

**Israel
Griol
Barres**

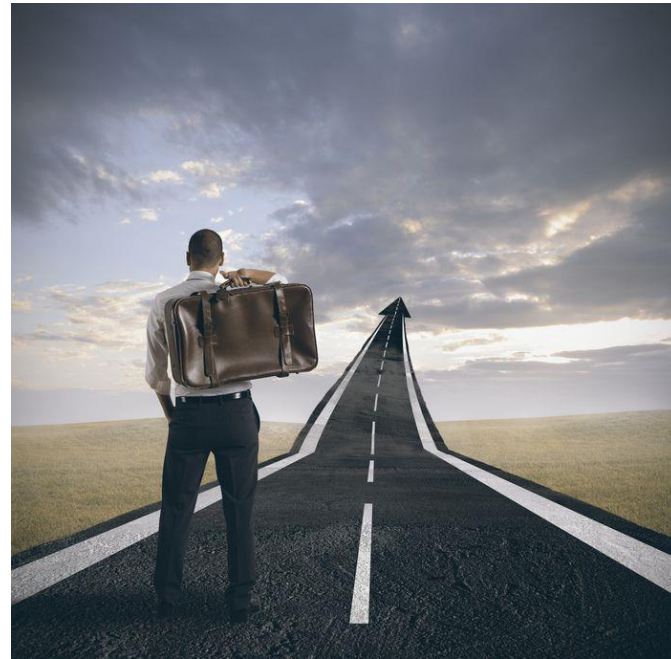
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@igriol



Market

SEGMENTATION



**INNOCENS ENTREPRENEURSHIP COURSE
March 29th 2017**

CUSTOMER SEGMENTS

LET'S DEFINE YOUR CUSTOMER SEGMENT..



"Someone calling themselves a customer says they want something called service."

... 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.

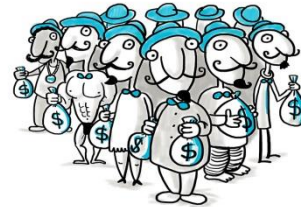
LTV: 500k€

If both are customers, mermaid model.

Market-Driven

China's syndromme

Target Customer-Driven



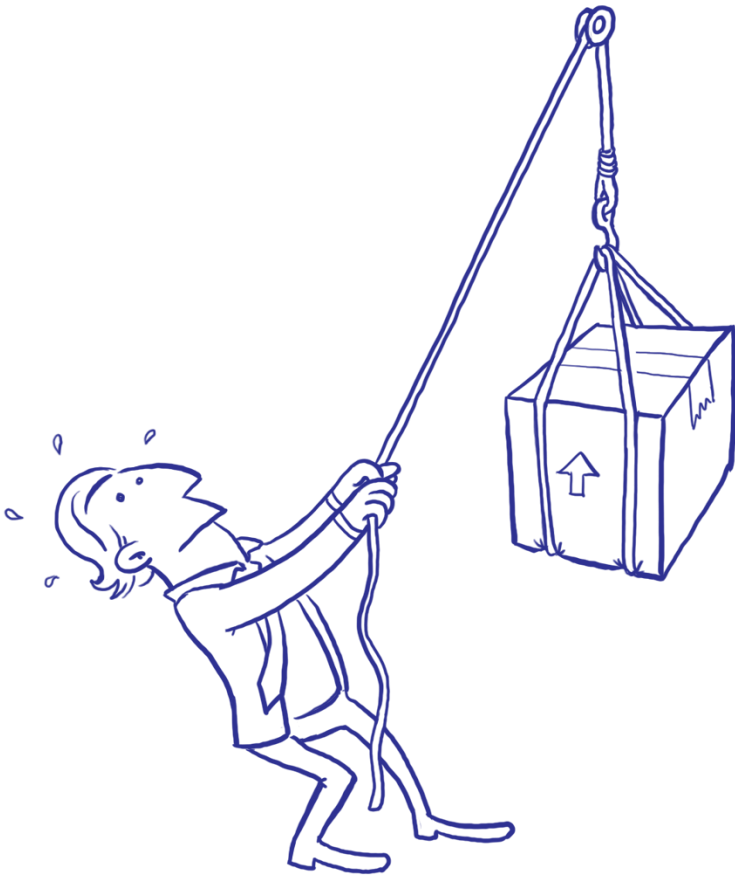
I focus in a business model.

