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IDEASUPV
tu empresa empieza aquí

Fundación
Globalidad y
Microeconomía

Market
SEGMENTATION

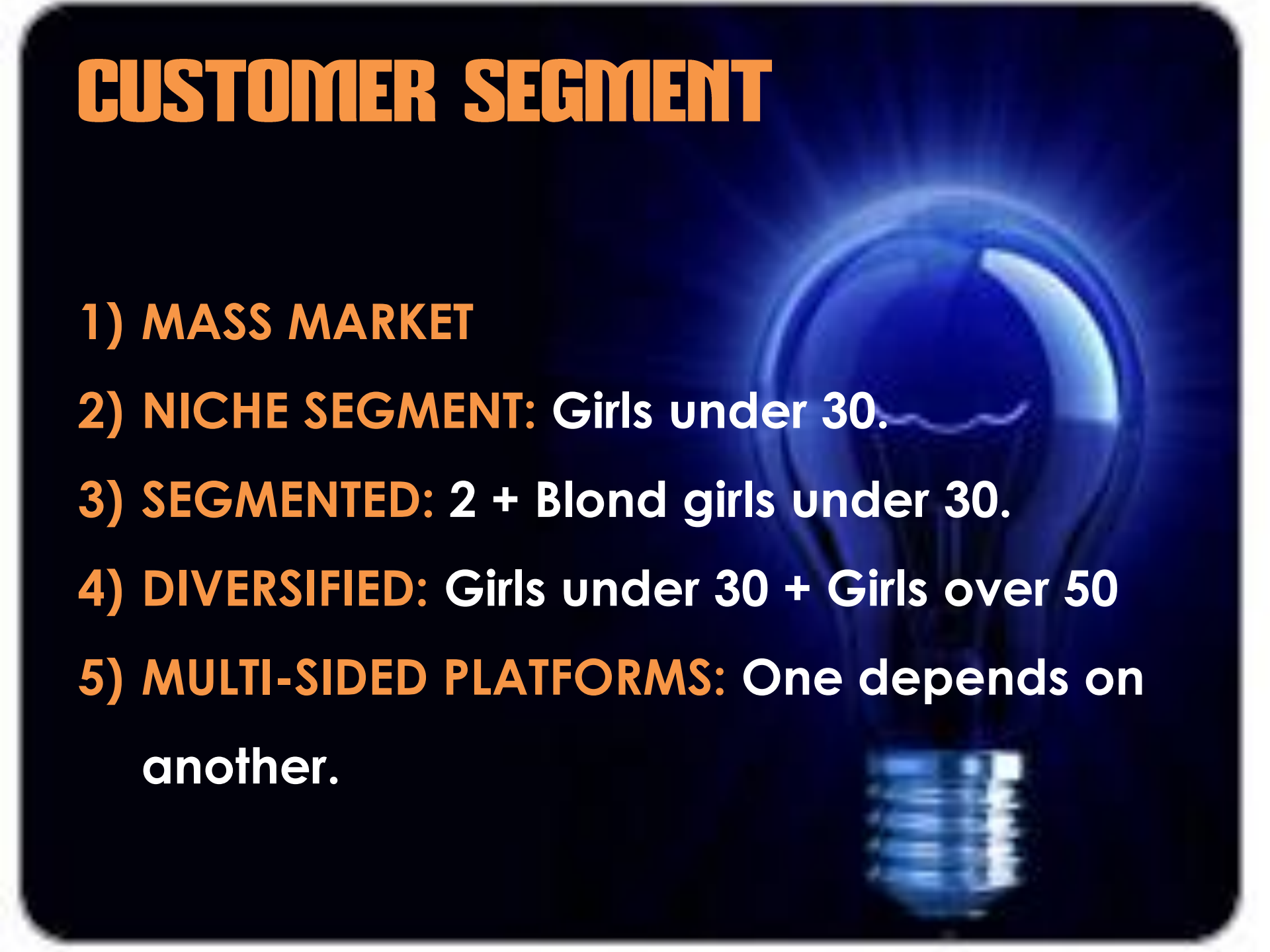
INNOCENS ENTREPRENEURSHIP COURSE
March 29th 2017

CUSTOMER SEGMENTS

LET'S DEFINE YOUR CUSTOMER SEGMENT…

… IF YOU CAN.

CUSTOMER SEGMENT



1) MASS MARKET
2) NICHE SEGMENT: Girls under 30.
3) SEGMENTED: 2 + Blond girls under 30.
4) DIVERSIFIED: Girls under 30 + Girls over 50
5) MULTI-SIDED PLATFORMS: One depends on another.

Lamborghini Dealership and Garage

Invested 5 Millions.
2 people for service. Coffee machine 700€.
According to market study, best area in the city.
TAM=2500
We started on Monday, nobody came on Monday-Thursday.
Today is Friday, and an old female friend appears with her broken Volvo:
Do we accept her as our customer?

Customer profile

Gender	Male, female
Age	17-40 y.o.
Region	Moscow (during initial growth stage)
Occupation	Student, young professional, internal migrant, middle management
Social level	Medium, high
Characteristics	Has a smartphone
User category	Early adapters, technologically advanced
Other	Active users of social networks, outgoing personalities

Ride Sharing

YES: Money (cash), Feedback
NO: Image, Focus on Business M

VOLVO
Women, Polite, 30-40 years, Married with children, outcomes 30-50k€, she takes her kids to soccer at Saturday morning and to Burger King for having lunch.
She is buying SAFETINESS.

LTV: 10k€

LAMBORGHINI
Man, 50-ish, Divorced,
Incomes 1-2M€, "George Clooney",
He is buying IMAGE & EXCLUSIVITY.

LTV: 500k€

If both are customers, mermaid model.

Market-Driven

China's sindromme

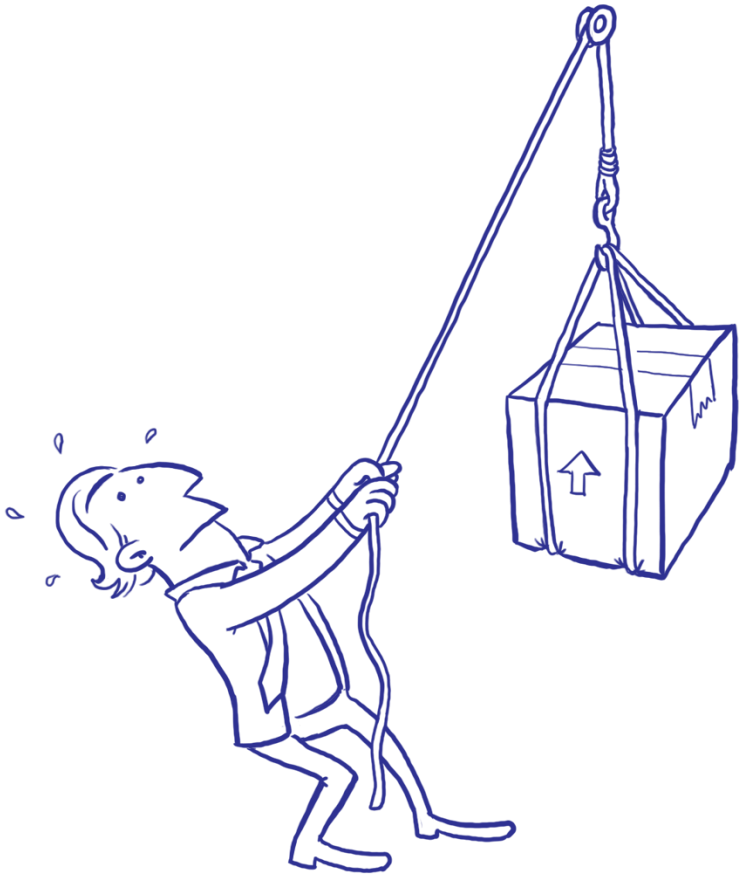
Target Customer-Driven

I focus in a business model.

