The Startup Code 2019:

The Fastest Ways to Grow Your Startup Into a Successful Thriving Business

An Exclusive Half-Day Marketing Conference at the
Massachusetts Institute of Technology

January 24, 2019

AGENDA

1pm - How To Create Brilliant Products (& Services) That Sell
Kenny Goodman (Find The Edge)

2pm - 5 Ways To Test & Optimize Your Business Model With Google Ads
Andrew Percey (Prometheus PPC)

3pm - Why You Need To Be More Visible On Linkedin (And How It's Done)
Mark Williams (ETN Linkedin Training)

4pm - Become An Inbound Sales Ninja: The Ultimate Guide To Success With Hubspot
Nick Salvatoriello (Impact)

5pm - Meet The Presenters

How To Create Brilliant Products (& Services) That Sell

Why most of startups fail

Why only a tiny percentage of startups go on to take most of the pie

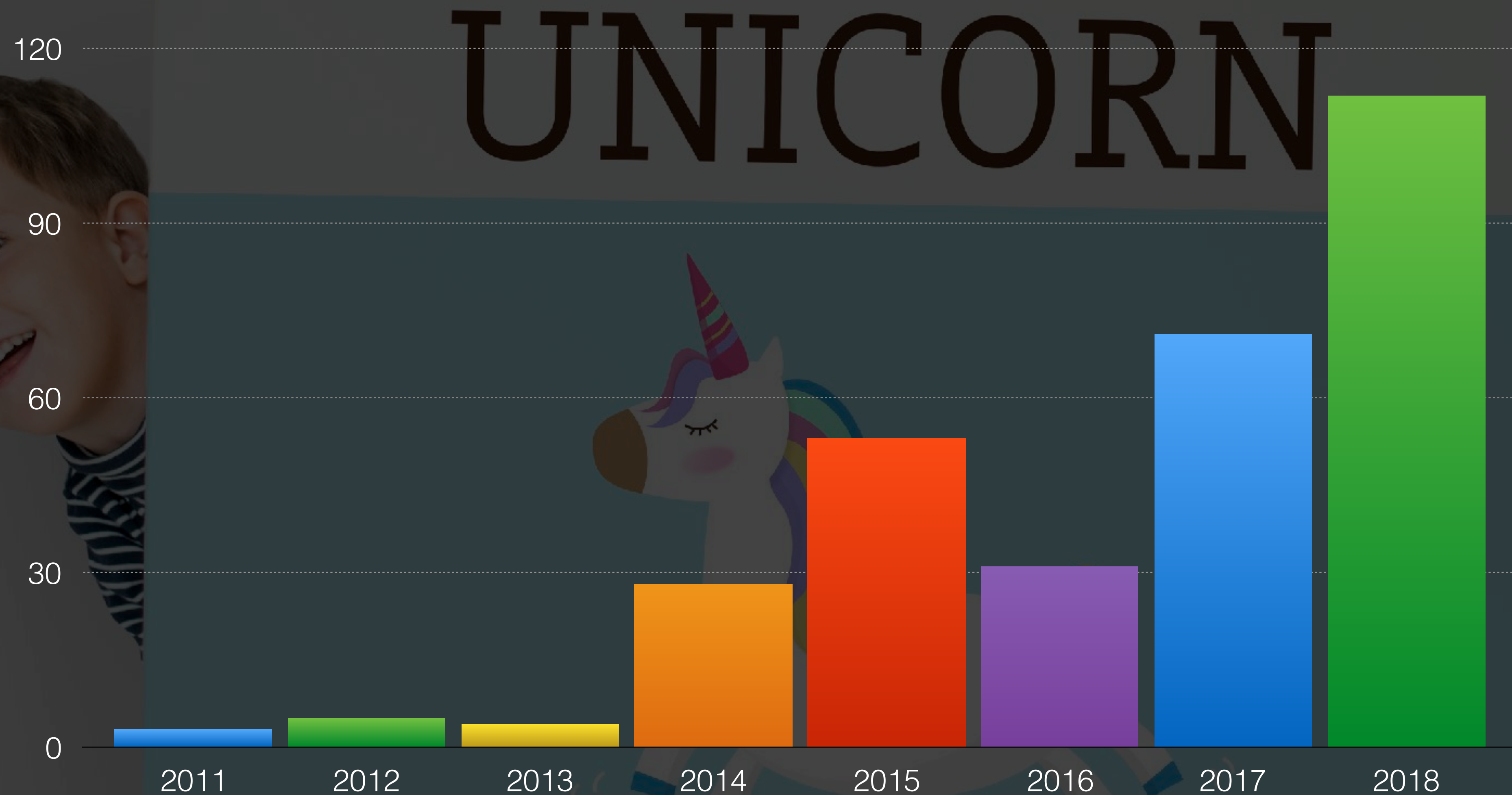I'm going to detail for you exactly how they're doing it so your startup thrives

My Goal Is To Help 2 Types of People

1. Early Stage: Creating a new product/business
2. Late Stage: Looking to develop existing products/services to scale business

UNICORN

Of New Unicorn Companies

90% of startups fail (Forbes)

75% of venture backed startups fail (Harvard Business School)

Less than 1.5% of those that succeed hit 100+ employees (sba.gov)

Sources:
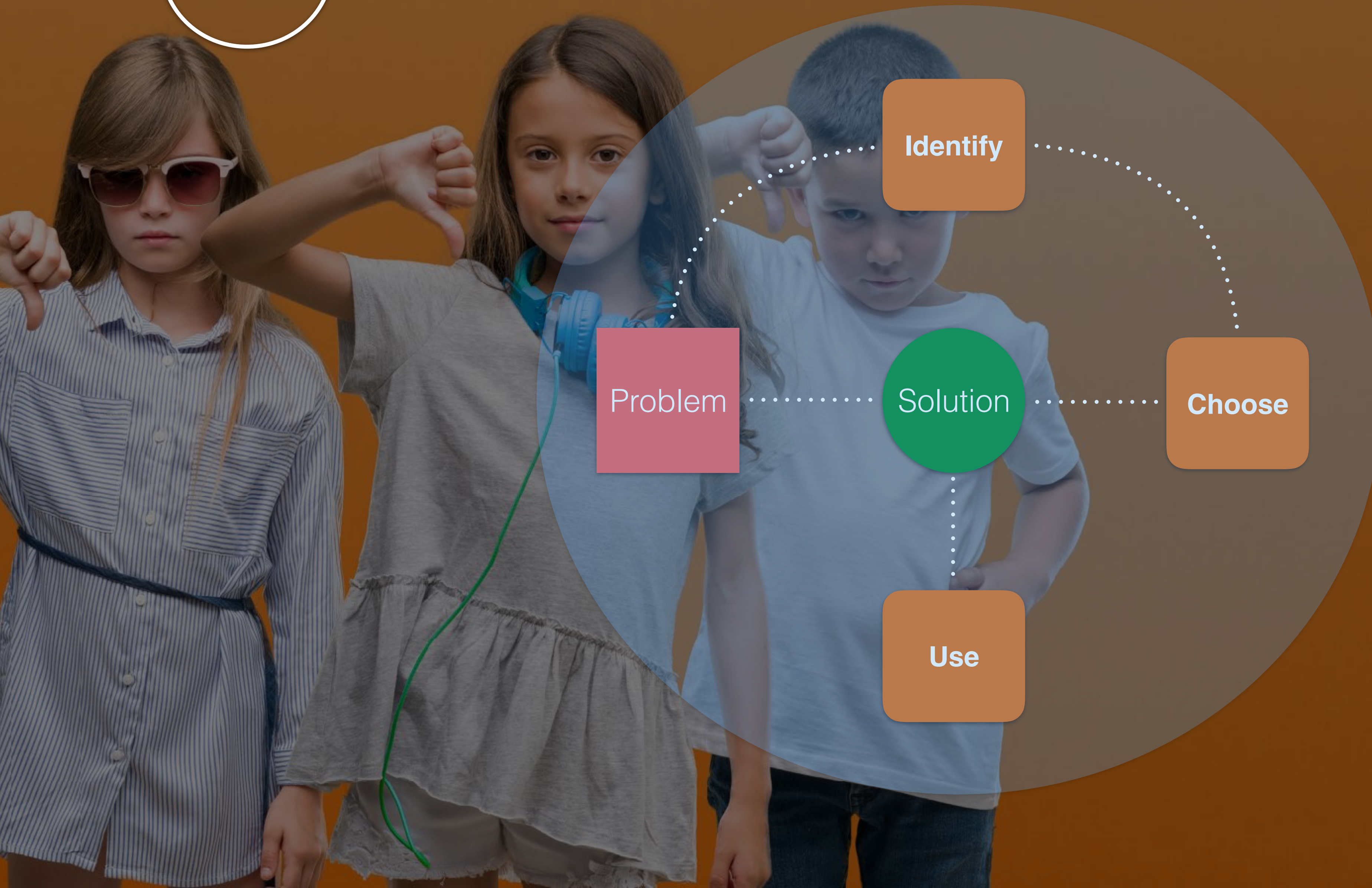https://www.forbes.com/sites/neilpatel/2015/01/16/90-of-startups-will-fail-heres-what-you-need-to-know-about-the-10/#24db6be16679
https://www.entrepreneur.com/article/288769
https://www.sba.gov/advocacy/firm-size-data

THE 2 ISSUES?