Customer-Driven

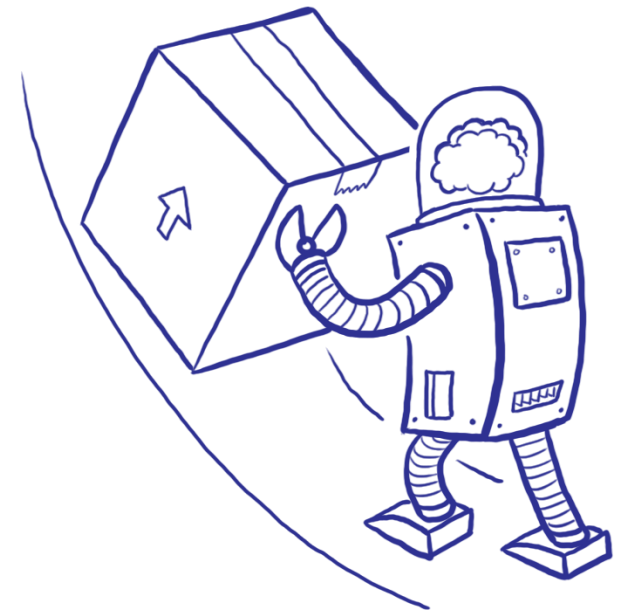


I focus in a single customer (Mermaid's Syndrome)

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.

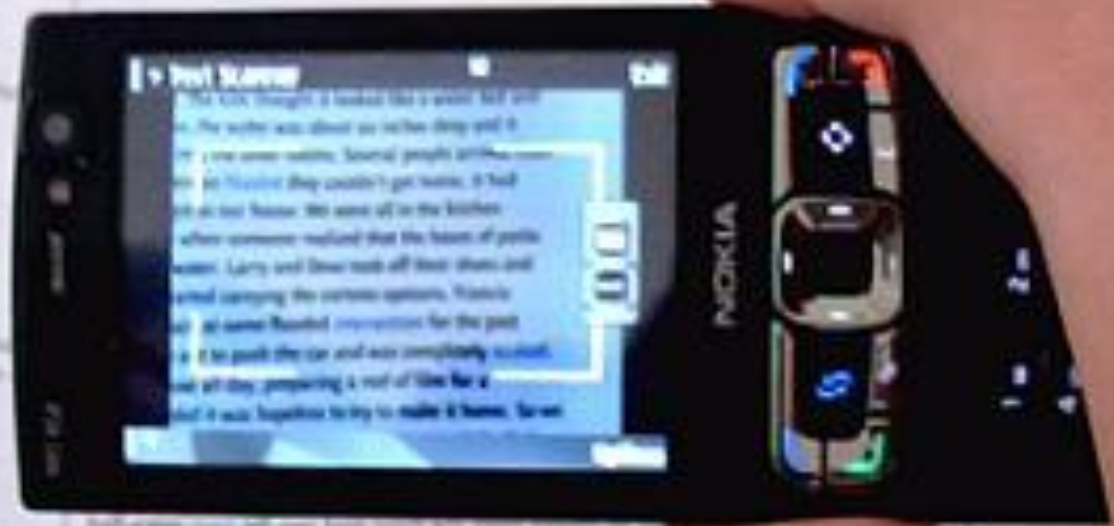


The Storm

Read the text on page 104-105. How do you think the family felt when they were stuck in the car during the storm?

Read the text again and put the following events in the correct order. Number 1 is done for you.

1. The car was stuck in the snow.
2. The car was stuck in the snow and the family was trapped inside.
3. The car was stuck in the snow and the family was trapped inside.
4. The car was stuck in the snow and the family was trapped inside.
5. The car was stuck in the snow and the family was trapped inside.
6. The car was stuck in the snow and the family was trapped inside.
7. The car was stuck in the snow and the family was trapped inside.
8. The car was stuck in the snow and the family was trapped inside.
9. The car was stuck in the snow and the family was trapped inside.
10. The car was stuck in the snow and the family was trapped inside.



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 bathroom
6. Parents with small babies



I WANT TO CLEAN BOATS



BOATSTAR
cleaning services

CREATING VALUE

How can I start?



Customer list

Everyone that owns 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 owns a ship.

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Persona Example: eGallery – Better?