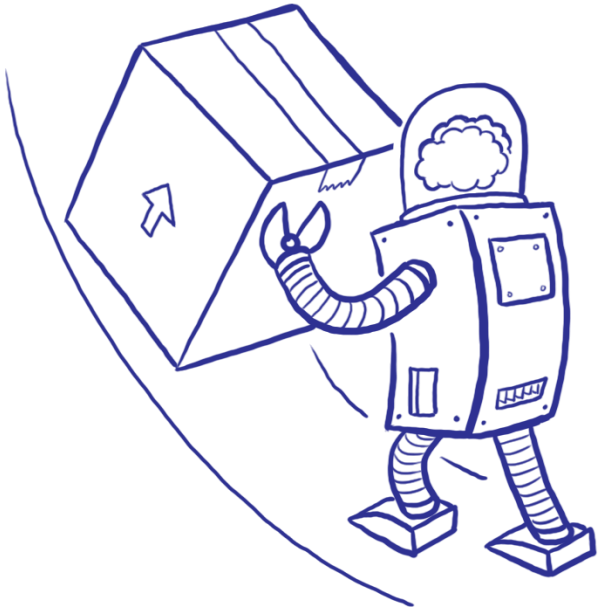
Customer-Driven

I focus in a single customer (Mermaid's Sindromme)

Market Pull & Technology Push



Market Pull



Technology Push

Example: Ink free printer

TOCANO

Tocano is developing revolutionary, ink-free printers!

Printing with Tocano printers, doesn't require consumables.

OCR: Optical Character Recognition

Why buy your product?

- Addresses a need, solves a pain or problem?
- In B2C reasons can be both economical and emotional
- In B2B it is always about economic benefit. How can you help your customer to make more money?

Ways to increase profit for your customer

- Lower costs
- Better quality
- Other ways: i.e. improved competitive position

STEP 1: Brainstorm

- List of possible customer segments!!!

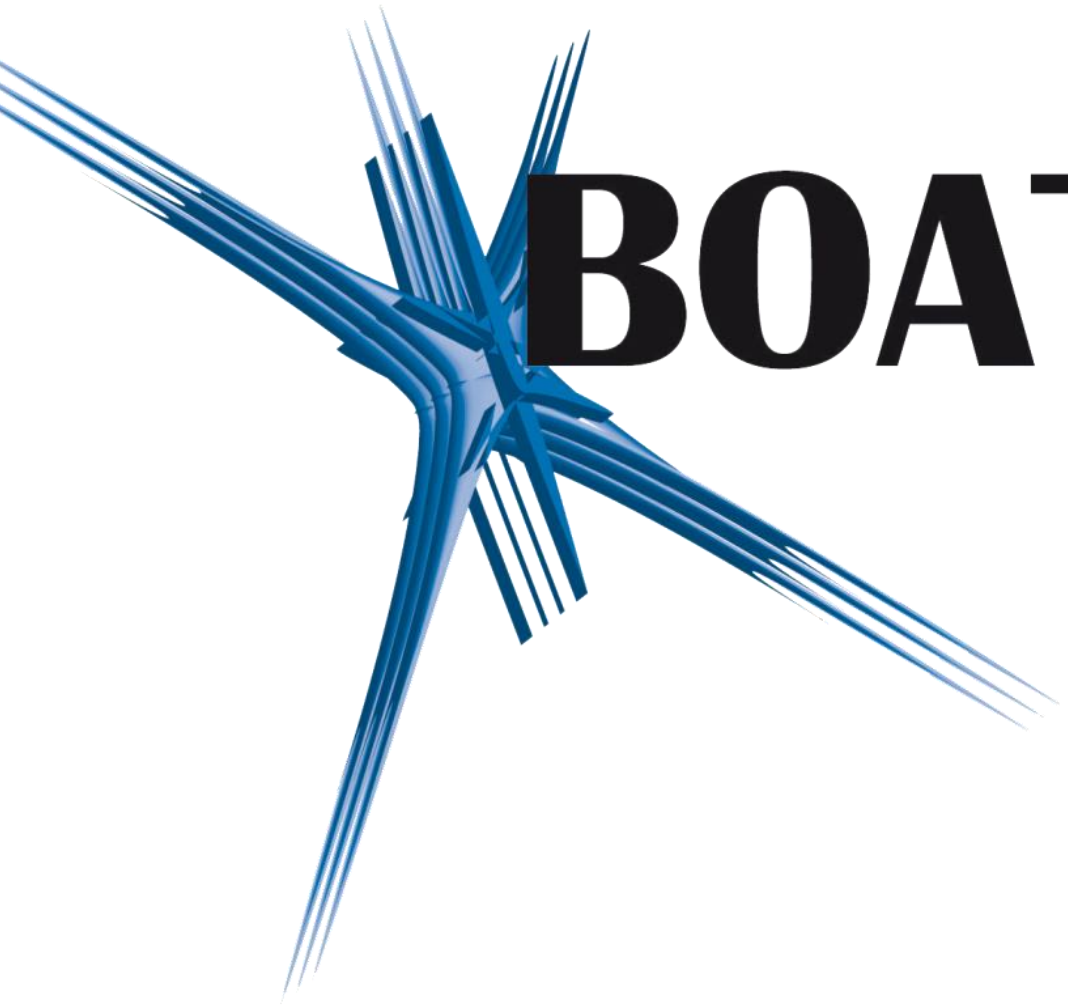
SERVICE FOR PHOTOGRAPHERS

Everyone that takes photos.

More specific:

1. Professional photographers
2. Graphic designers
3. Architects
4. Doctors
4. Weddings
5. Girls that take selfies in the bathrooom
6. Parents with small babies

I WANT TO CLEAN BOATS



BOATSTAR

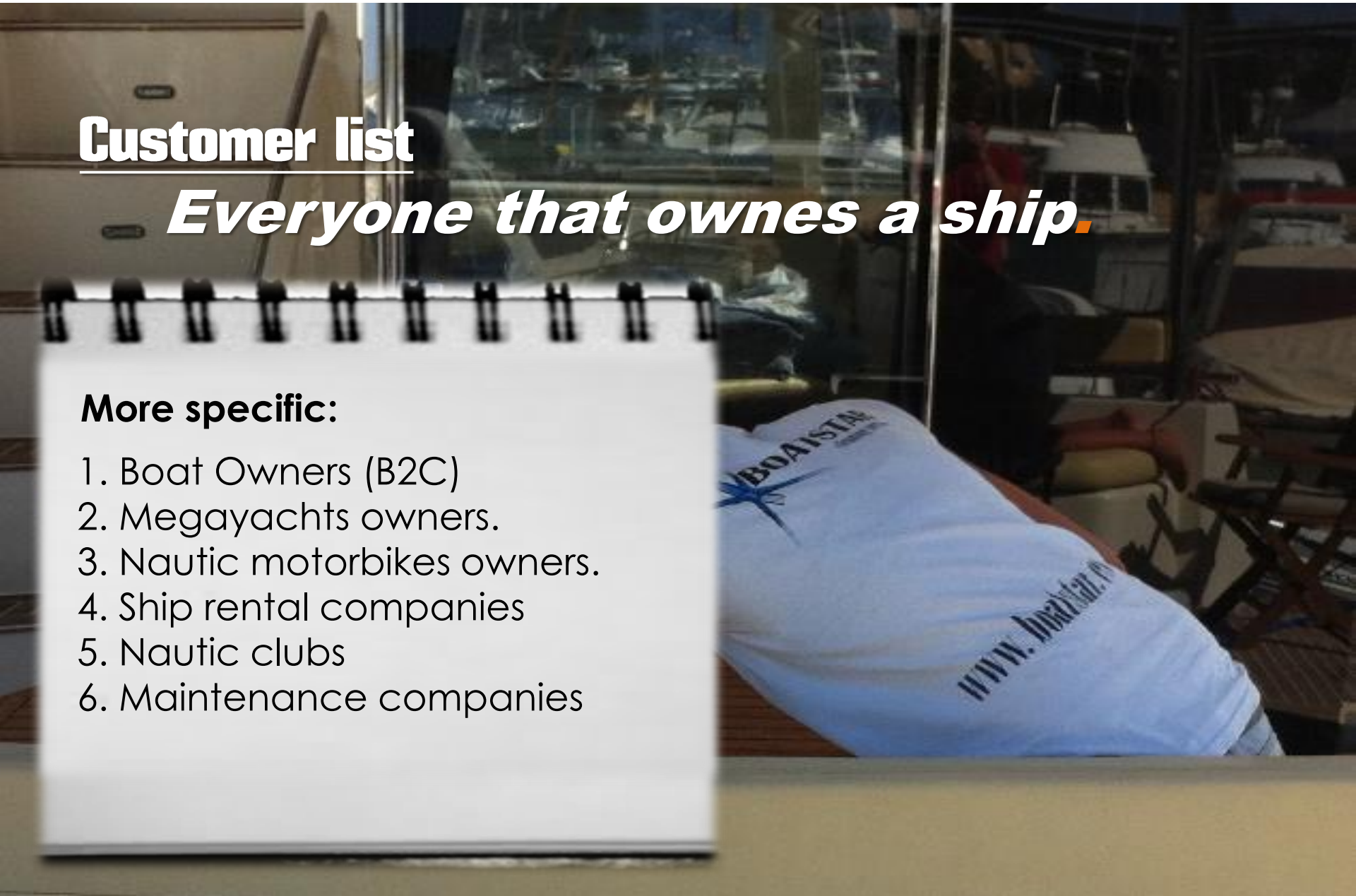
cleaning services

CREATING VALUE

How can I start?