#1

Identify

Problem

Solution

Choose

Use

THE 2 ISSUES?

#2

They didn't create a product/service that made it to a market that needed it

THE 2 ISSUES?

#2

42% of startups fail due to "No Market Need" (CB Insights)

THE 2 ISSUES?

#2

Other big reasons included:

Running out of money

Getting out competed

Poor marketing

Disharmony among team

Loss of focus

User unfriendly product

ONCE YOU DO...

INCREDIBLE THINGS WILL HAPPEN

BECAUSE YOU WILL UNDERSTAND
WHAT IS CAUSING DEMAND

ALLOWING YOU TO...

Design/create products faster because you will focus only on features your customers truly want/need
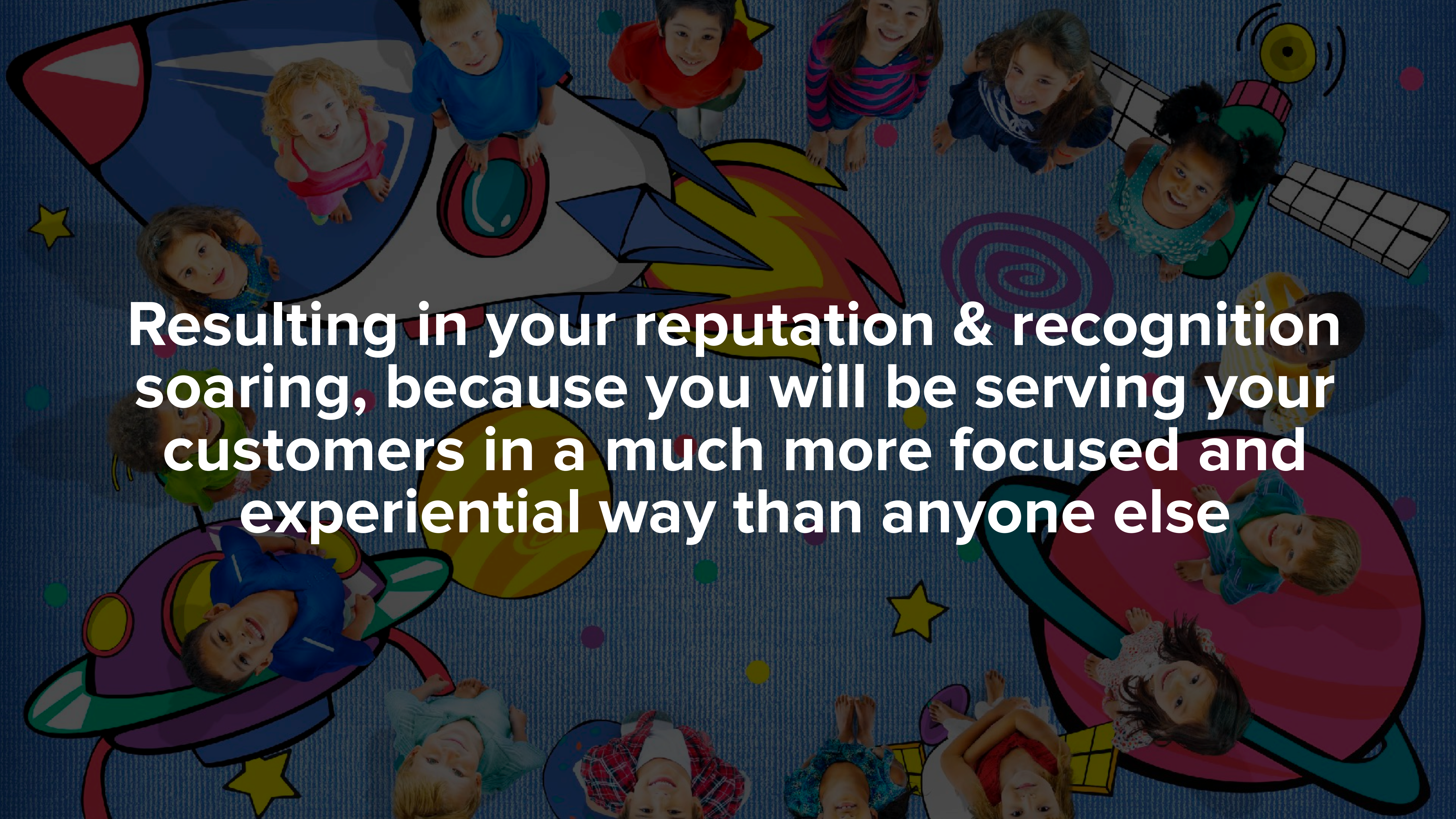
You will expand from product or problem-solution/product focused to a "before, during and after service"

Creating a total experience
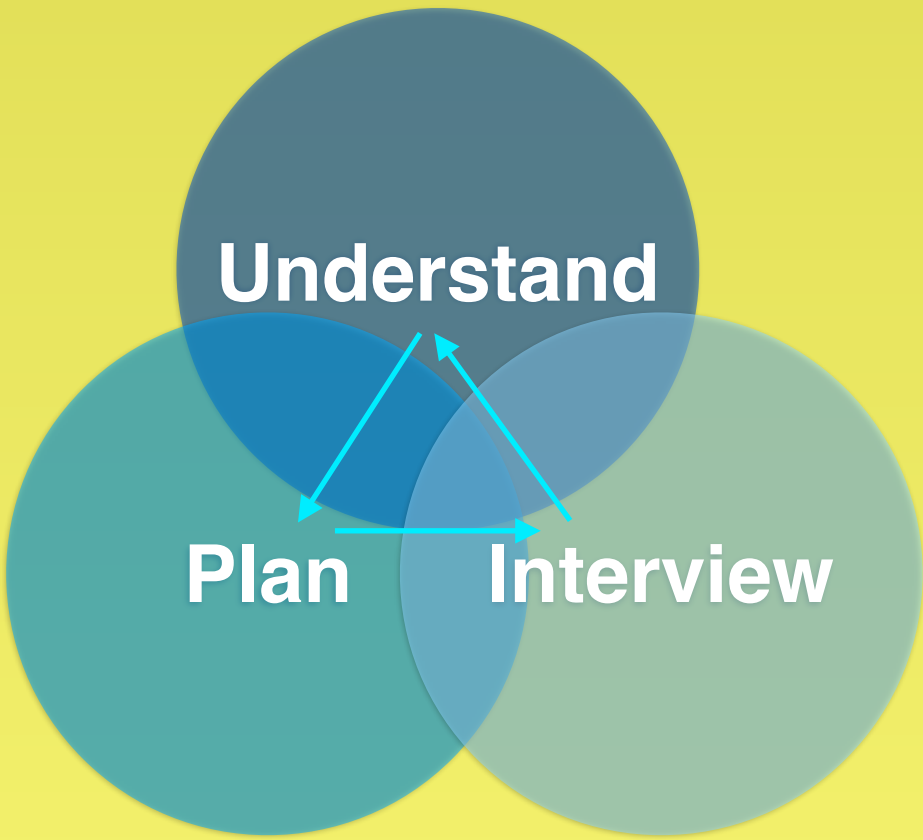
Resulting in your reputation & recognition soaring, because you will be serving your customers in a much more focused and experiential way than anyone else

BY FOLLOWING 3 POWERFUL "DEMAND" PHASES

THE 3 DEMAND PHASES
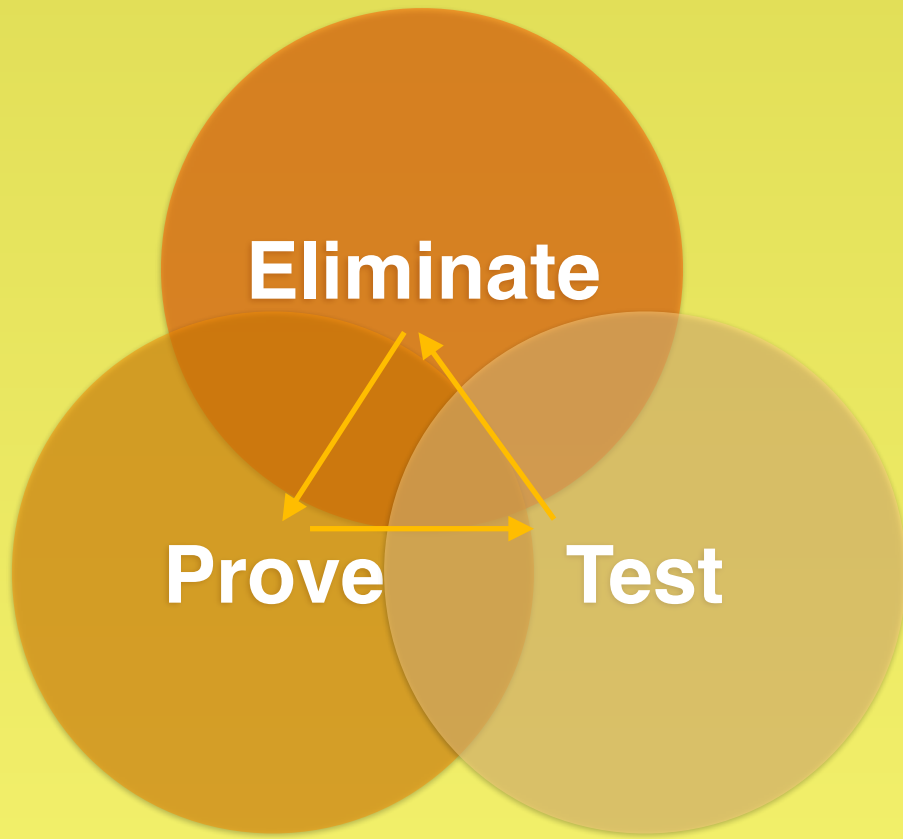
Phase#1 Map **JOURNEY**

