

# **Startup management**

## **Shaping an idea**

FRI 63749B

# What does it do?

- How does it look like?
- What need does it serve?
- Can we explain it quickly?

# Does it exist?

- Is something similar out there?
- How is it similar?
- Geography, demographic, technology...

# Is it a good idea?

- Does it make sense?
- What would your friends say?
- What would your enemies say?

# Is there a need?

- How do we know it?
- Who are potential customers?
- Do we know them? How?

# Can we make it?

- Technical?
- Organisational?
- Marketing/sales?

# Who will pay?

- Who is the customer?
- Who is the user?
- Who is enabler?

# Resources

- Founders?
- Labour?
- Money?
- Other?

# Is it legal?

- Legal?
- Regulated?

# Can we make money?

- Is it profitable?
- What are the costs?
- What is the price?

# How are we visible?

- Finding customers?
- Telling them about us?
- Making them remember us?

# What could go wrong?

- Competitors?
- Poor product?
- Timing?

# Is it defensible?

- Is it easy to copy?
- Is it easy to execute?
- What is competition doing?

# Is it scalable?

- Economics of a unit?
- Can we serve 10x customers next year?

# Positioning statement

For (target customer) who (statement of the need or opportunity), the (product name) is a (product category) that (statement of key benefit – that is, compelling reason to buy). Unlike (primary competitive alternative), our product (statement of primary differentiation)

# Assignment

- **Make your first slide: What do you do?**