



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

Class Eight

Bill Aulet

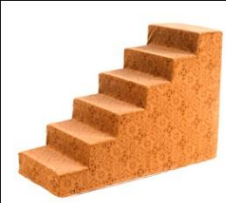
Howard Anderson

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

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**Who is Your
Customer?**

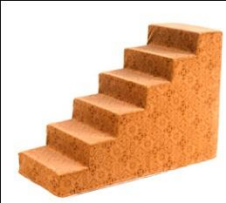
**1) Market
Segmentation**

**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

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Review – Today (Steps 6-8)



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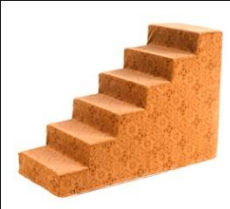
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**Who is Your
Customer?**

- 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
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**What Can You Do
for Your
Customer?**

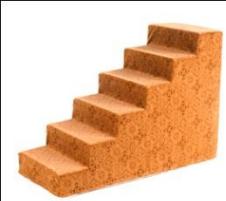
- 6) Full Life Cycle Use Case
- 7) High-Level Product Specification
- 8) Quantify the Value Proposition



Guru: helps students get into elite colleges

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Review – Today (Step 9)

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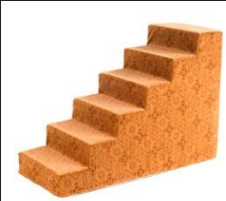


Step #6

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Illustration removed due to copyright restrictions. The full life cycle use case. See Aulet, Bill. *Disciplined Entrepreneurship*. Wiley, 2013.





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.



Step #7

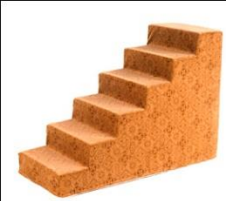
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Illustration removed due to copyright restrictions. A picture is worth a thousand words. See Aulet, Bill. *Disciplined Entrepreneurship*. Wiley, 2013.



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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.



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What is this process really all about?



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Illustration removed due to copyright restrictions. The journey for the holy grail of specificity. See Aulet, Bill. *Disciplined Entrepreneurship*. Wiley, 2013.





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

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Leo Cohen
23
London
Andrea Wahlgren
20
USA

Carolina Froberg
20
Sweden

Chan Ny Sih
26
UK

Chiara-Livia
Gerer

Oli Moran
25
UK

21
Brazil/Portugal

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

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Europe

- Synapse*
- Hasbro E
- Schleich
- Playmobile
- Mattel
- Disneyland

US

- Hasbro*
- Mattel
- Fisher-Price*
- FP Brands*
- Creata*
- Equity Mktg*
- Mktg Store
- Gemmy
- Gentle Giant
- Whitestone
- List is Long...

Asia

- Bandai***
- Tomy
- Unitec
- Creata*
- Hermon Ind
- Luen Shing
- Mattel
- Hasbro
- Equity Mktg
- List is Long...