Customer list

Everyone that ownes a ship.

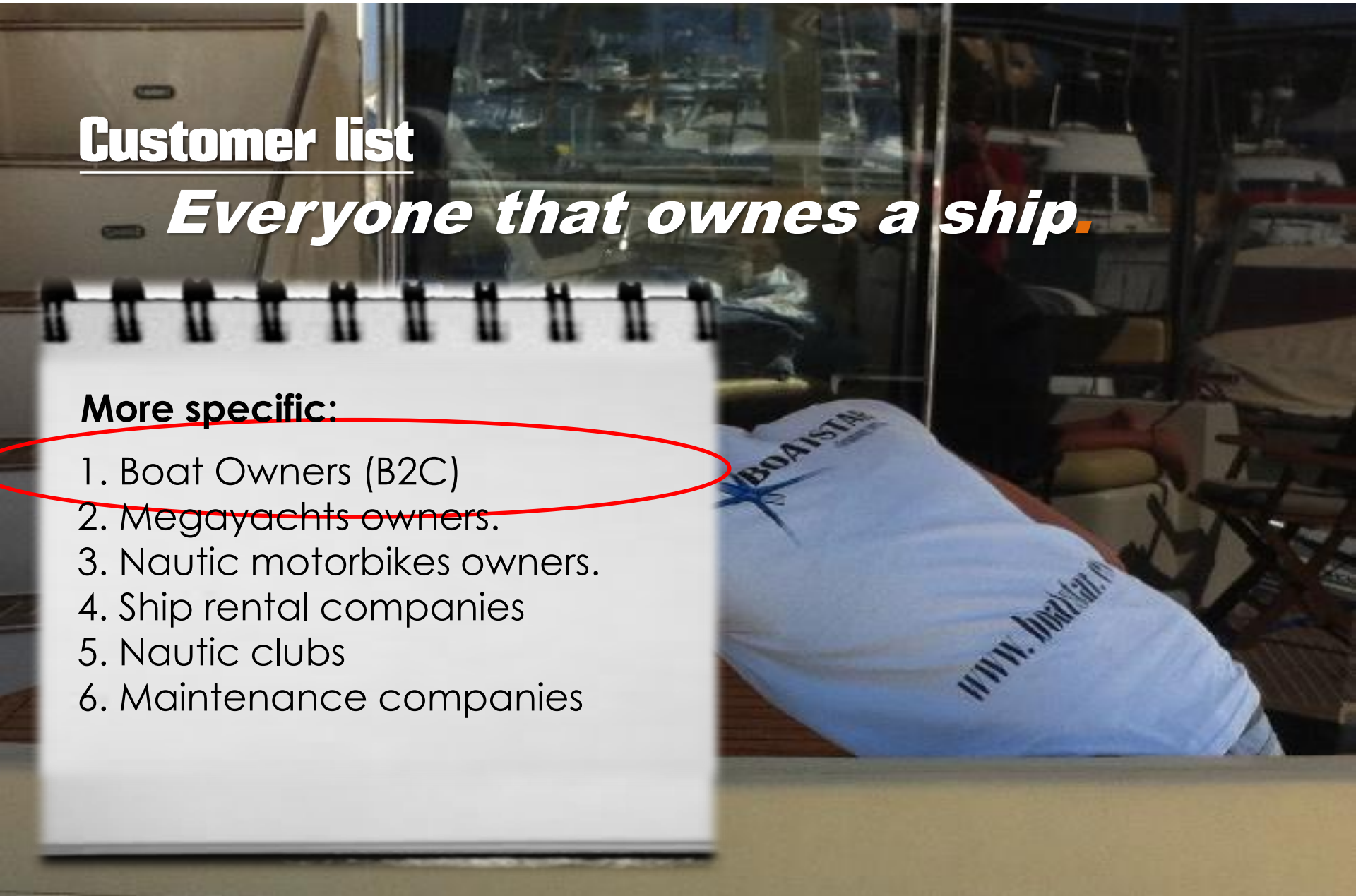


More specific:

1. Boat Owners (B2C)
2. Megayachts owners.
3. Nautic motorbikes owners.
4. Ship rental companies
5. Nautic clubs
6. Maintenance companies

Customer list

Everyone that ownes a ship.



More specific:

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Persona Example: eGallary – Better?

"I am Vlad"

He likes to try out new things and talk about it

Male

33 years old

Lives on Kutuzovskiy Prospect in Moscow

Current salary is USD 10.000/ month

Little time

Loves Strelka and Ginza Projects

Recently moved into his new flat with his girlfriend

In winter he loves skiing in Austria or France

Works at VTB Investment Banking

Vlad needs some paintings for his new apartment.

Loves esquire,Forbes, afisha, pop, GQ

In summer he travels around the whole world

E-Gallery

Timeless art. Less time, more art.

ANSWER: BETTER BUT NOT GOOD ENOUGH

STEP 2: Beachhead market

- Select your beachhead market!!!!

Where to start?

- Resources are limited
- You need to pick 1 segment to conquer first
- Establish credibility
- Then conquer the other segments

Beachhead Market

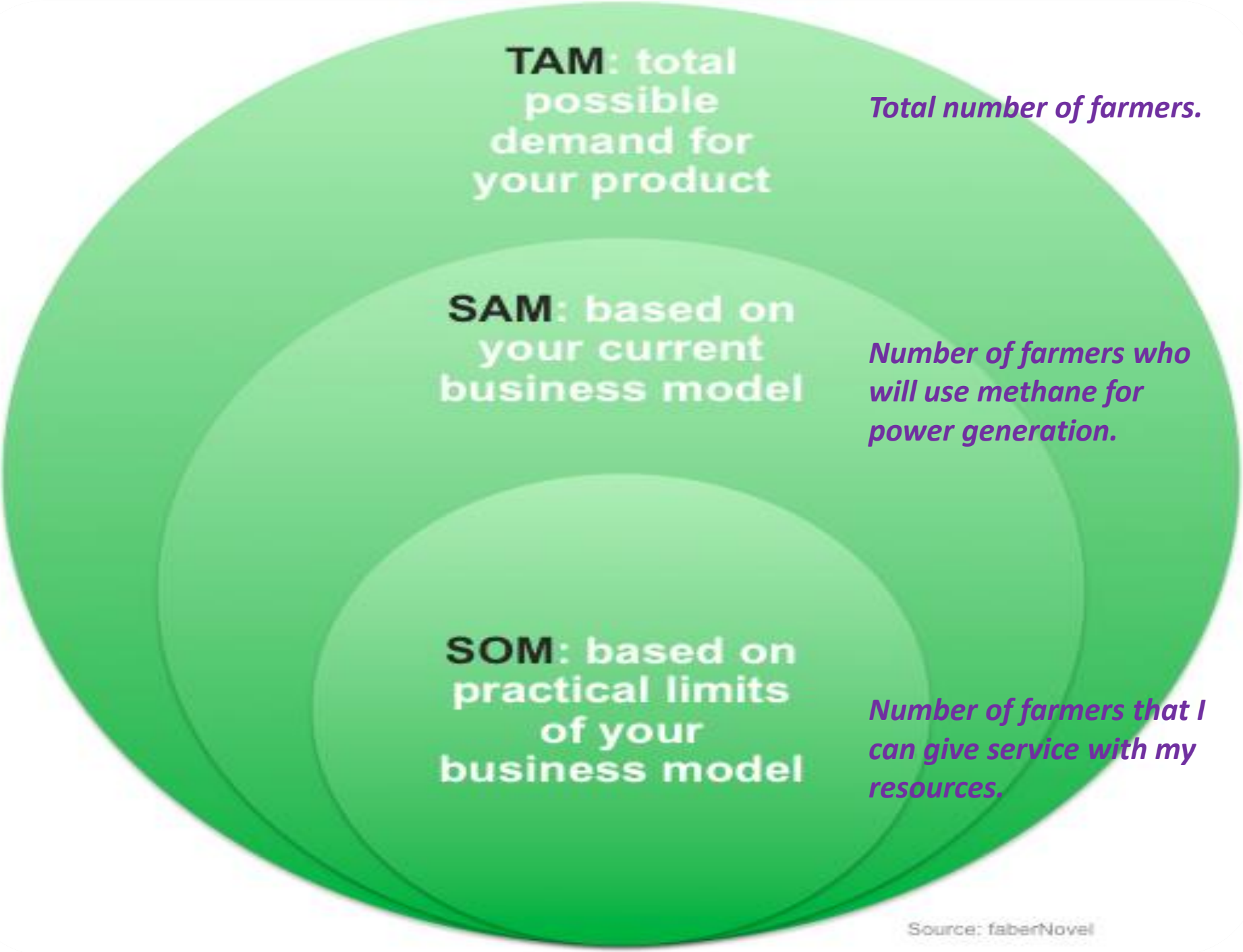
- Your first entry into the market
- Small enough to become a significant player
- Big enough to generate some cash