He likes to try out new things and talk about it

Male

Lives on Kutuzovskiy Prospect in Moscow

Little time

Recently moved into his new flat with his girlfriend

Works at VTB Investment Banking

Loves esquire, Forbes, afisha, pop, GQ

“I am Vlad”

33 years old

Current salary is USD 10.000/ month

Loves Strelka and Ginza Projects

In winter he loves skiing in Austria or France

Vlad needs some paintings for his new apartment.

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

Total number of farmers.

SAM: based on your current business model

Number of farmers who will use methane for power generation.

SOM: based on practical limits of your business model

Number of farmers that I can give service with my resources.

Value Proposition Example: inTouch

At the moment, Michelle can use...



Heart-rate monitors



Intuition



Professional
Ultrasound

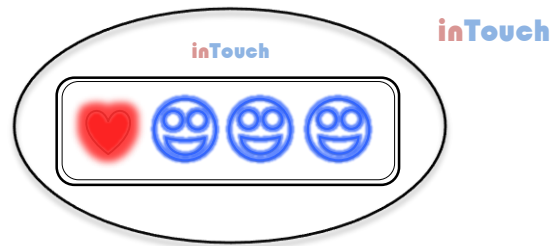


Consult "Dr. Google"

With **inTouch**, Michelle may...



read to her baby,



then receive feedback.

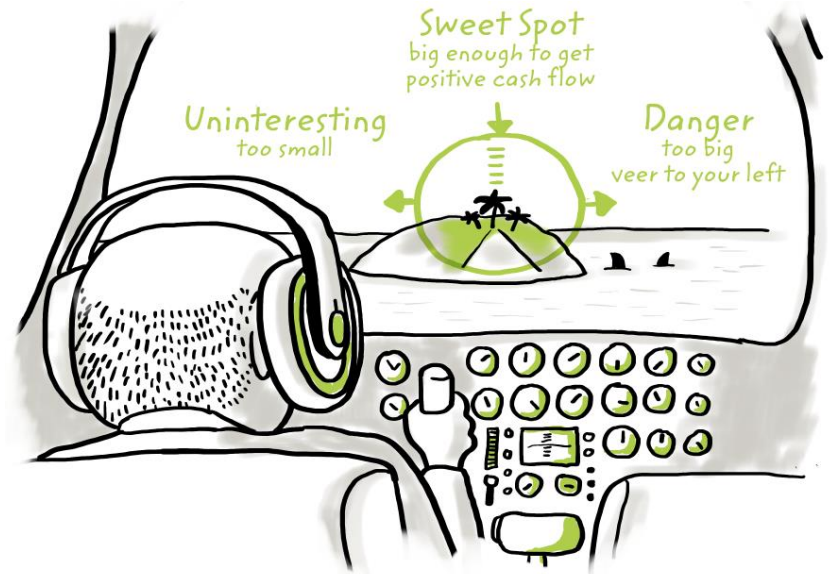
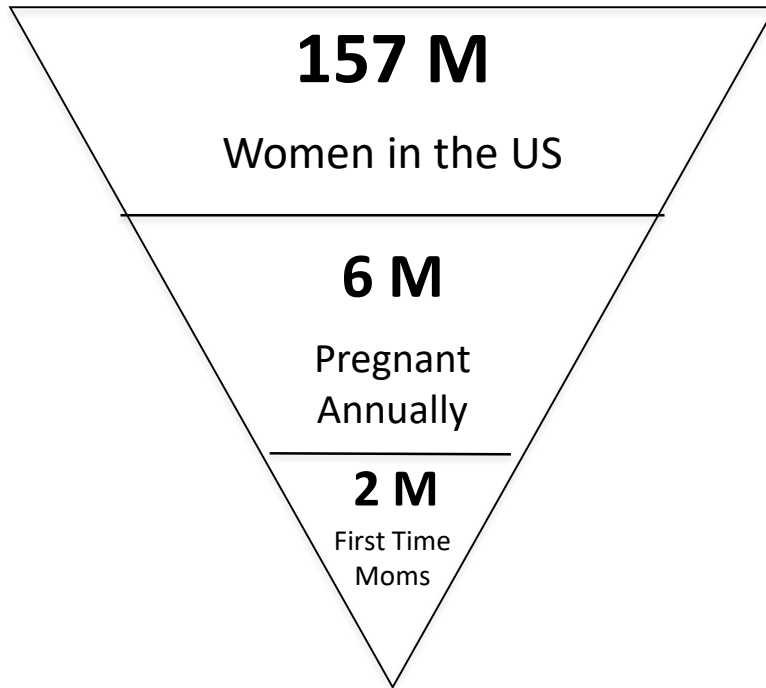
Facilitating intimacy and providing reassurance.

