

“We’ve made the Concept to Commercialization” approach *simple yet sophisticated*. It follows a sequence of steps rather than the impractical approach of guessing all of the answers to an all-at-once Business Plan.”



Tom Wien,
Author



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The 7 Undeniable Steps for Going-To-Market



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No one takes the long way

long way



When there's a shortcut



But, some tasks don't allow for shortcuts

like changing tires,

brushing your teeth...

going-to-market

This talk identifies the key stepping stones, aka...



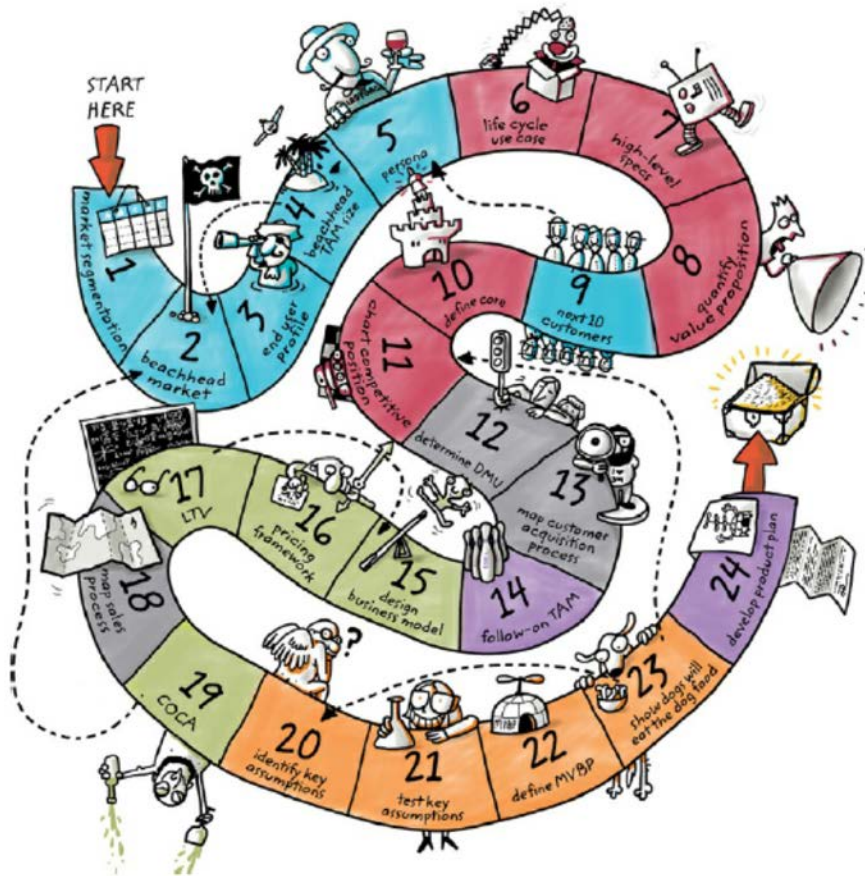
The 7 Undeniable Steps

1. Concepting
2. Planning
3. Storytelling
4. Teambuilding
5. Funding
6. Selling
7. Entering



- Entering includes Channels and Pricing

Other Lists Can Be Long, Yet Incomplete



Example: 24 Customer Criteria Steps

Concepting: 1, 5, 16-23

Planning: 15-17, 19

Storytelling: 1-12

Teambuilding: **Missing**

Funding: **Missing**

Selling: 14,24

Entering: 13,18

* Bill Aulet

Undeniable Steps Unify Approaches



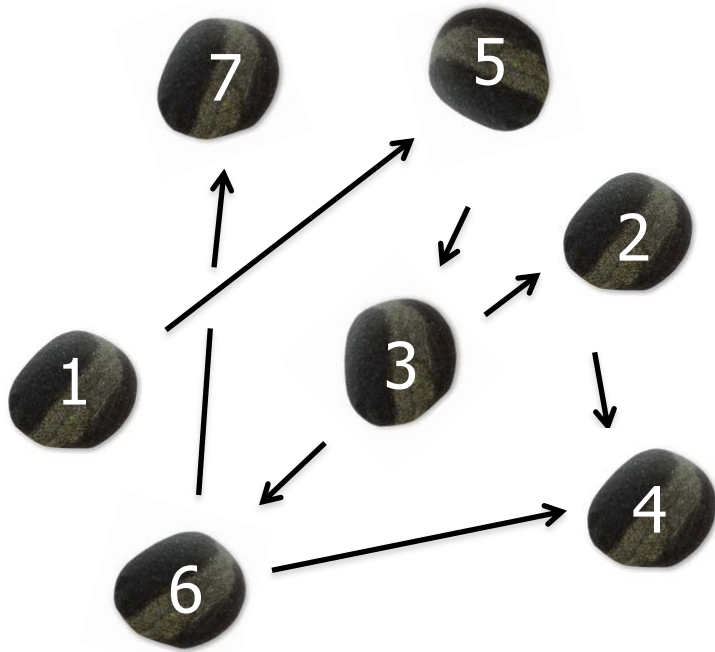
	Customer Criteria	Business Plan	Marketing Plan
1. Concepting	✓	✓	
2. Planning	✓	✓	✓
3. Storytelling*	✓		✓
4. Teambuilding		✓	
5. Funding		✓	
6. Selling	✓	✓	
7. Entering**	✓		✓

* Includes Final Pitch Deck

** Includes Integrated Launch Plan

Undeniable Steps Are Not Linear...