Understand
Plan Interview

Phase#2 Identify **JOBS**

Collate
Focus Encompass

Phase#3 Create **VALUE**

Eliminate
Prove Test

#1 Map Journey

Understand
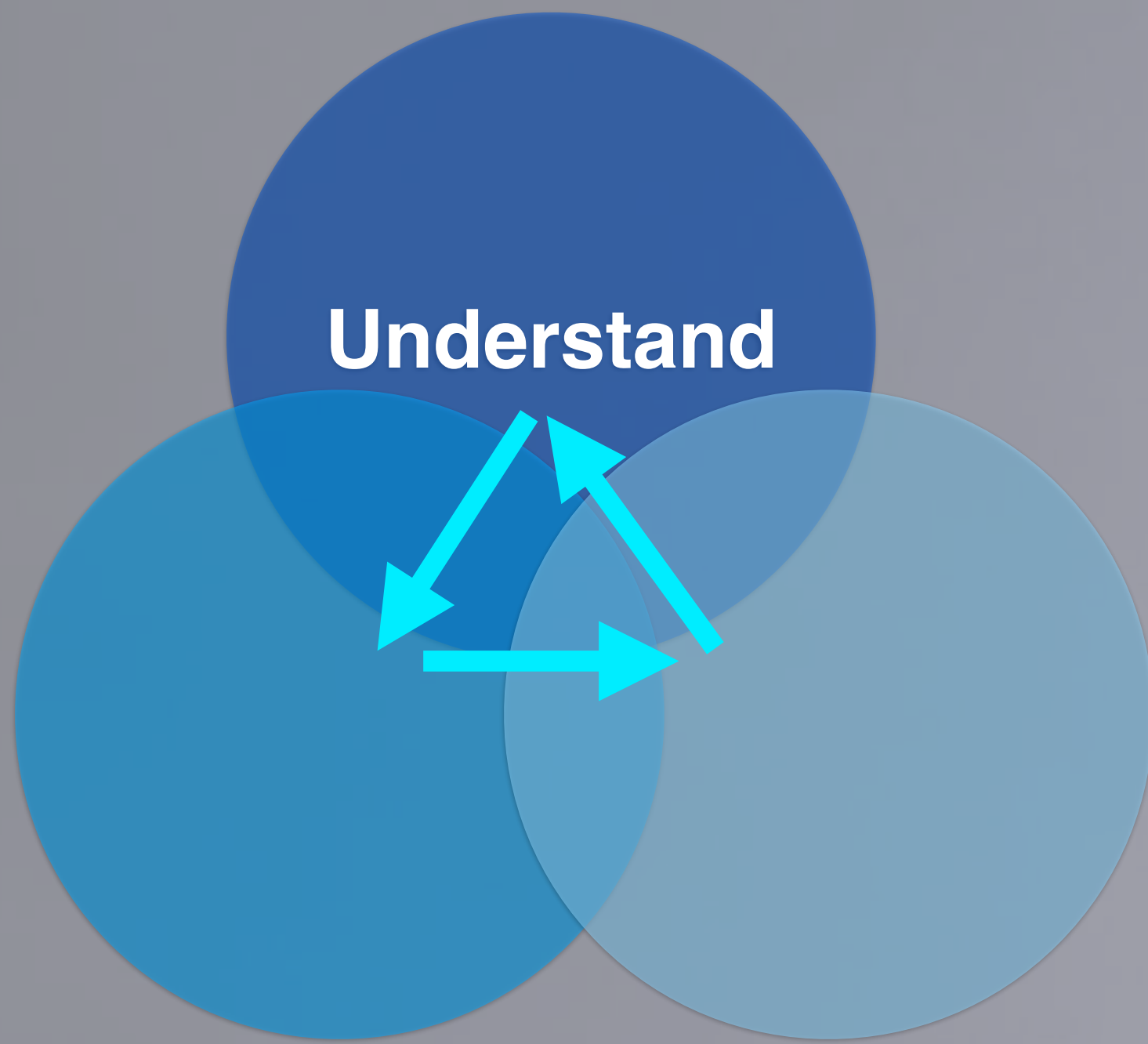
"Assumptions are the termites of relationships."

– Henry Winkler

Customers Are Driven By "Be Goals"

Understand

Ideal Self	
Be Thoughtful	"Be Goals" (Principles)
Buy Unique Gift	"Do Goals" (Programs)
Surf Internet	"Motor Control Goals" (Sequences)

Understand

Job = Progress a consumer is looking to make in a specific situation

to be = Desired progress yet to be in existence

done = when a product/service is hired and progress is made

The product does the work, while the consumer enjoys the benefits

Customers Hire Products Because They Have Jobs To Be Done

Understand

JTBD

Today: I don't fit in, I'm embarrassed, & unattractive,

Tomorrow: I want to fit in, impress, be recognised & attractive

Solution I can hire is a "clean car' achieved with:

Soapy Bucket & Sponge
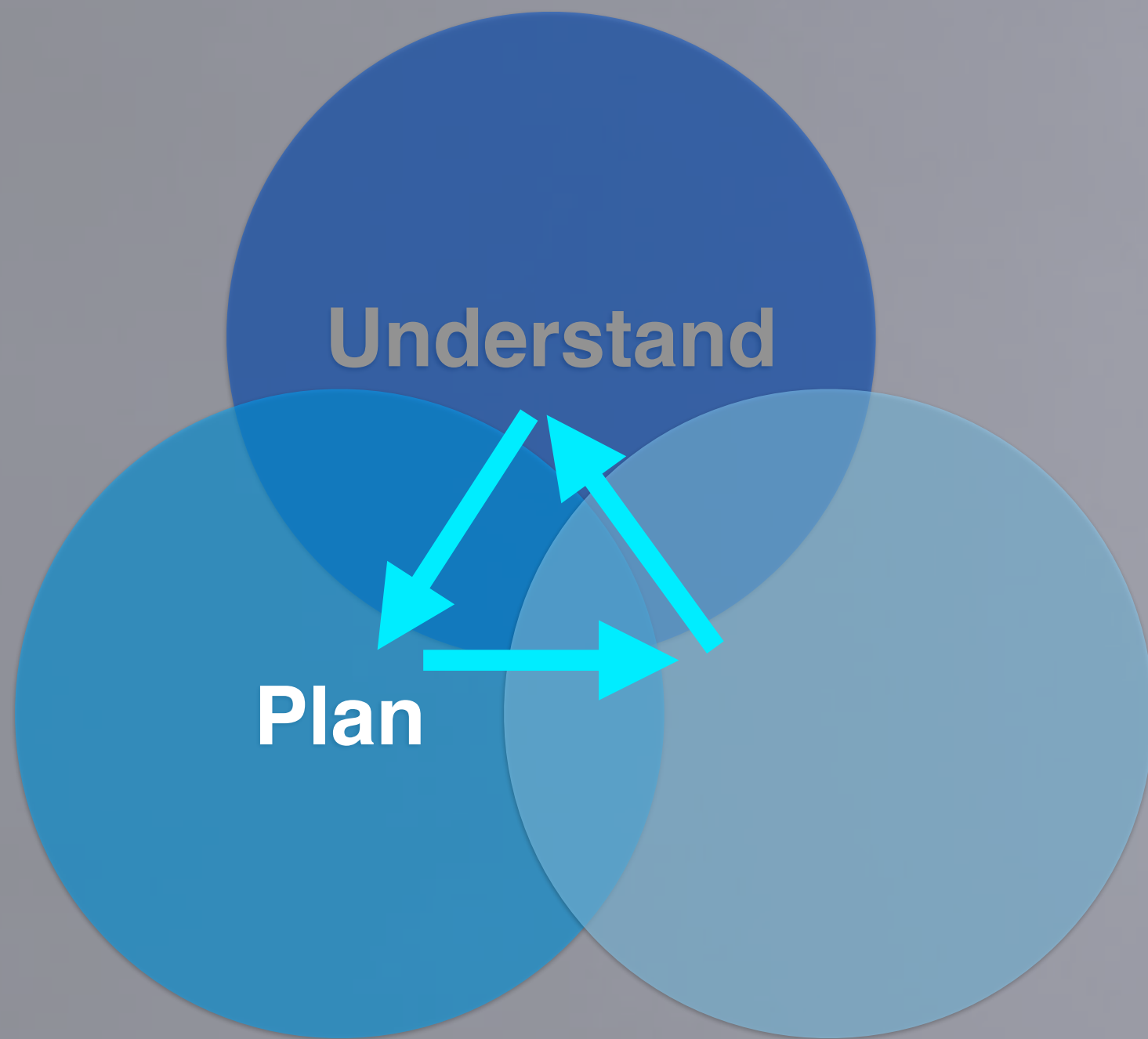
Neighbour's Sulky Teenager