Selection Criteria

- Buyer?
- Well-funded?
- Accessible?
- Buying reason?
- Whole product?
- Competition?
- Next segment?
- Founder’s Dream?

STEP 3: Quantify your market

- Quantify your market, example: TAM SAM SOM


TAM: total possible demand for your product
SAM: based on your current business model
SOM: based on practical limits of your business model
Total number of farmers.
Number of farmers who will use methane for power generation.
Number of farmers that I can give service with my resources.
Source: faberNovel

Value Proposition Example: inTouch

At the moment, Michelle can use…

Heart-rate monitors

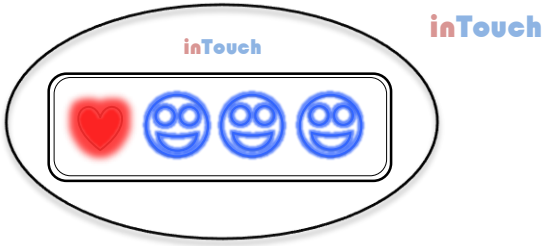
Intuition

Professional Ultrasound

Consult "Dr. Google"

With inTouch, Michelle may…

read to her baby,



inTouch

then receive feedback.

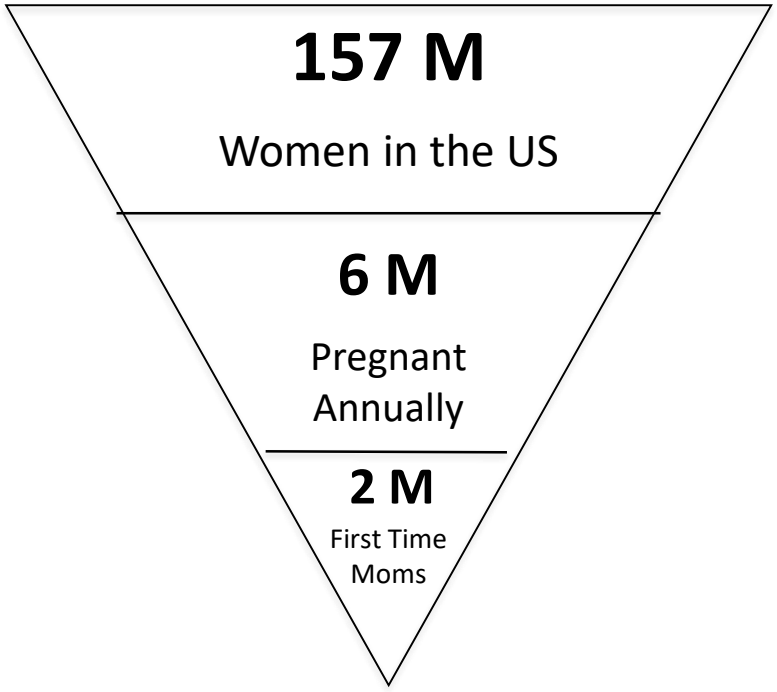
- technology is proven
- Data Collection
  - Heart-rate
  - Movement
- Intellectual Property
  - Algorithm that correlates data to positive response

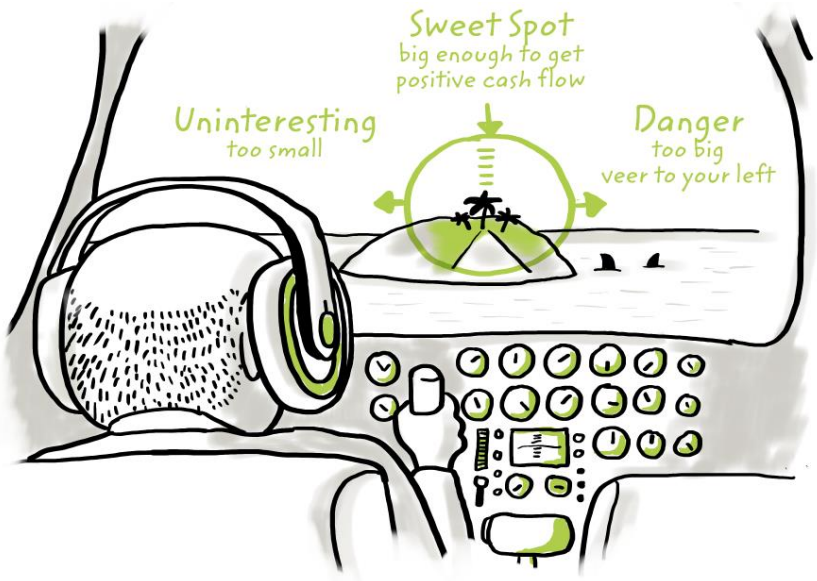
Facilitating intimacy and providing reassurance.

inTouch

Connecting mommies with their babies

Photos: gadgetrivia.com
mothering.com
sheknows.com
parents.com
allvoices.com



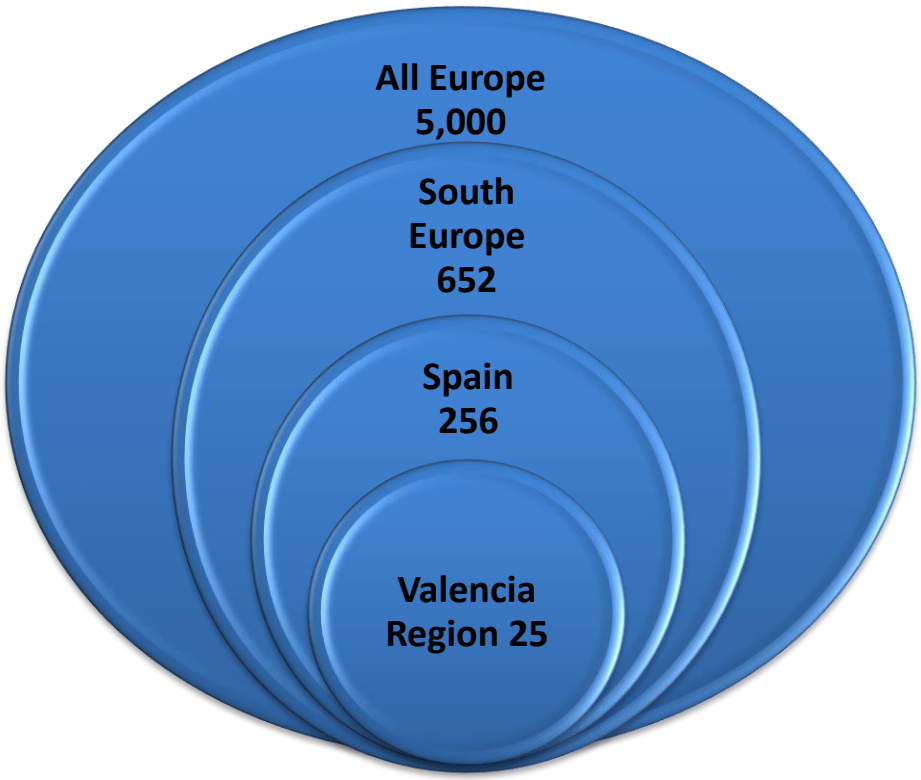


Beachhead TAM calculation is your sanity check that you are headed in the right direction

VetiGoal

Beachhead Market

Waste Management Facilities in Valencia Region



Adjacent Markets

Activities/places with sewage and black waters

WWTP

Agroindustry

"Prison"

CUSTOMER RELATIONSHIPS

1) PERSONAL ASSISTANCE
2) DEDICATED PERSONAL ASSISTANCE
3) SELF-SERVICE
4) AUTOMATED SERVICES
5) COMMUNITIES
6) CO-CREATION: Customer is involved in the creation of the product.

