial Statements
- Investor Strategy & Pitch

- Go to Market
- Sales
- Marketing

- Where to Extract Rent
- Pricing

- Value Proposition
- Competitive Advantage
- Development Plans

- Segment
- Direct Validation
- Competition

- Team Composition
- Values
- Setting Expectations

- Generation
- Analysis
- Testing on Key Stakeholders