Automated Carwash

Professional Wash

Understand

Plan

You need to understand your customers "Be Goals" and their "Jobs to be Done" and to do this you need to plan a conversation with them

Plan who to speak with:

Find people you think will be like your consumers

10+ interviews with diverse group, income, age, gender, geography etc

Preferably people who have made a recent switch (last 1-2 months)

Plan to speak with each one for about 1hr if possible

Understand

Plan

Understand
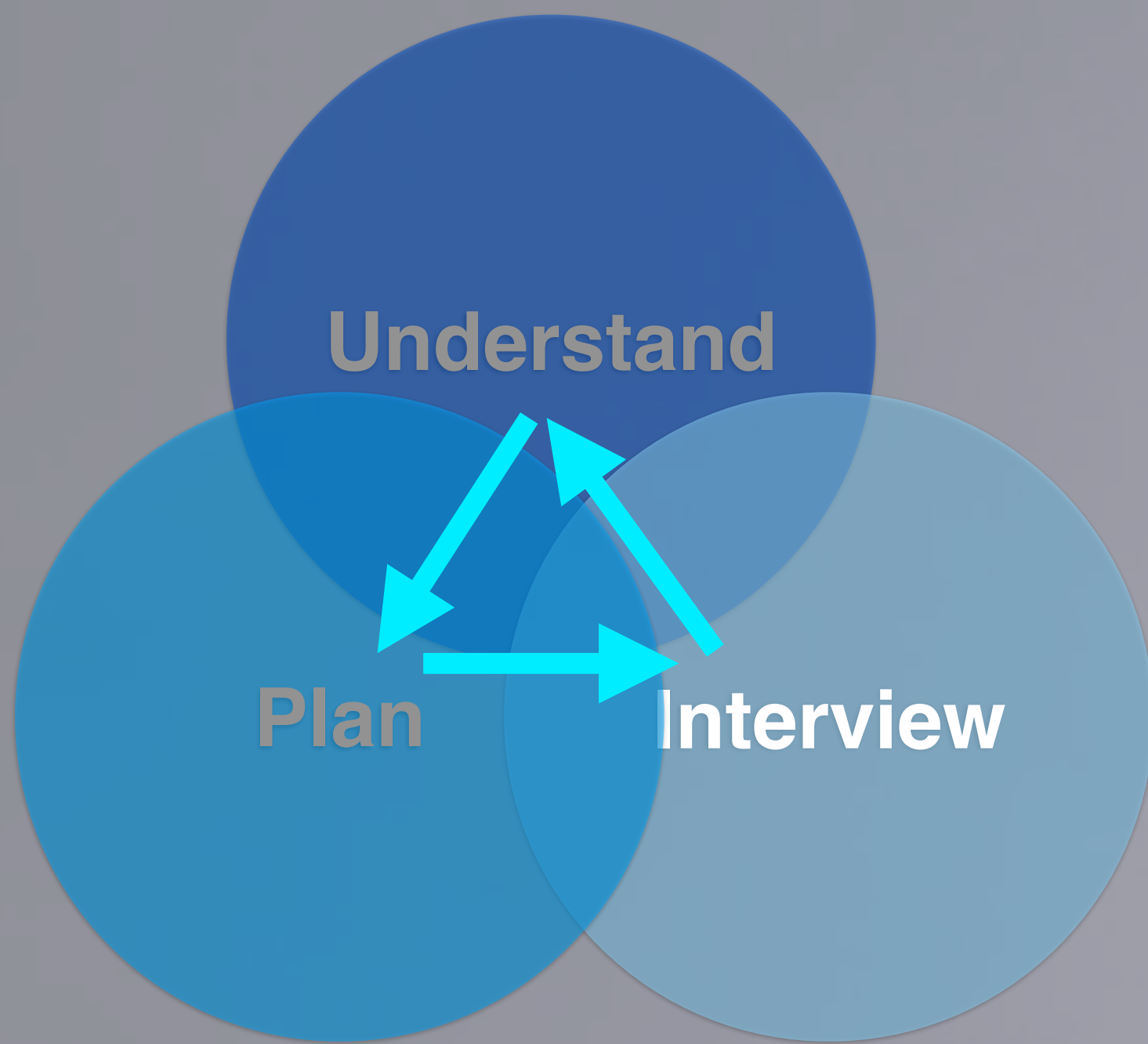
Plan **Interview**

"There are no facts inside the building: you have to talk to your customer to move forward."

-Steve Blank

Why interview?

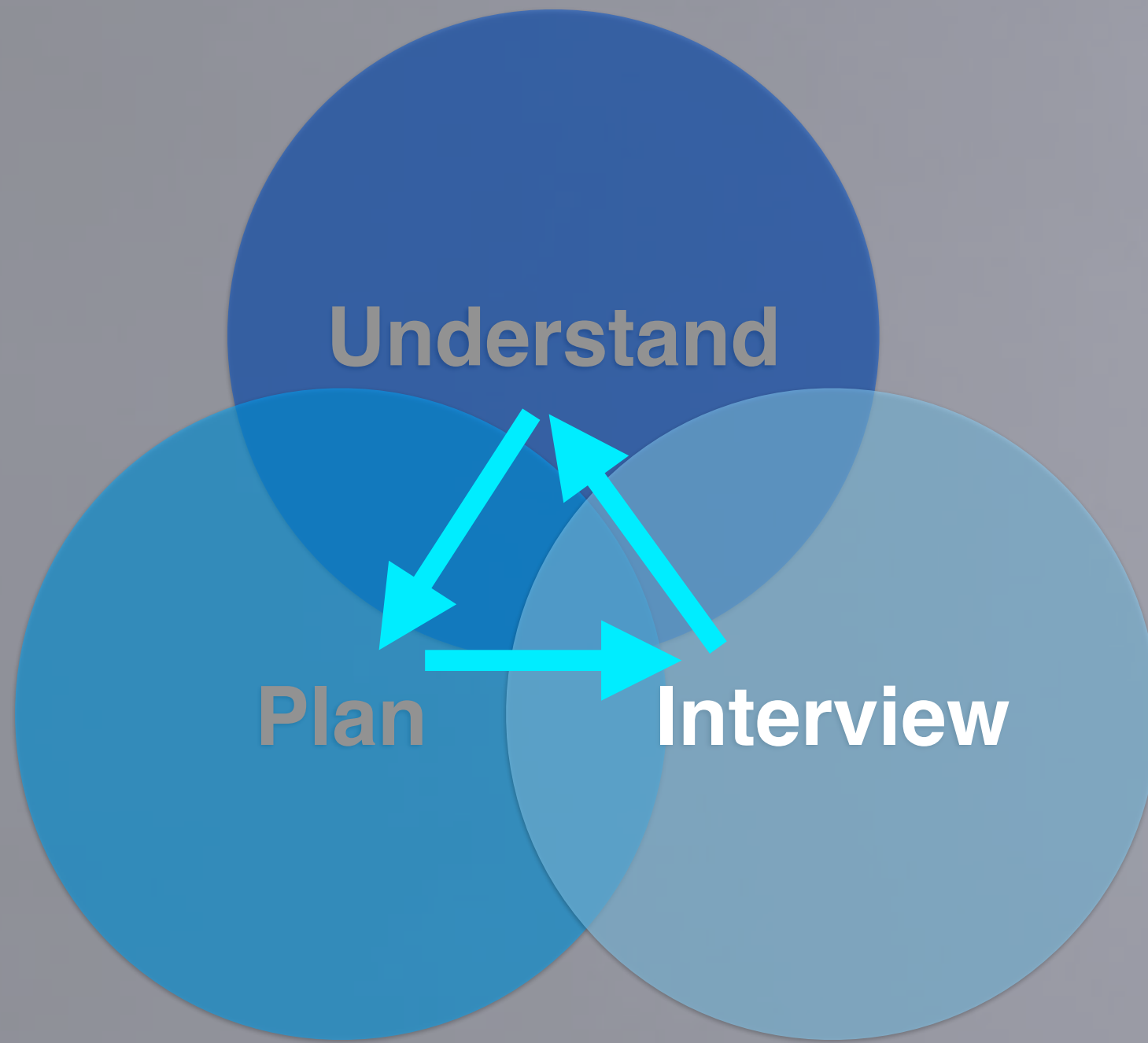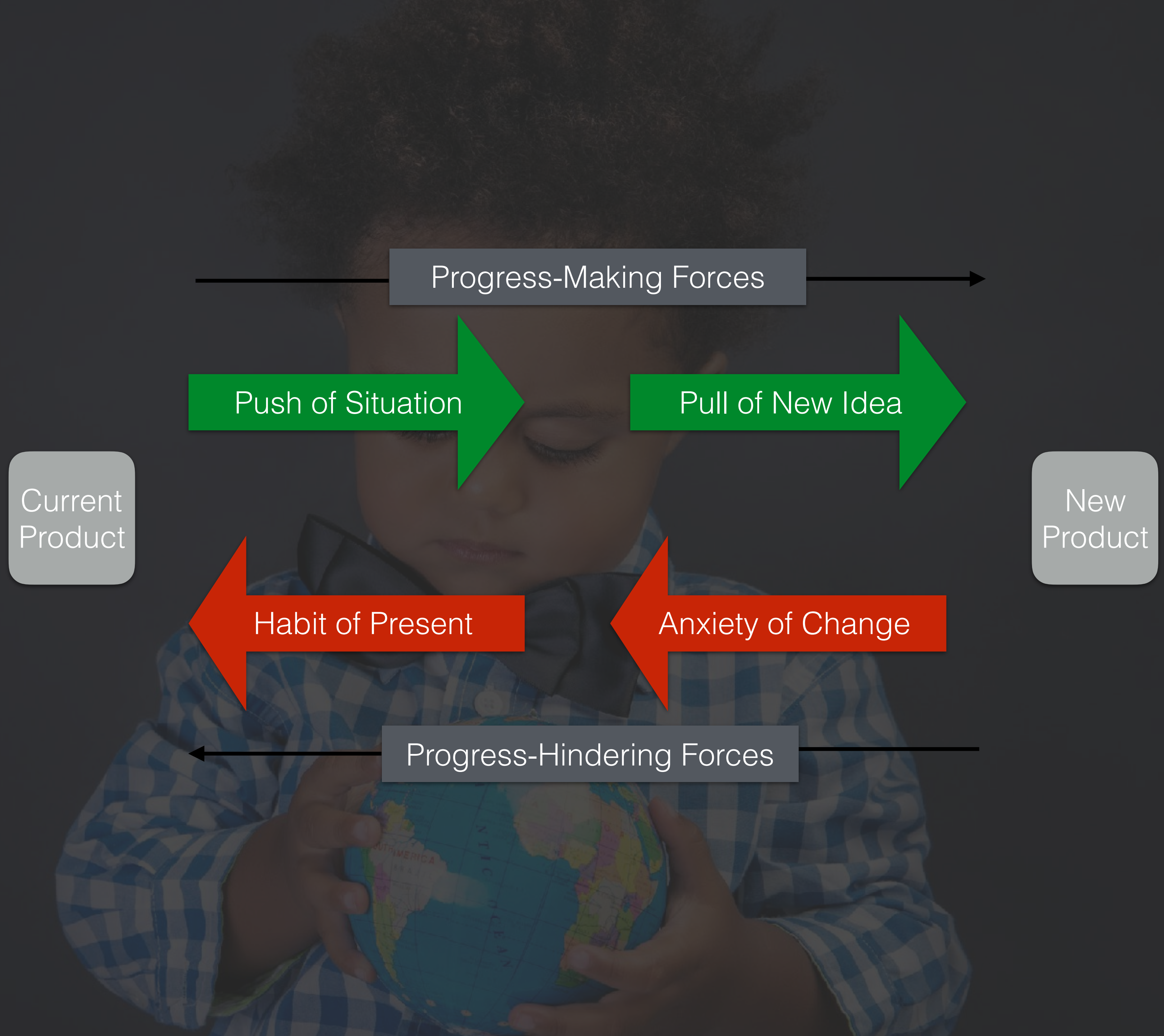Gets beyond the generic services you "think" people want and gets to the real specifics. The fine margins that make all the difference