inTouch

Connecting mummies with their babies

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

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

Beachhead Market

Waste Management Facilities in
Valencia Region



Adjacent Markets

Activities/places
with sewage and
black waters

WWTP

Agroindustry

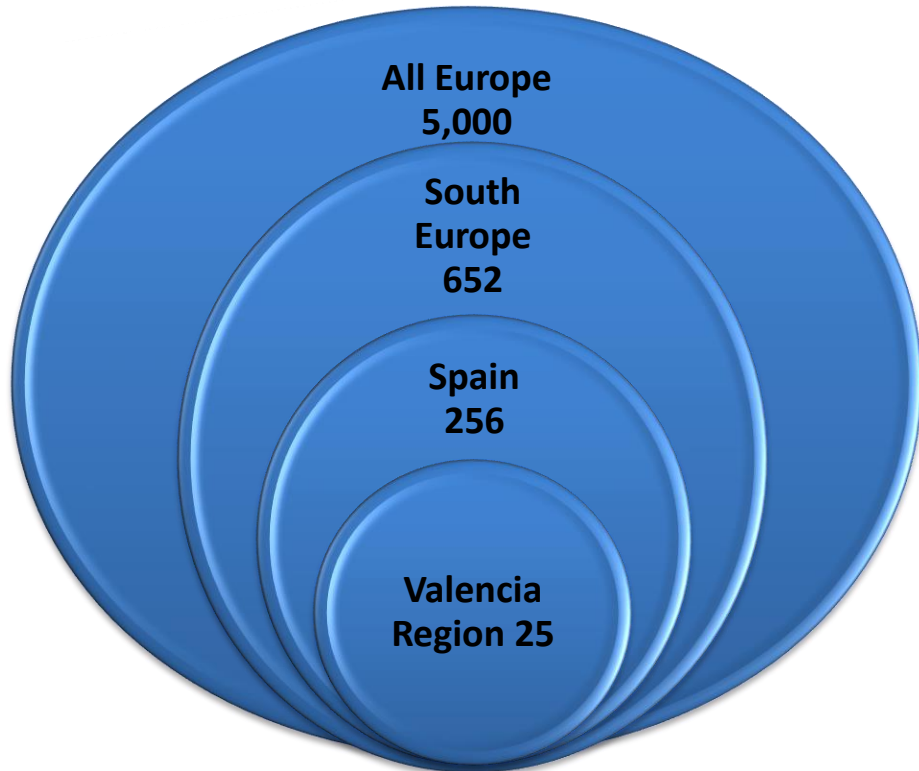
“Prison”

