Lecture 10
Early Adoption Testing
CURRICULUM

Week 1
- Context, techniques, and idea generation
- Programming tools, and backend

Week 2
- Executive summary, early adoption testing
- Mobile Web, Django, SMS, Google App Engine

Week 3
- Hackathon #1
- Networking Event
- Android and UI design

Week 4
- Hackathon #2 Baguio
- Project Showcase
- Growing, financing, and demo

Week 5
- Discretion of Instructors (based on class projects)

Week 6

Week 7
## SCHEDULE FOR TODAY

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
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</thead>
<tbody>
<tr>
<td>4:10PM</td>
<td>Early Adoption Testing</td>
</tr>
<tr>
<td>4:35PM</td>
<td>Visual Design Techniques</td>
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<tr>
<td>5:20PM</td>
<td>Break</td>
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<tr>
<td>6:00-9PM</td>
<td>Lab time and feedback on data models</td>
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You have an idea, a core team, a target customer, and a persona.

You have done primary market research to better understand our value prop.

We have calculated our total addressable market and our costs.

But will the dogs eat the dog food?
LIFE AHEAD OF YOU

http://www.slideshare.net/sprevette
MANY RISKS

Modified business model canvas by Ash Maurya
UVP: unique value proposition
MITIGATING RISKS

Product Risk – Getting the product right
1. First make sure you have a problem worth solving.
2. Then define the smallest possible solution (MVP).
3. Build and validate your MVP at small scale (demonstrate UVP).
4. Then verify it at large scale.

Market Risk – Building a viable business
1. Identify competition through existing alternatives and pick a price for your solution.
2. Test pricing first by measuring what customers say (verbal commitments).
3. Test pricing second by what customers do.
4. Optimize your cost structure to make the business model work.

Customer Risk – Building a path to customers
1. First identify who has the pain.
2. Then narrow down to early adopters who really want your product now.
3. It’s okay to start with outbound channels.
4. But gradually build/develop scalable inbound channels – the earlier the better.
# OUTBOUND? INBOUND?

<table>
<thead>
<tr>
<th>Outbound</th>
<th>Inbound</th>
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<tbody>
<tr>
<td>Print Ads</td>
<td>Blogs, Ebooks, White Papers</td>
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<tr>
<td>Television Ads</td>
<td>Viral YouTube Videos</td>
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<tr>
<td>Cold Calling</td>
<td>Search Engine Optimization</td>
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<td>Trade Shows</td>
<td>Webinars</td>
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<td>Email Blasts</td>
<td>Feeds, RSS</td>
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GROWING BY 10X IN 4 STAGES

<table>
<thead>
<tr>
<th>Stage</th>
<th>Prospects/Users</th>
<th>Customers</th>
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<tbody>
<tr>
<td>Stage 1</td>
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<td>10</td>
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<tr>
<td>Stage 2</td>
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<tr>
<td>Stage 4</td>
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</tbody>
</table>

- Interviews
- Emails
- Marketing website
- Engine of growth

High-touch, Market Risk, Qualitative
Self-serve, Technical Risk, Quantitative

STAGE 1: EARLY ADOPTION TESTING

1. Use problem interviews to find a problem worth solving and identify your prototypical early adopter.

2. Put up a “problem focused” teaser page and start collecting email addresses.

3. Use solution interviews to define your MVP and recruit your first 10 “early adopter” customers (not users) – they pay you from day one. If you nail the right problem, this shouldn’t be difficult.

4. Make a bold promise, keep pricing simple, and back it up with a high-touch concierge MVP model and/or money-back guarantee.

5. Build your MVP and validate that it delivers on your Unique Value Proposition.

The first objective is finding motivated early adopters not on-the-fence users. Early adopters are as visionary as you but from the problem perspective. Customer interviews are a great way for qualifying early adopters. First key metrics: activation, retention (and revenue).
NEXT CLASS: GROWING YOUR MARKET

Marketing

From Wikipedia, the free encyclopedia

Marketing is "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."[1]

For business to consumer marketing, it is "the process by which companies create value for customers and build strong customer relationships, in order to capture value from customers in return for business to business marketing it is creating value, solutions, a relationship or short term or long term with a company or
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Viral marketing

From Wikipedia, the free encyclopedia

Viral marketing, viral advertising, or marketing buzz are buzzwords for marketing communications (or MarCom or Integrated Marketing Communications) are messages and related media used to communicate with a market. Marketing communications is the "promotion" part of the "Marketing Mix" or the "four Ps": price, place, promotion, and product.

Content marketing is an umbrella term encompassing all marketing formats that involve the creation and sharing of content in order to attract, acquire and engage clearly defined and understood current and potential customer bases with the objective of driving profitable customer action. Content marketing refers to the practice of creating high-quality, relevant and useful content that drives profitable consumer actions in terms of retaining revenue sharing.

Direct marketing is a channel-agnostic form of advertising that allows businesses and nonprofits to communicate straight to the customer, with advertising techniques such as mobile messaging, email, interactive consumer websites, online display ads, fliers, catalog distribution.

Internet marketing

Search engine optimization
Social media marketing
Email marketing
Referral marketing
Content marketing
Search engine marketing
Pay per click
Cost per impression
Search analytics
Web analytics
Display advertising
Contextual advertising
Behavioral targeting
Affiliate marketing
Cost per action
Revenue sharing
Mobile advertising

Marketing channel

From Wikipedia, the free encyclopedia

A marketing channel is a set of practices or activities necessary to transfer the ownership of goods, and to move goods, from the point of production to the point of consumption and, as such, which consists of all the institutions and all the marketing activities in the marketing process. A marketing channel is a useful tool for management.[1]

Roles of marketing channel in marketing strategies:
- Links producers to buyers.
- Performs sales, advertising and promotion.
- Influences the firm’s pricing strategy.
- Affects product strategy through branding, policies, willingness to stock.
- Customizes profits, install, maintain, offer credit, etc.

An example of this is an apple orchard: Apple orchard > Transport > Processing factory > Packaging > Final product to be sold > Apple pie eaten