CHANNELS

1) HOW DO WE INFORM OUR CUSTOMERS?

2) HOW DO THEY SEARCH US?

3) HOW CAN THEY PURCHASE OUR PRODUCTS?

4) HOW ARE WE DELIVERING THE PRODUCT?

5) IS THERE ANY AFTER SALE SERVICE?

INTRODUCTION TO MVP

Bicycle Street Equipment

BICIWAY

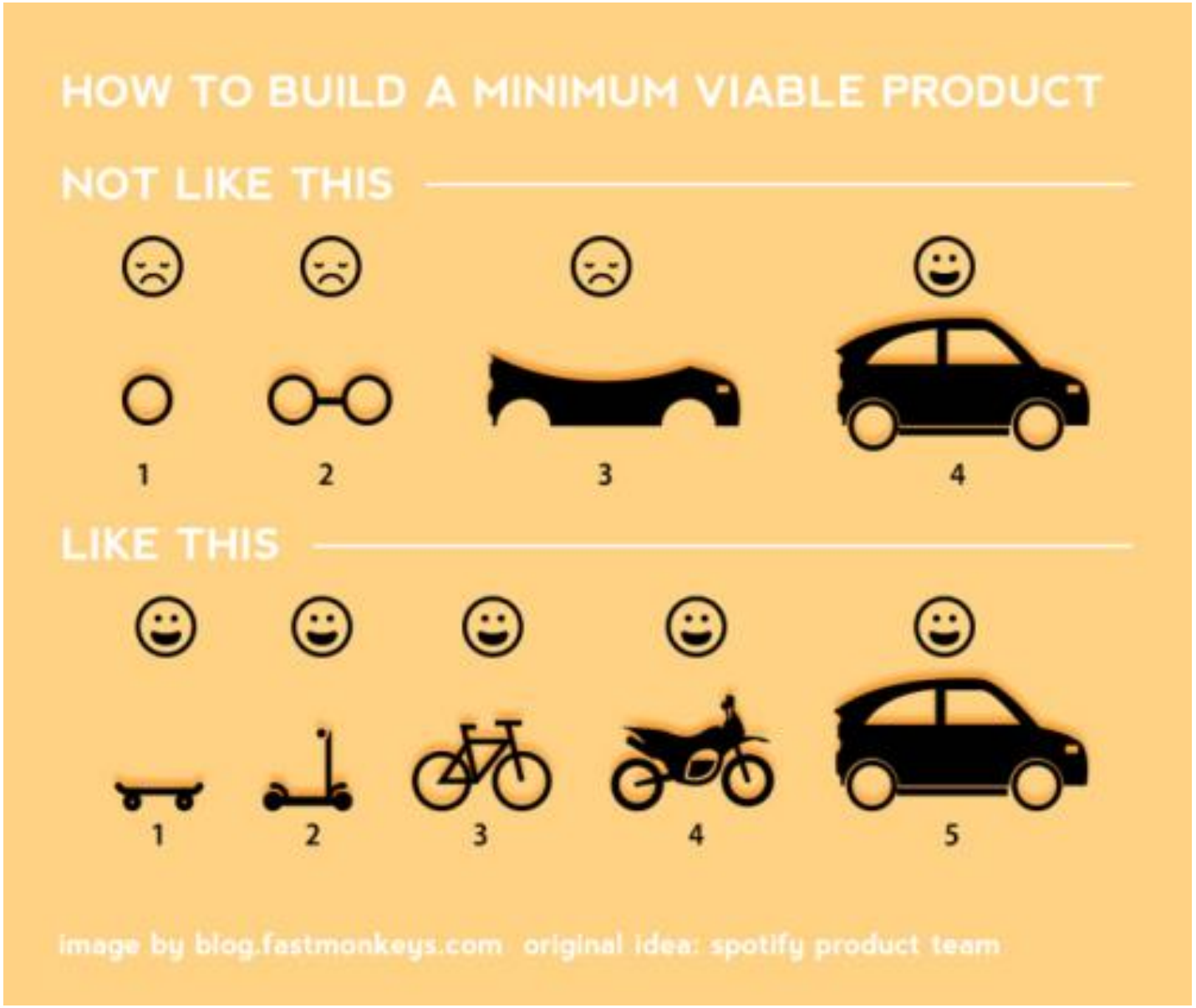
bicycle Self-Service Station

secure Bicycle Parking

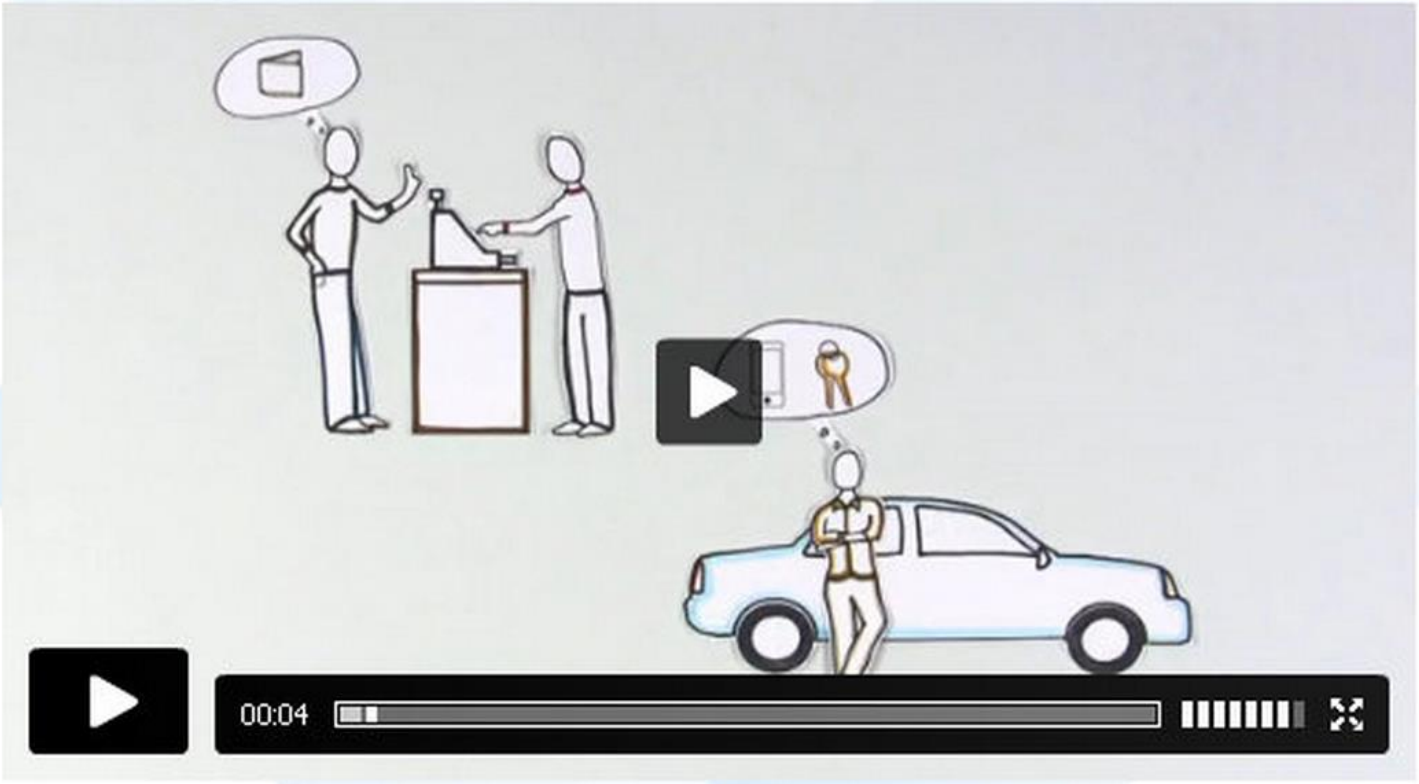
Interviews: 163 Surveys: 902 answers

Bicycle Self-Service Stations & Secure Parkings

"MVP"