All Europe
5,000

South
Europe
652

Spain
256

Valencia
Region 25



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



bicycle Self-Service Station



secure Bicycle Parking

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

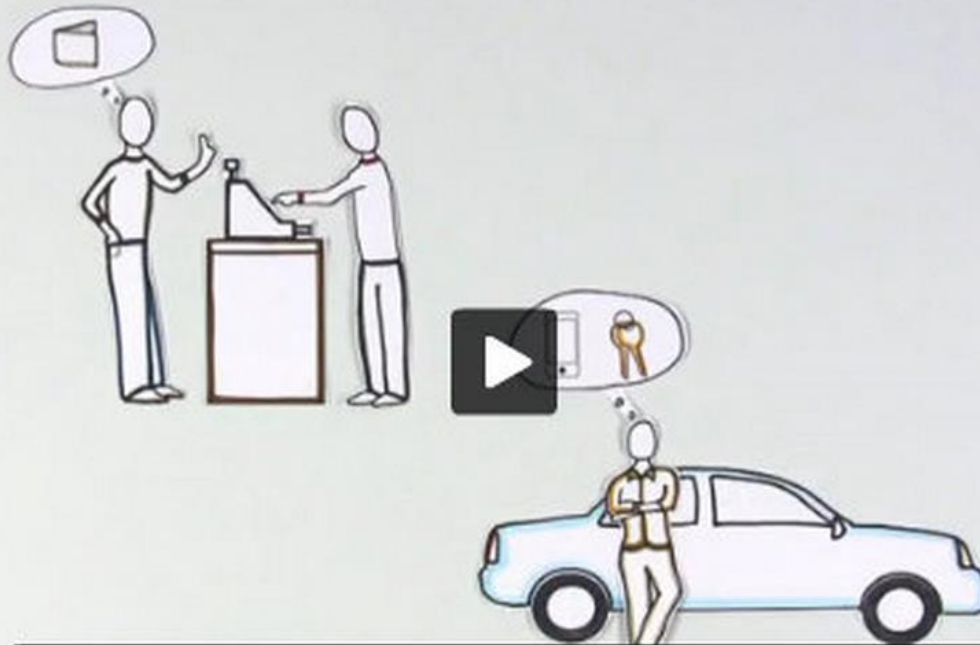
5

image by blog.fastmonkeys.com original idea: spotify product team

Explainer videos



Dropbox



00:04



PRIMER PROTOTIPO DE AIRBNB EN 2009



LANDING PAGE

AIRBNB HOY



FOOD TRUCK DE COMIDA THAIANDESA

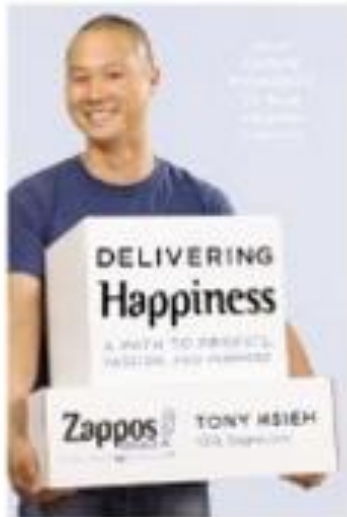


PROTOTIPO
FUNCIONAL

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

THE ANATOMY OF A PERFECT LANDING PAGE HOW DESIGN TRANSLATES TO USERS

TEN KEY LANDING PAGE FEATURES THAT DRAW IN USERS



Landing Page

WHAT TYPES OF COLORS ARE GOOD FOR DIFFERENT SITES?

Colors that will entice a viewer will vary among different sites. Applying the right colors might draw in traffic, bore viewers, or scare some away. They set the mood of a landing page and influence viewer's actions.



YELLOW

- Optimistic and youthful
- Often used to grab a viewer's attention

ORANGE

- Aggressiveness
- Used as a call-to-action and attention grabber

RED

- Energy
- Increases heart rate and creates urgency
- Often seen with clearance sales and references to food

PINK

- Romantic and feminine
- Used to market products and services for woman and young girls

BLUE

- Creates the sensation of trust and security
- Often used by banks and businesses

PURPLE

- Soothing and calm
- Often relates to beauty or anti-aging products and services

GREEN

- Associated with wealth
- The easiest color for the eye to process and used with finance or entertainment websites

BLACK

- Powerful and Sleek
- Seen as luxurious and sophisticated

Tweet more consistently with buffer

- 1 Choose times to tweet.**
For example, 3 times a day at 9:00, 10:30 and 11:00
- 2 Add tweets to your buffer.**
Manually or with our handy browser extension.
- 3 buffer does the rest. Relax.**
We tweet for you. Just keep that buffer topped up!

[Learn and Pricing](#)

Tweet more consistently with buffer

Free	Standard	Max
\$0/mo	\$5/mo	\$20/mo
Who? Dip your toes. Find your feet.	Who? Great for most users.	Who? Best for business & enterprise.
1 1 tweet per day	10 10 tweets per day	∞ Unlimited tweets per day
5 5 tweets in your buffer	50 50 tweets in your buffer	∞ Unlimited tweets in buffer