People find it easy to lie on online-surveys

People open up and find the truth with the right empathy levels and questioning

You are able to uncover what makes people switch products (to yours or away from yours)

Understand

Plan

Interview

Build Timeline

Understand · Plan · Interview

First Thought

The Timeline

passive looking

Event #1

active looking

Event #2

deciding

Buying

consuming

Experienced

satisfaction

Build Timeline

The Timeline

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passive looking

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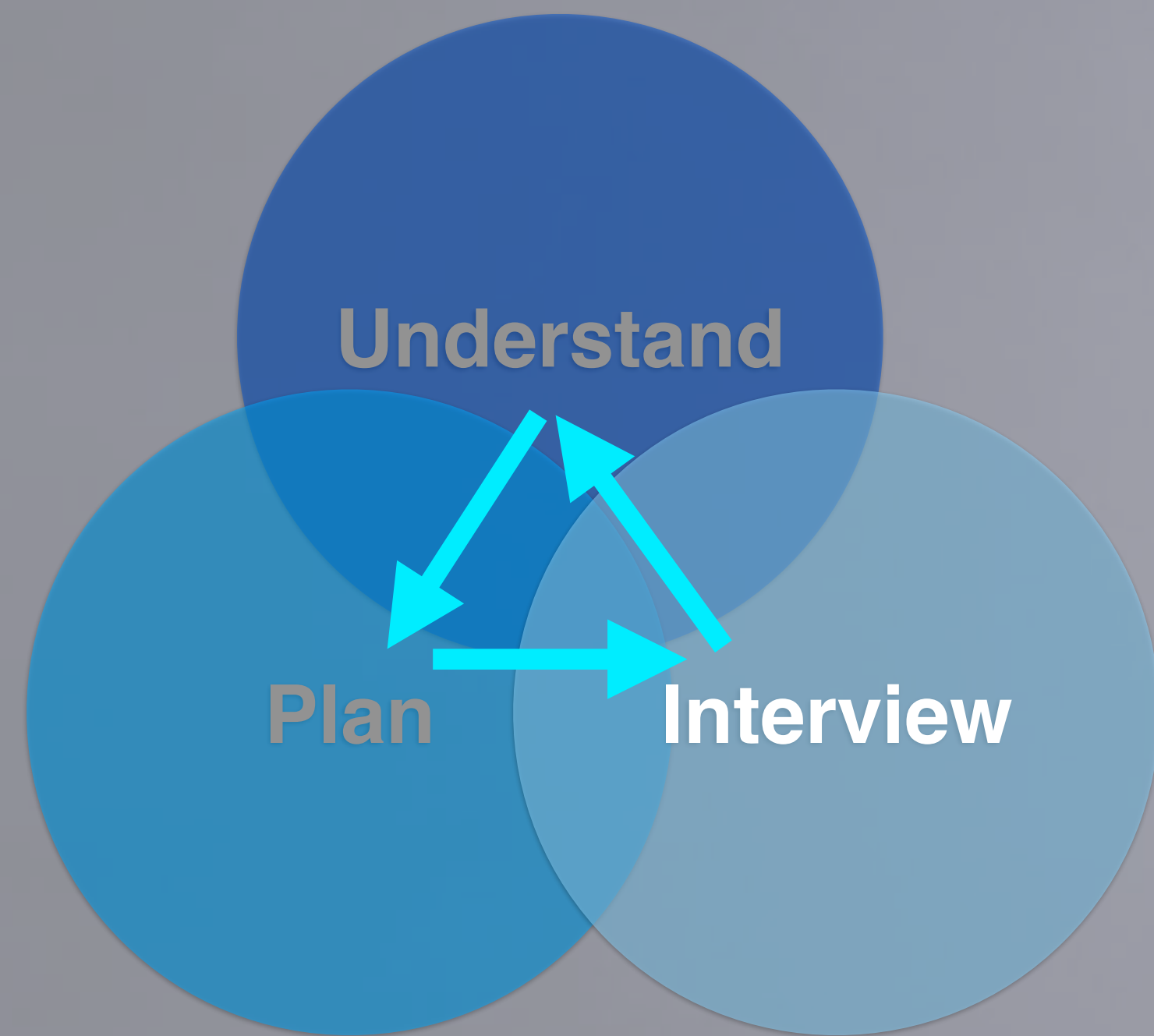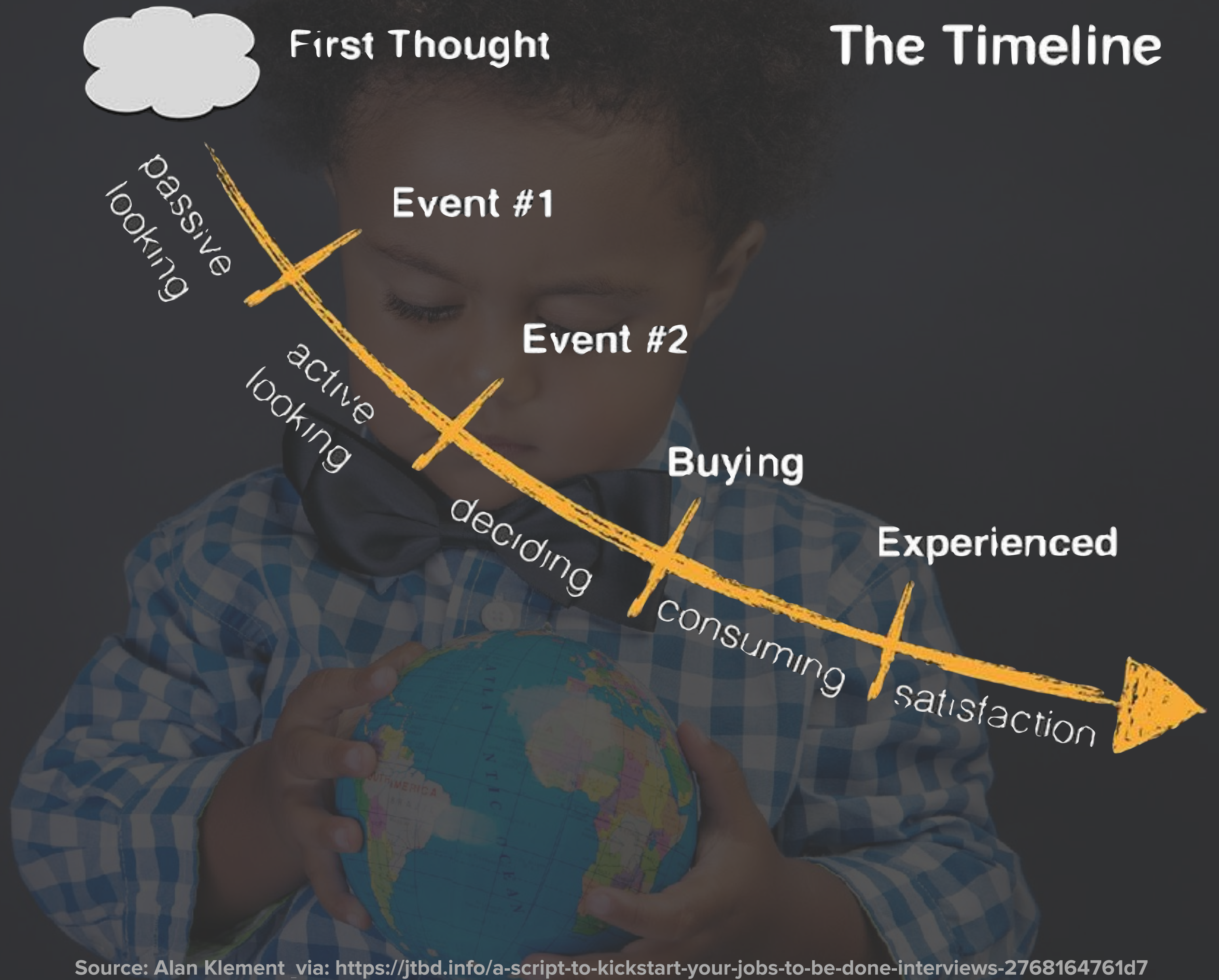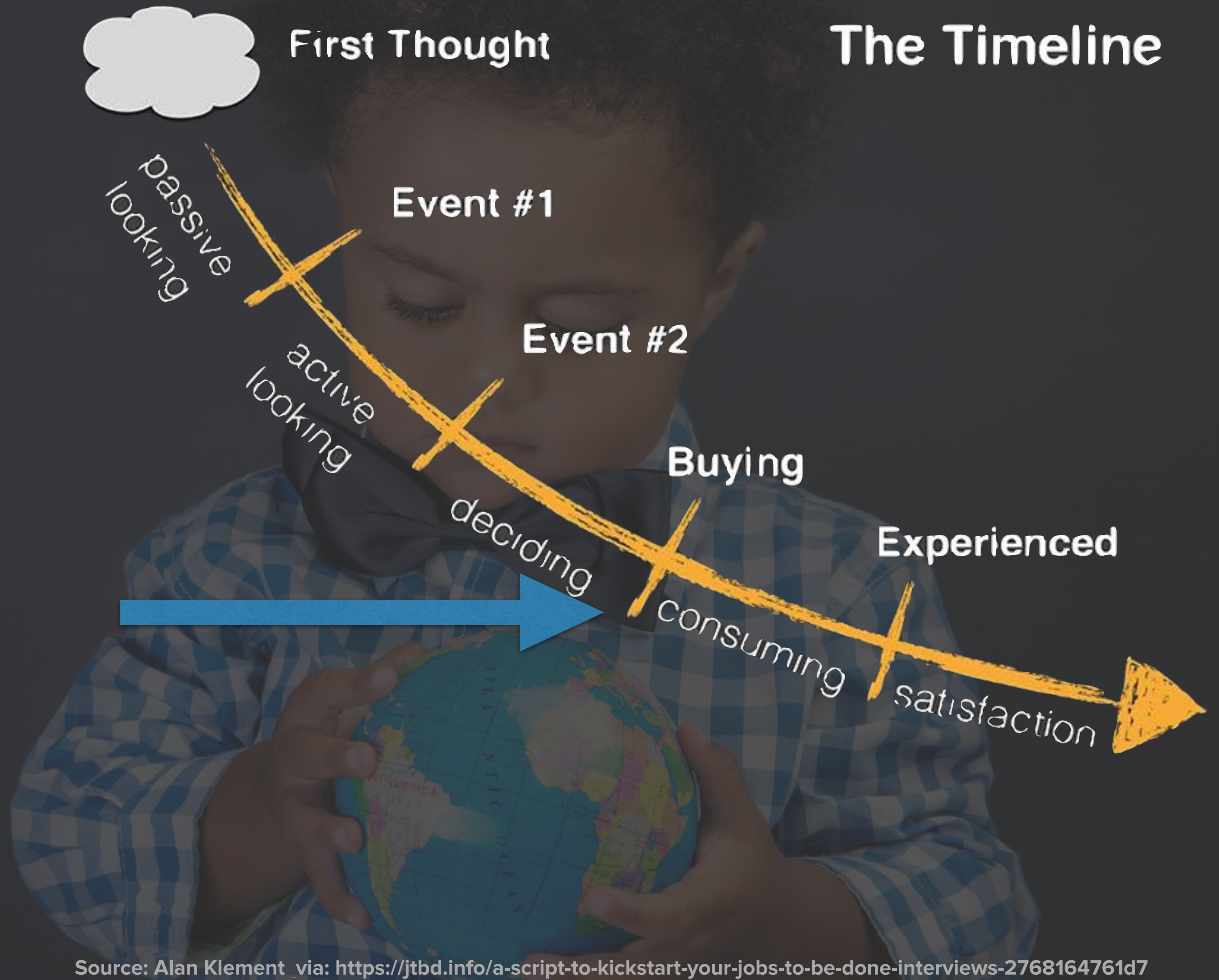
Point of purchase:

"Where were you?"

"When was it?"

"Who were you with?"

"Was it in the morning, afternoon, evening?"

"What was the weather like?"

"What else did you buy at the same time?"