HOW TO BUILD A MINIMUM VIABLE PRODUCT
NOT LIKE THIS
1
2
3
4
LIKE THIS
1
2
3
4
5
image by blog.fastmonkeys.com original idea: spotify product team

Explainer videos



VIDEO PROMOCIONAL INICIAL DE DROPOBOX

VIDEO

DROPBOX HOY

PRIMER PROTOTIPO DE AIRBNB EN 2009

AIRBNB HOY

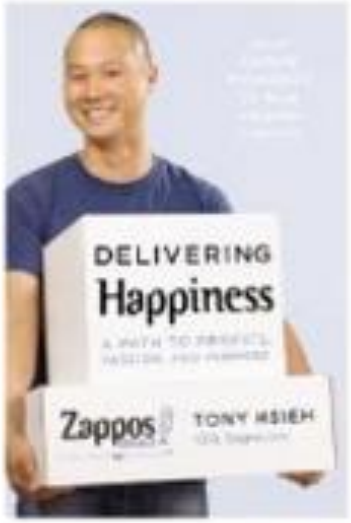
LANDING PAGE

FOOD TRUCK DE COMIDA THAILANDESA

PROTOTIPO FUNCIONAL

RESTAURANT

PROTOTIPO DE ZAPPOS



ZAPPOS.COM

FUNDADORES DE PEBBLE ARMANDO RELOJES

PEBBLE WATCHES

https://www.kickstarter.com/projects/597507018/pebble-e-paper-watch-for-iphone-and-android/description

A Startup looks for a business model

A Company executes a business model

Our startup is our lab!

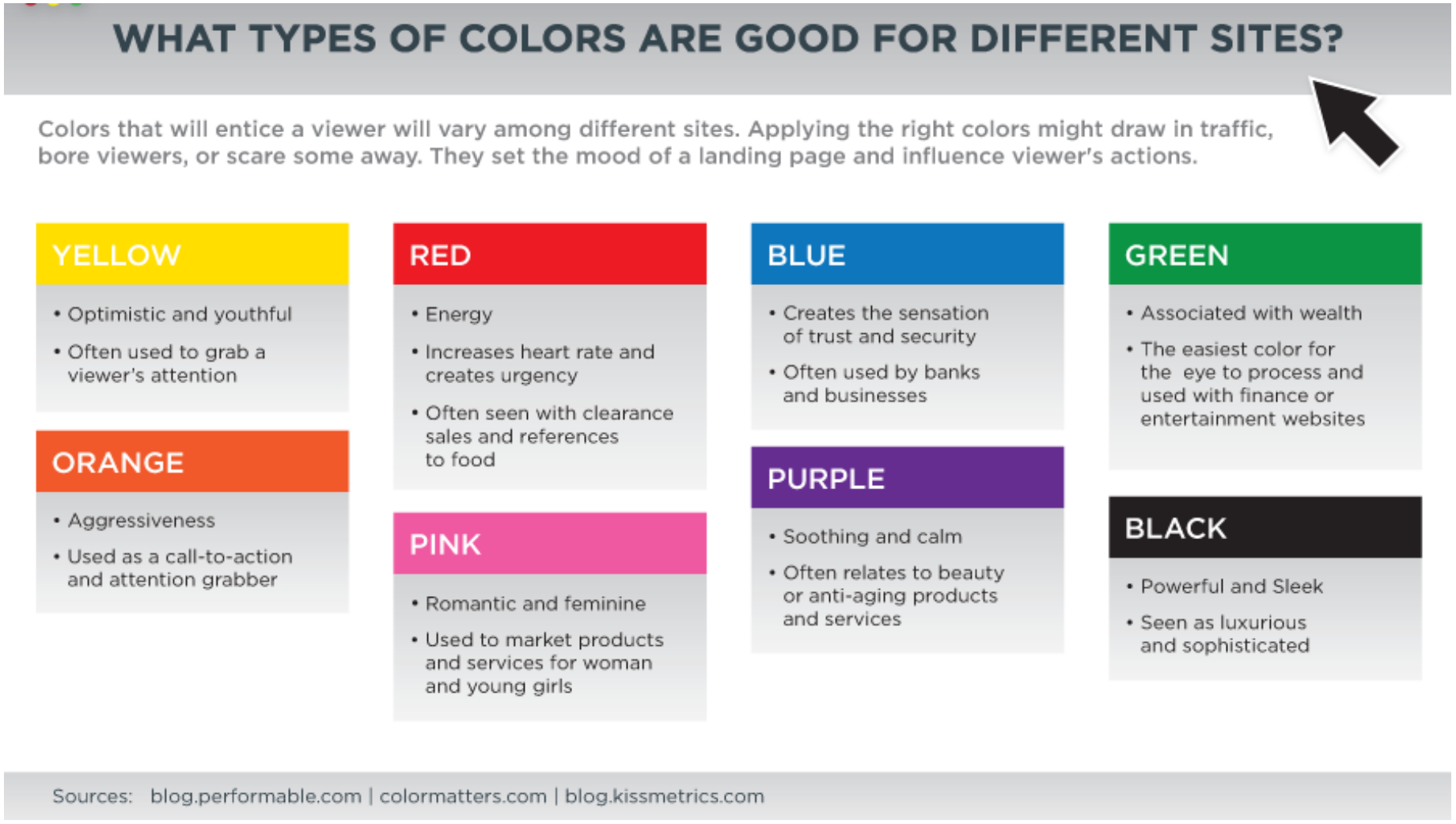
Choice your MVP

1. Customer interviews
2. Landing pages
3. Test A/B
4. Advertising campaign
5. Crowdfunding campaign “Sell first, build later!”
6. Explainer video
7. Wizard of Oz “Fake it until you make it”
8. Blogs
9. Pilots
10. Paper and Digital prototypes