First 10 Target Customer List Example

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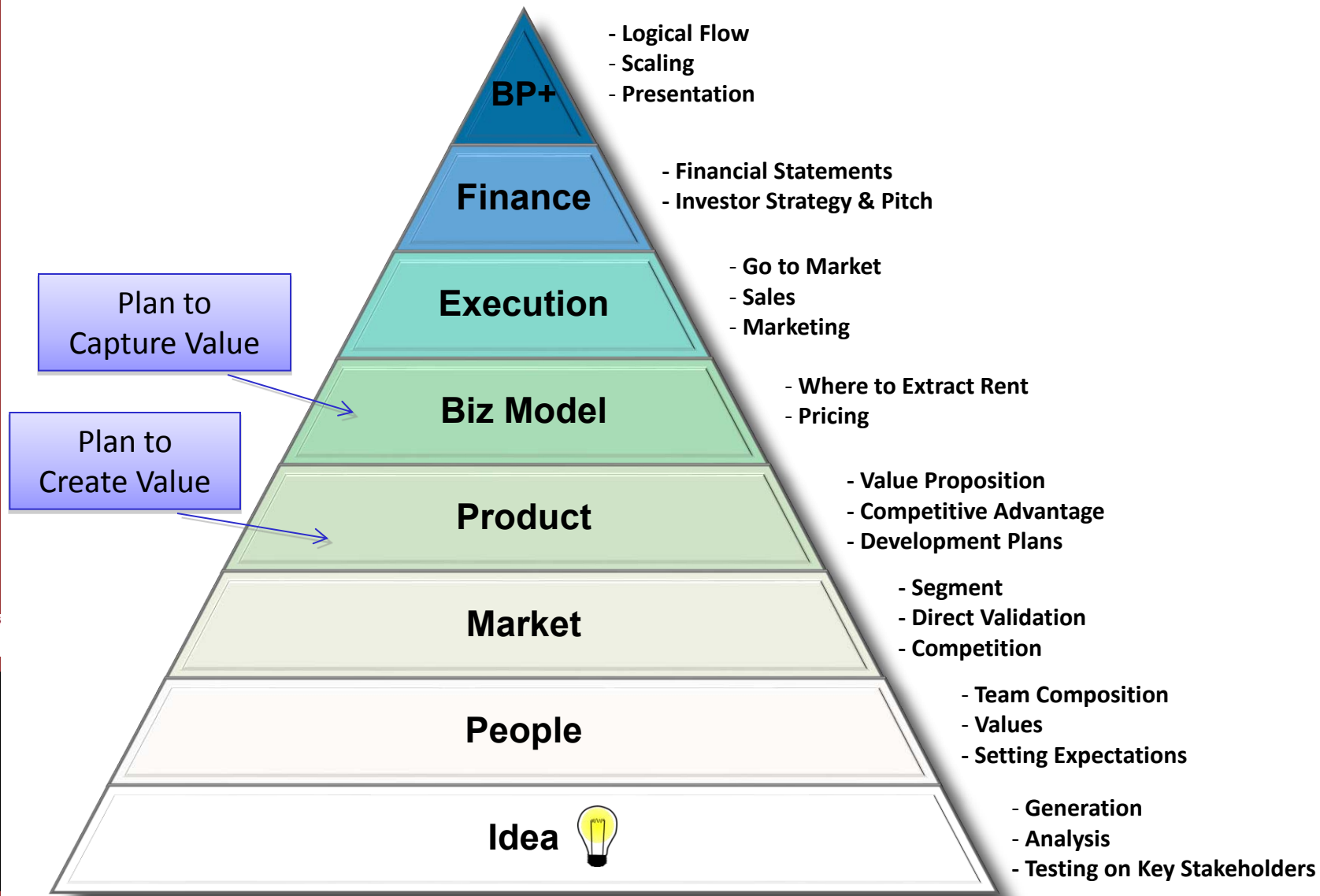
	Project Owner - Location	Total MW Installed	Name/Contact Info (withheld)	Contacted
1	Waste Management - City Name, State	9.8	Site owner	Y
2	Casella Waste Systems - Morrisonville, Clinton County, NY	4.8	Site owner	Y
3	Innovative Energy Systems, Inc. Waterloo, NY	18.4	3 rd Party Oper.	N
4	Waste Management - City Name, State	16.8	Site owner	Y
5	Waste Management - City Name, State	16.5	Site owner	Y
6	Innovative Energy Systems, Inc. City Name, State	12	3 rd Party Oper.	N
7	Waste Management - City Name, State	9.8	Site owner	Y
8	Waste Management, City Name, State	7.9	Site owner	Y
9	Fortistar Methane Group, City Name, State	7.34	3 rd Party Oper.	Y
10	Fortistar & Waste Management, City Name, State	6.9	3 rd Party Oper./Site Owner	Y





Logical Flow of Course

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Spring 2013

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