© 2010 Buffer. All rights reserved. Twitter

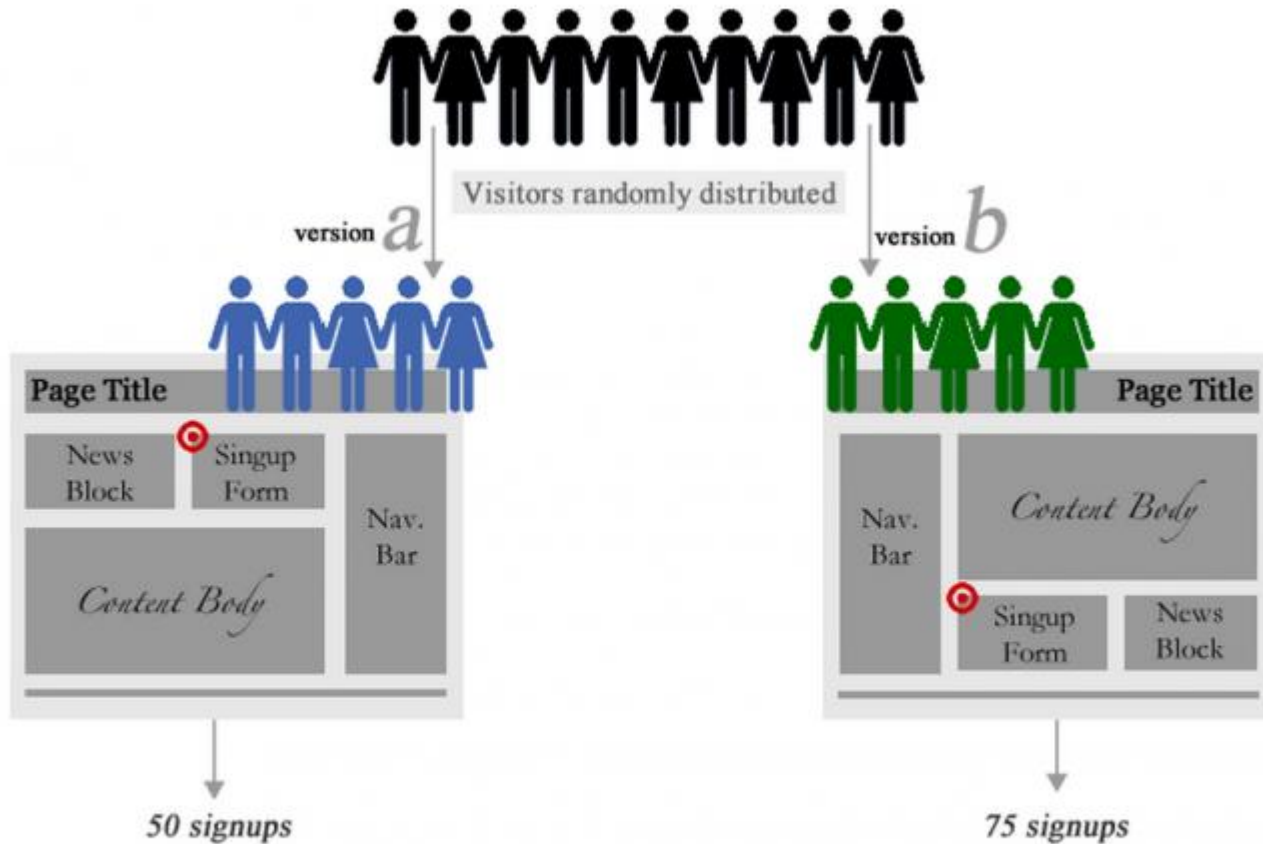
Tweet more consistently with buffer

Heh! 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:

© 2010 Buffer. All rights reserved.

Test A/B



Version B is better than version A

Source: [Smashing Magazine](#)

Advertising campaign

The image displays two screenshots of an advertising campaign for 'Pre-order Bounce'. Both screenshots feature a smartphone on the left and a promotional card on the right. The smartphone screen shows the time 6:25 on Friday, May 1, with a notification for 'Dinner at 7:00' and a 'b' logo. The promotional card has the headline 'Be on time, every time' and a blue button labeled 'Pre-order Bounce'. A red arrow points from the button to the price.

Top Screenshot:

- Headline: Be on time, every time
- Button: Pre-order Bounce
- Price: \$5 for a limited time
- Progress bar: 132 of 5000 late people helped
- Time left: 1 month left

Bottom Screenshot:

- Headline: Be on time, every time
- Button: Pre-order Bounce
- Price: \$10 for a limited time
- Progress bar: 266 of 5000 late people helped
- Time left: 1 month left
- Text: We won't charge your card until Bounce launches

Crowdfunding

Pebble: E-Paper Watch for iPhone and Android

by Pebble Technology

Home

Updates **53**

Backers **68,929**

Comments **15,613**

Palo Alto, CA

Product Design

Funded! This project was successfully funded on May 18, 2012.