So, You Can Skip Around If You Want



There's Only 1 Prerequisite

Inspiration

Inspiration Comes From Many Places

- *Hunches*
- *Trends*
- *Experience*
- *Customers*
- *Suppliers*



Customers Are The #1 Source for Companies

Hunches

Trends

Experience

Customers

Suppliers



- 76% of CEOs ranked customer collaboration as the top source for new ideas per MPRA.
- Aulet identifies 6, “Who is Your Customer” Criteria: 1) Market Segmentation; 2) Select a Beachhead Market; 3) Build an End User Profile; 4) Calculate the Total Addressable Market Size for the Beachhead Market; 5) Profile the Persona for the Beachhead Market; 6) Identify Your Next 10 Customers

Start-Ups Get Their Ideas In Other Ways

Hunches

Trends

Experience



Inspiration Leads To Concepting

Step 1 of 7

Concepting & Modeling - Case Study



1. Solution-Based Design

- Reverse Auction for Priceline.com

2. Strategic Pricing

- Good Spread

3. Sustainable Revenue

- Price vs. Convenience

4. Customer Acquisition Cost

- eg; \$7 for Online Travel vs \$315 for Telecom



- Aulet identifies 4 "How Do You Make Money" Criteria: 1) Design a Business Model; 2) Set Your Pricing Framework; 3) Calculate to Lifetime Value of an Acquired Customer; 4) Calculate the Cost of Customer Acquisition

Step 2 - 'Winging' A Concept Will Get You Busted



So, Don't Go Too Far Afield

- *Be Practical*
- *Use Estimates*
- *Make Assumptions*



- Concepts & Models miss their target about 100% of the time(!)
- Yet, investors and banks won't fund without a forecast
- Forecasts change every 90 days for public companies

- Aulet identifies 4 Forecasting Criteria: 1) Identify Key Assumptions; 2) Test Key Assumptions; 3) Define the Minimum Viable Business Product; 4) Show That "The Dogs Will Eat Dog Food."

Storytelling Case Study – H&R Block



STEP 3

- *Unique*
 - *Not a knockoff.*
- *Ownable*
 - *Proprietary. Protectable.*
- *Memorable*
 - *Interesting. Different.*



Teambuilding is the Midpoint

Step 4 of 7

- *Who To Pick*
- *How Many*
- *What Order*



- Balanced teams of 2 are the best combination*
- Funders will demand an established team

*Serious Startups.com – surprising-facts-entrepreneurship

Step 5 – Raising Capital

- *Passive or Active*
- *Phases*
- *Cash Flow*



- 90% of start-ups fail from lack of funding
- Phases include: 1) Seed Capital; 2) Angel Investor Funding; 3) Venture Capital (Series A-C); 4) Mezzanine Financing and Bridge Loans; 5) IPO
- Cash is King

Step 6 – Selling

- *Proven Experience*
- *Diversity*
- *Innovative Tactics*



Step 7 Entering - Case Study



Dollar Shave Club




CHANNELS

- ✓ Online for Shave Club
- Retail for non-Shave Club
- Franchise
- Multi-Level

OFFERING

- Per Unit
- Subscriptions
- ✓ Bundling
- User Experts

BE BOLD.
A MIGHTY RAZOR WILL COME TO YOUR AID

THE HUMBLE TWIN	THE 4X aka "The Lover's Blade"	THE EXECUTIVE
 Available August 10 \$1/mo +S&H	 \$6/mo S&H INCL	 \$9/mo S&H INCL
PRE-ORDER	SELECT	SELECT
5 Cartridges per Month	4 Cartridges per Month	3 Cartridges per Month
A great basic shaver, for guys who dig simplicity & precision	The last razor you'll ever need; a gentle shave in a single stroke	The final frontier, it's like a personal assistant for your face
2 stainless-steel blades	4 Stainless-steel blades	6 stainless-steel blades
Aloe Vera strip moisturizes the skin	Wide, open-back for fast, easy rinse	Aloe, Vitamin E, and Lavender Lubricating Strip moisturizes and calms sensitive skin
show more details »	show more details »	show more details »

So, Shortcuts Work If You've Been There Before



But If You Haven't, You May End Up...

long way