Understand

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Interview

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The Timeline

Understand

Plan

First Thought

passive looking

Event #1

active looking

Event #2

deciding

Buying

consuming

Experienced

satisfaction

Source: Alan Klement via: https://jtbd.info/a-script-to-kickstart-your-jobs-to-be-done-interviews-2768164761d7
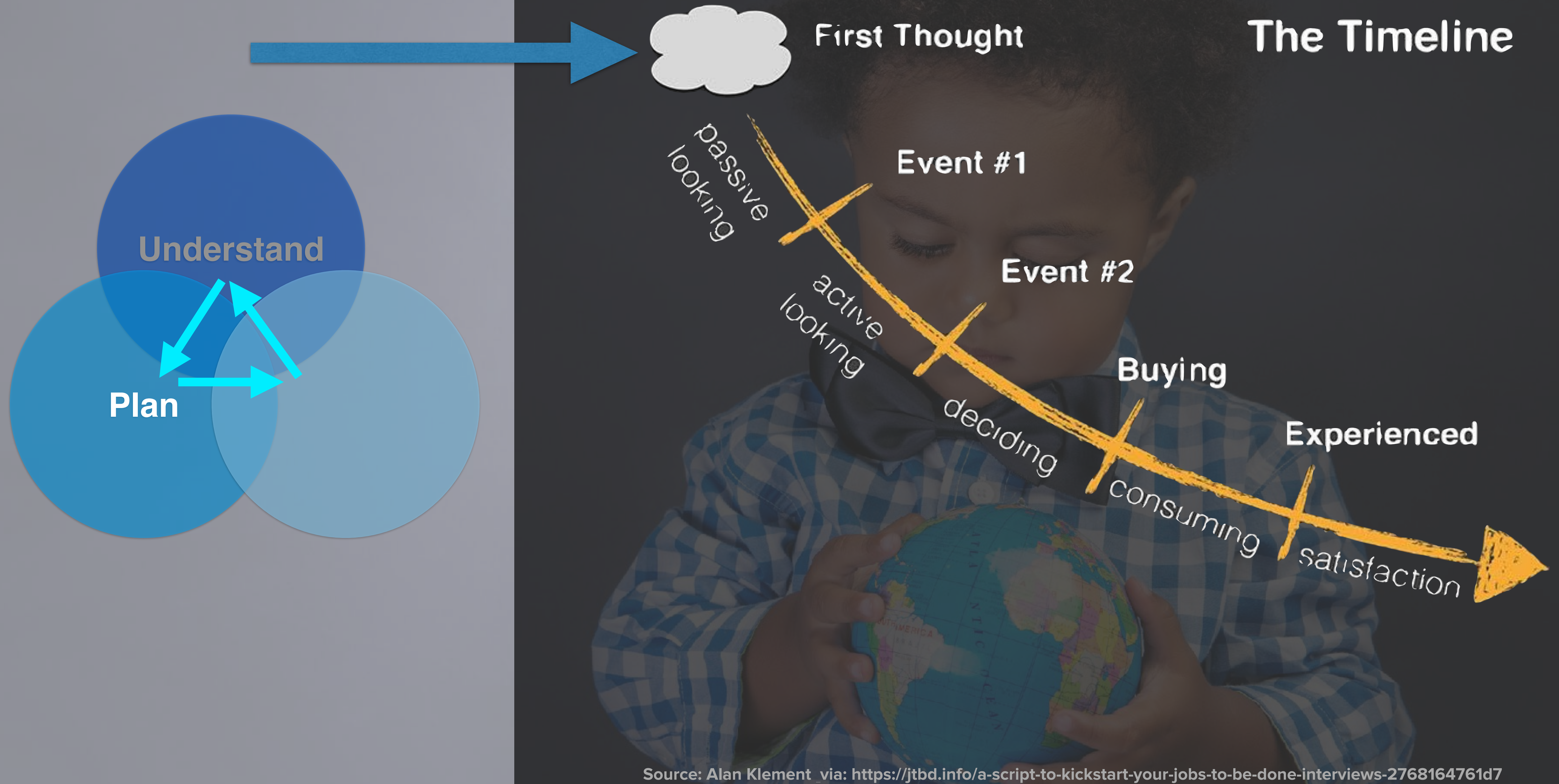
Find first thought:

"When did you first realise you needed something to [solve your issue?]"

"Where were you?"

"Who were you with?"

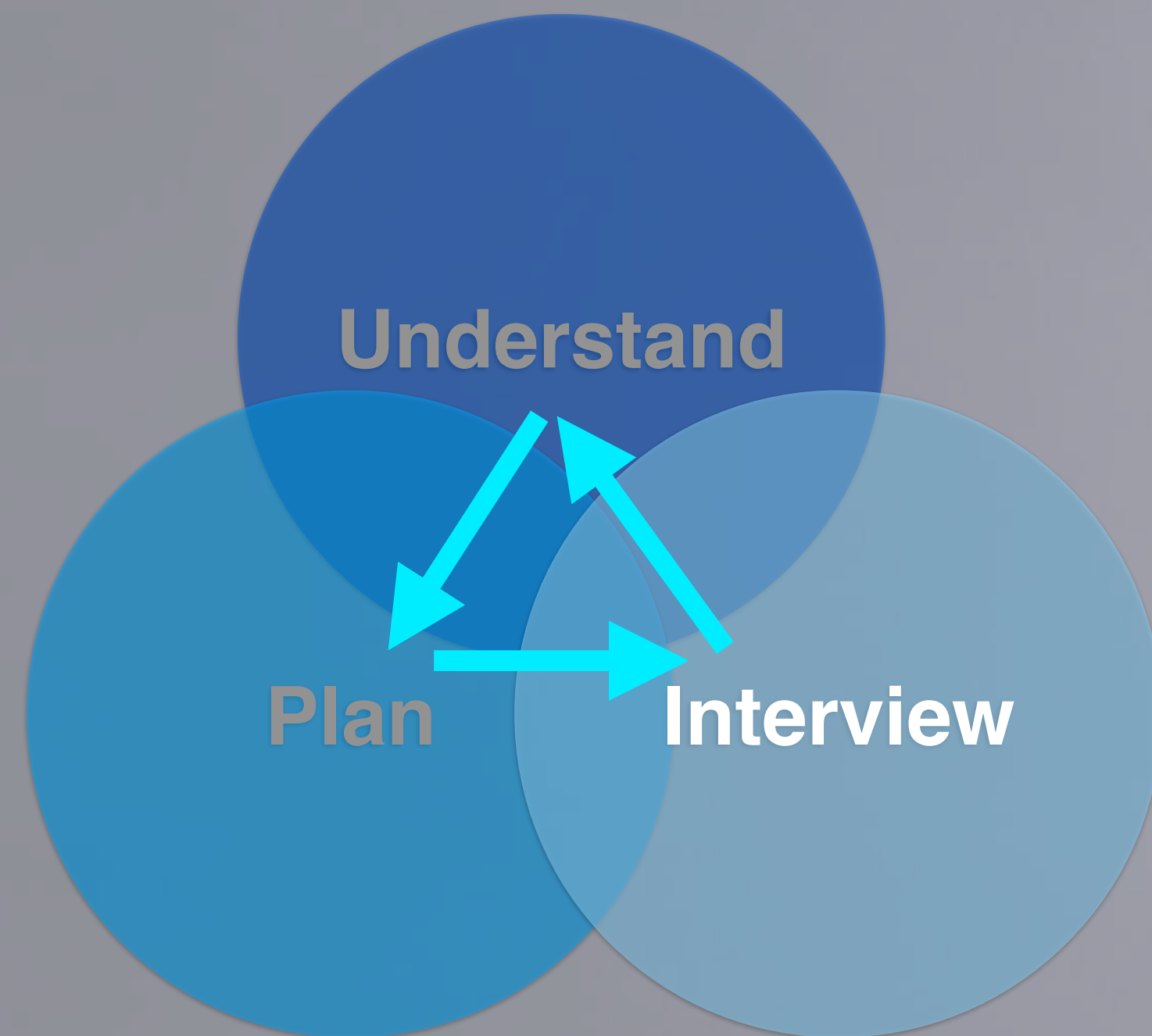"Tell me more about how you felt…"