68,929

backers

\$10,266,845

pledged of \$100,000 goal

0

seconds to go



Project by

**Pebble
Technology**

Palo Alto, CA

First created - **59** backed

Eric Migicovsky 858 friends

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

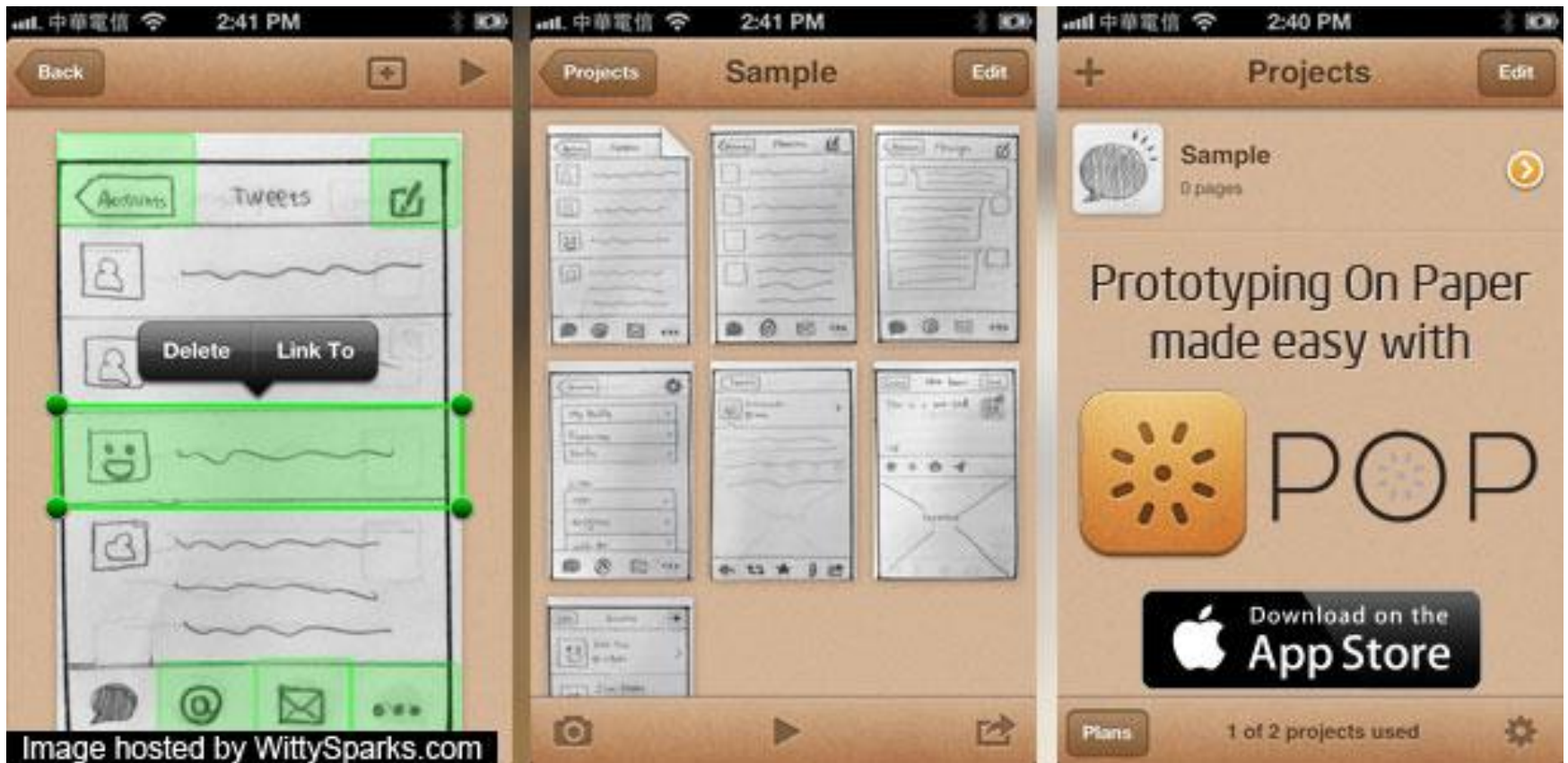
281% financiado el July 25, 2015



Blogs (for your potential customers)



Paper and Digital Prototypes





"NO!

Try not!

DO or DO NOT,

There is no try!"