& much more

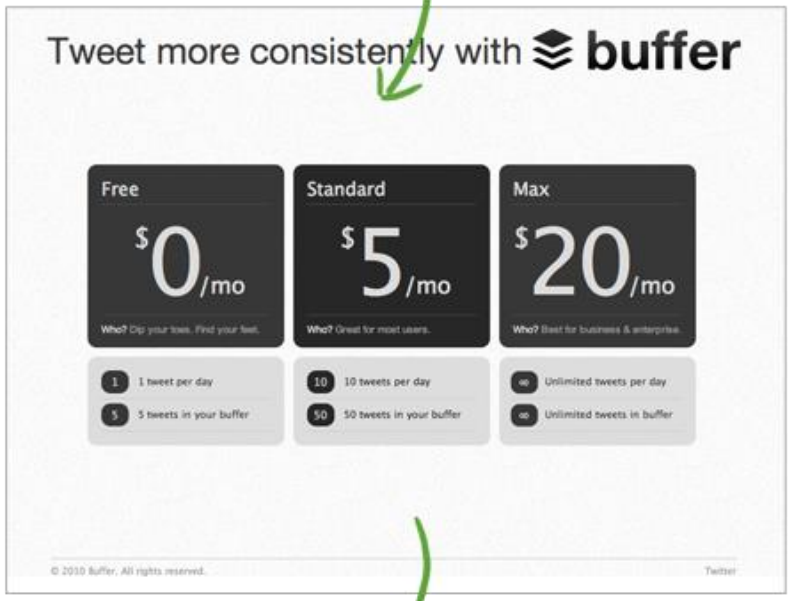
Landing Page

Landing Page



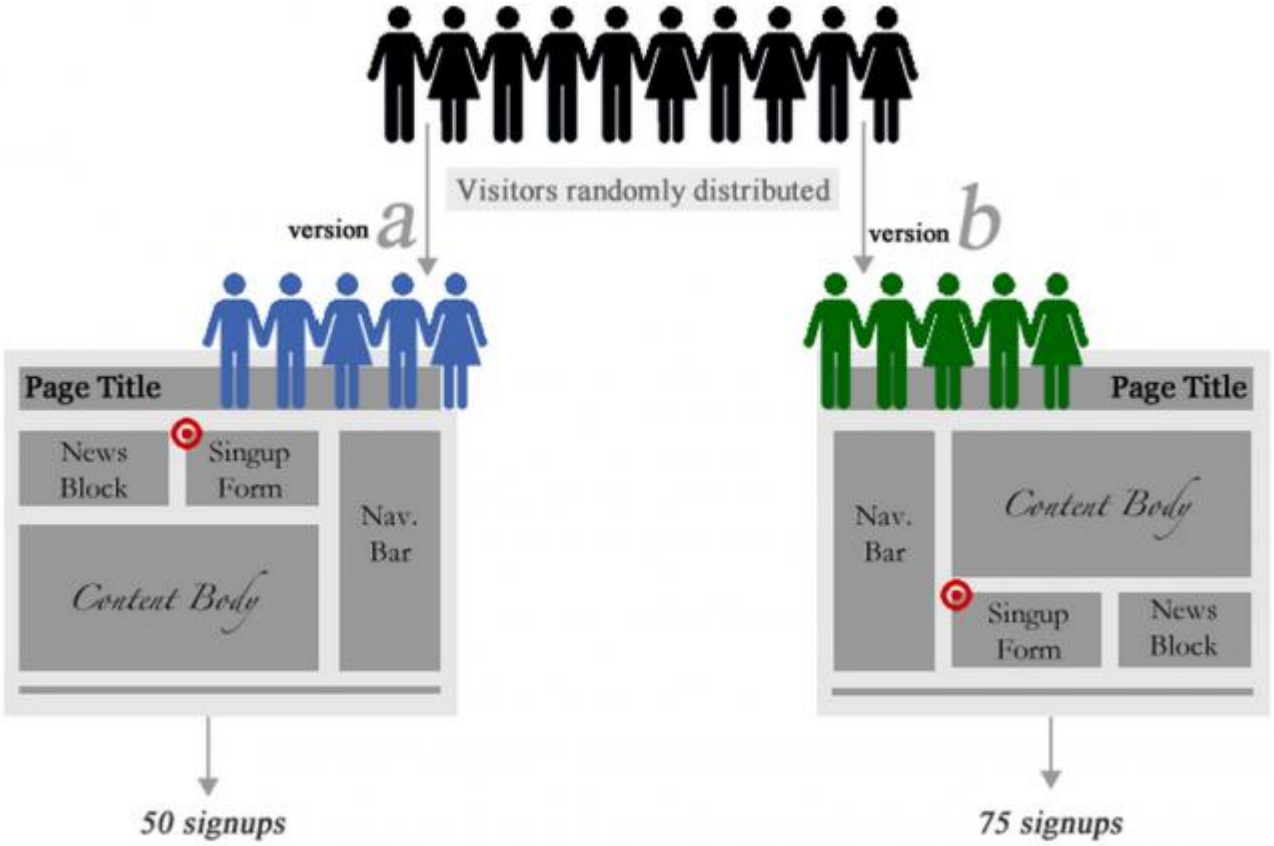
ffer

Tweet more consistently with buffer
1 Choose times to tweet.
2 Add tweets to your buffer.
Plans and Pricing
3 buffer does the rest. Relax.


Tweet more consistently with buffer
Free
$0/mo
Who? Dip your toes. Find your feet.
1 1 tweet per day
5 5 tweets in your buffer
Standard
$5/mo
Who? Great for most users.
10 10 tweets per day
50 50 tweets in your buffer
Max
$20/mo
Who? Best for business & enterprise.
∞ Unlimited tweets per day
∞ Unlimited tweets in buffer
© 2010 Buffer. All rights reserved.
Twitter

Tweet more consistently with buffer
Hello! You caught us before we're ready.
We're working hard to put the finishing touches onto buffer. Things are going well and it should be ready to help you with Twitter very soon. If you'd like us to send you a reminder when we're ready, just put your email in below:

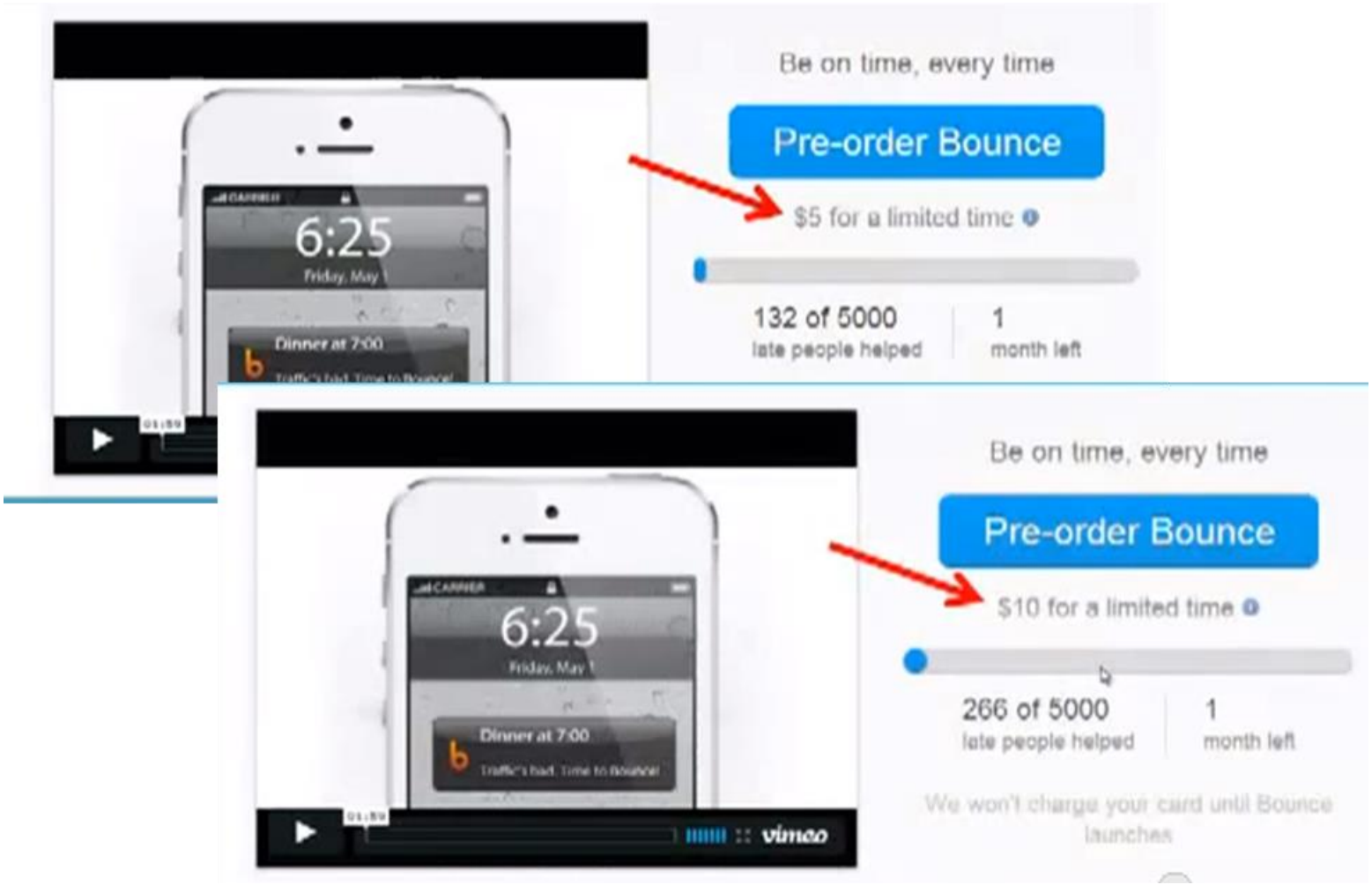
Test A/B



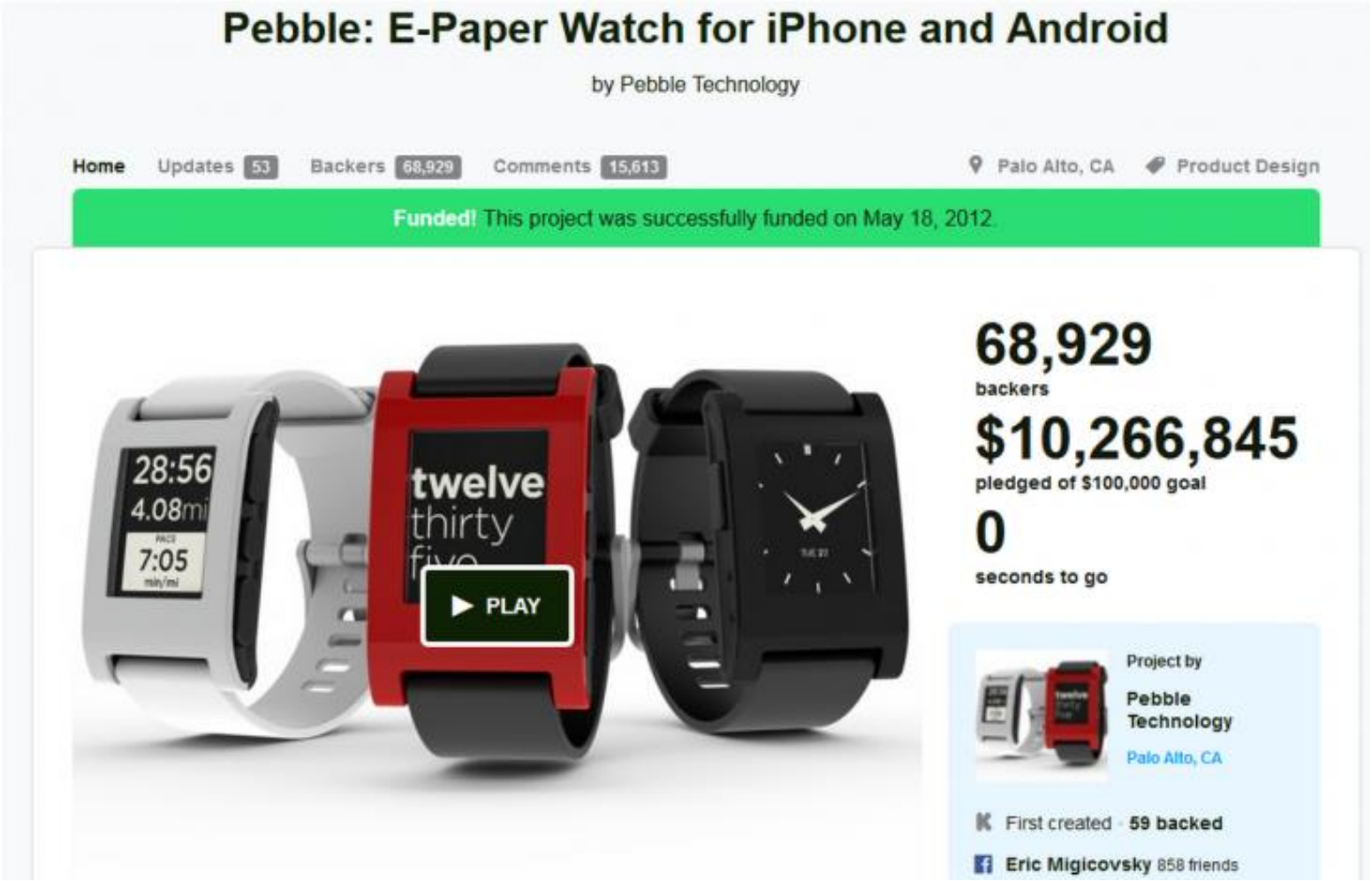
Version B is better than version A

Source: [Smashing Magazine]

Advertising campaign



Crowdfunding



Crowdfunding

INDIEGOGO Explorar Cómo funciona COMIENZA UNA CAMPAÑA Registrarse Iniciar sesión

Cerrado

Closca Bike Helmet - Safety, Functionality & Style

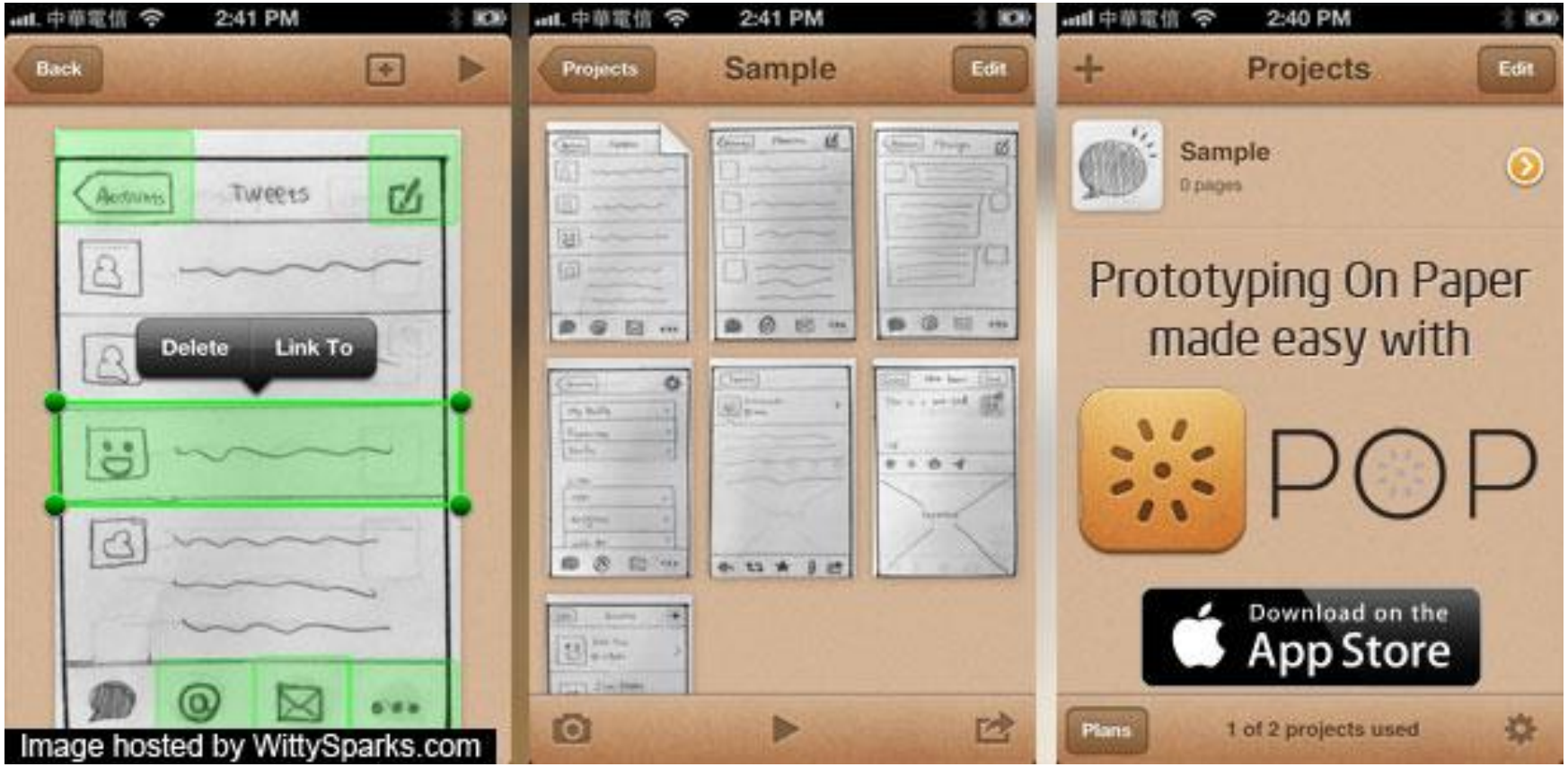
Most elegant and Convenient Foldable Bike Helmet. Red Dot Design Award 2015.

CLOSCA DESIGN
Valencia, España
Acerca de | Haz una pregunta

$79,939 USD fondos totales recaudados
281% financiado el July 25, 2015

Blogs (for your potential customers)

Paper and Digital Prototypes



"NO!
Try not!
DO or DO NOT,
There is no try."