

Opportunity: Recognizing, Creating, Seizing, Shaping and Screening

Sudha Kumar, CEO



- Customer Value
- Addressable Market & Market Access
- Scalability

- Assess the prospective customer's intention to use the proposed product or service
- Determine how the proposed product impacts the customer's business- does it solve an important problem or open up new avenues?
- Therefore, will the customer be willing to change the way they function today?

- Is there a clear market that your product or service can target?
- Can you estimate the addressable market (not potential market)
- If it is a “disruptive” or innovative idea, are you able to envisage how you will define your target customer and market?

- Current competitor landscape
- Prevalence of substitutes
- Market structure and relative bargaining power
- Presence of large and strong brands in market and strategies to tackle them

- How feasible is it to grow my customer base?
- How does my technology / idea fit into the overall value delivery chain?
- Does my idea allow for a non-linear growth model?
- What are the challenges to building scale and how can I deal with them?
 - Review phase 1 and phase 2 of your proposed growth strategy

- Flexibility combined with persistence is the key
- Incorporate market feedback
- Willingness to change your path
 - Market (ex- Geography- Onmobile)
 - Core capabilities (ex- Amazon)
 - Service or product mix

Entrepreneurial Marketing & Sales

Sudha Kumar, CEO



- Who are the “right” customers?
 - Those that will close quickly
 - Will be willing to act as reference
 - Will be willing to pay
 - Will recommend you to others
 - Can provide feedback on how you can augment your offering
- Be clear on your value proposition
- Be prepared for trade offs to close a sale

- The first few sales are made on the credibility of the team that sells
- As a founder, your passion and belief will come through to the prospect
- Spend time with customers
- The most successful companies we have come across are those where the CEO is the Chief Sales & Marketing Officer

- Explore your own and your team's networks, but do not limit yourself to this
- Build a systematic sales engine from the beginning
- Examine the use of alternate channels
 - Partners
 - Internet
- Ask existing customers for referrals

Actively listen to the customer

- Shape your product or solution with customer inputs
- Determine additional offerings
- Estimate the real value of your offering
- Understand what elements of your value proposition are must have /nice to have etc
- Learn more about competition

- Building a successful company requires not only a great product, but one that the market knows about
- It is a myth that marketing and branding is only for big companies
- There are many marketing initiatives that can be attempted even when you are a start up
- Building a brand takes time, and it is important to sow the seeds right at the beginning