Understand

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First Thought

The Timeline

passive looking

Event #1

active looking

Event #2

deciding

Buying

consuming

Experienced

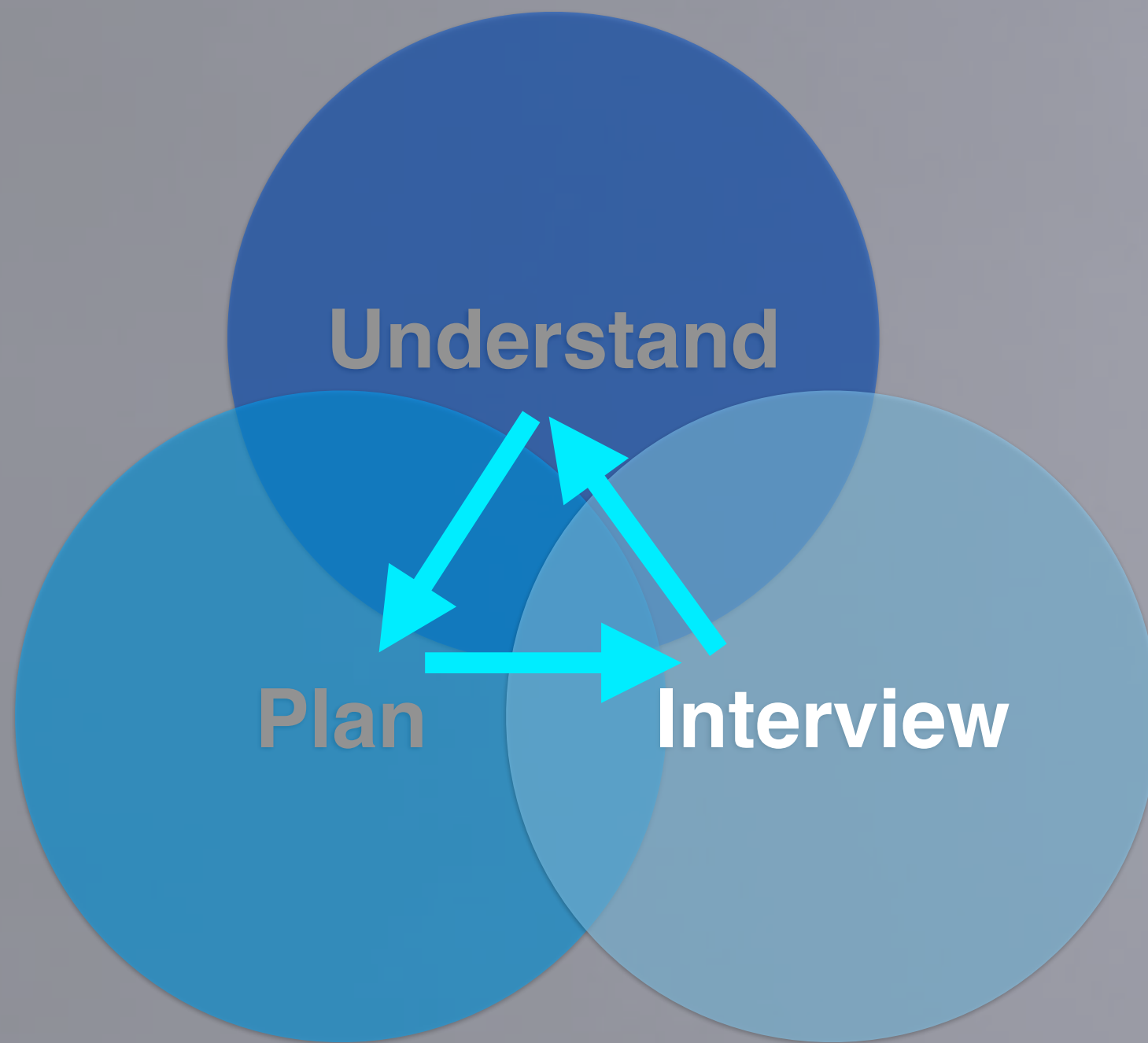satisfaction

Understand

Plan **Interview**
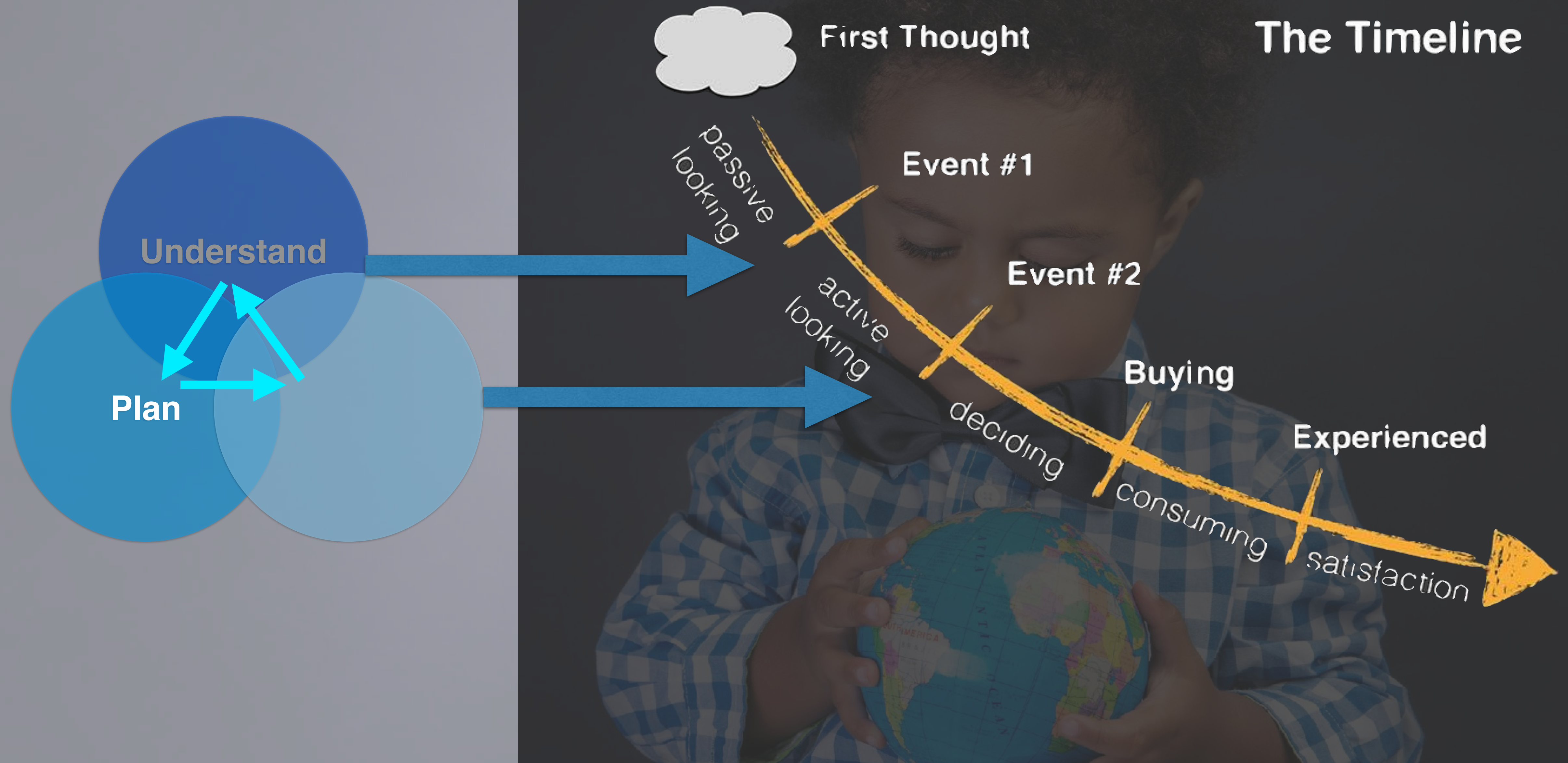
Key events (struggling moments) leading to a switch event:

"What else happened that made you realise you needed a new product"

"Where were you?"

"Who were you with?"

"Tell me more about how you felt…"

Consideration factors:

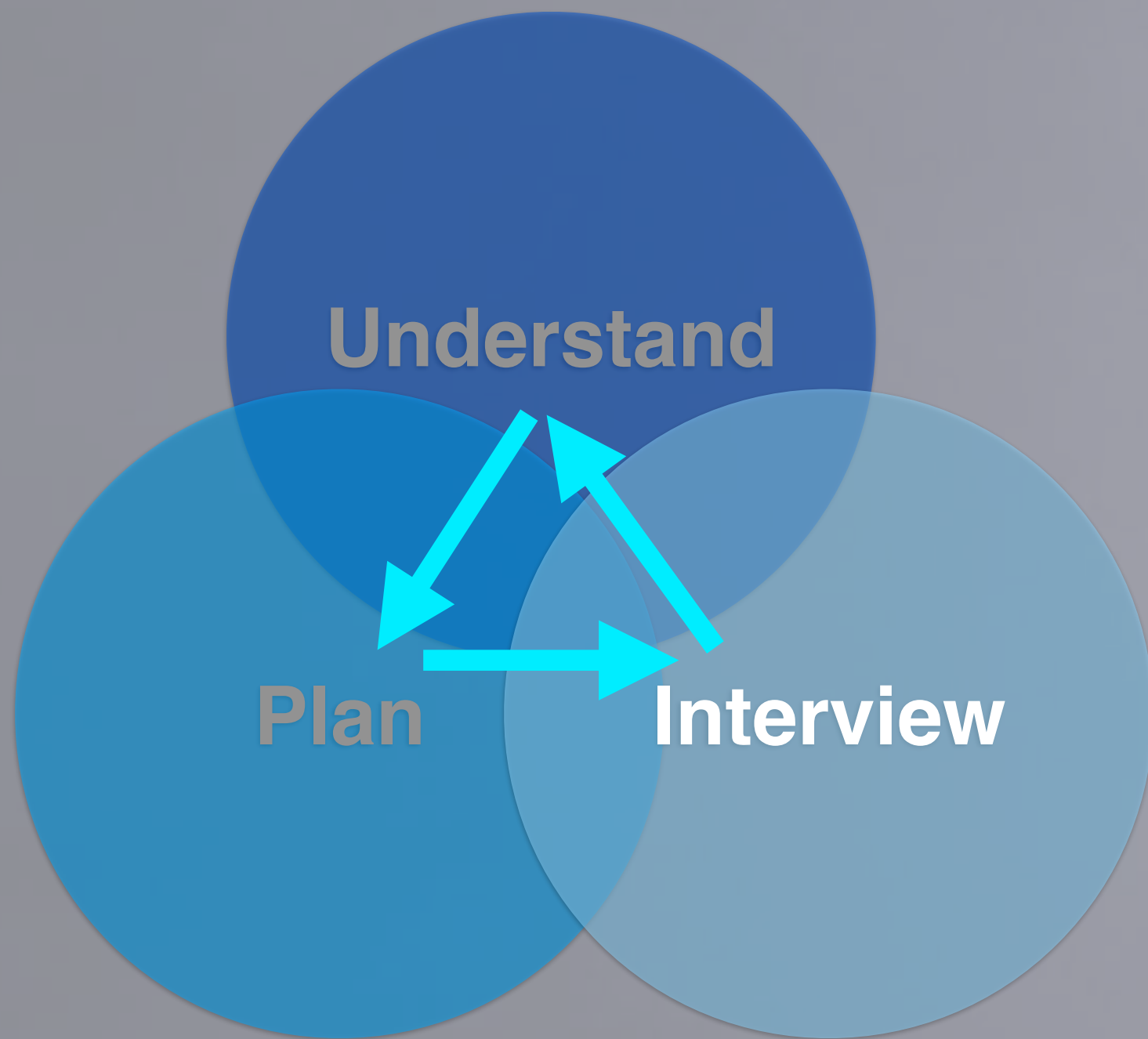"What did you have to give up in order to move to this product?

"How did you look for products to solve your issue?"

"What did you consider trying?"

"Did you try them all? If not why not?"

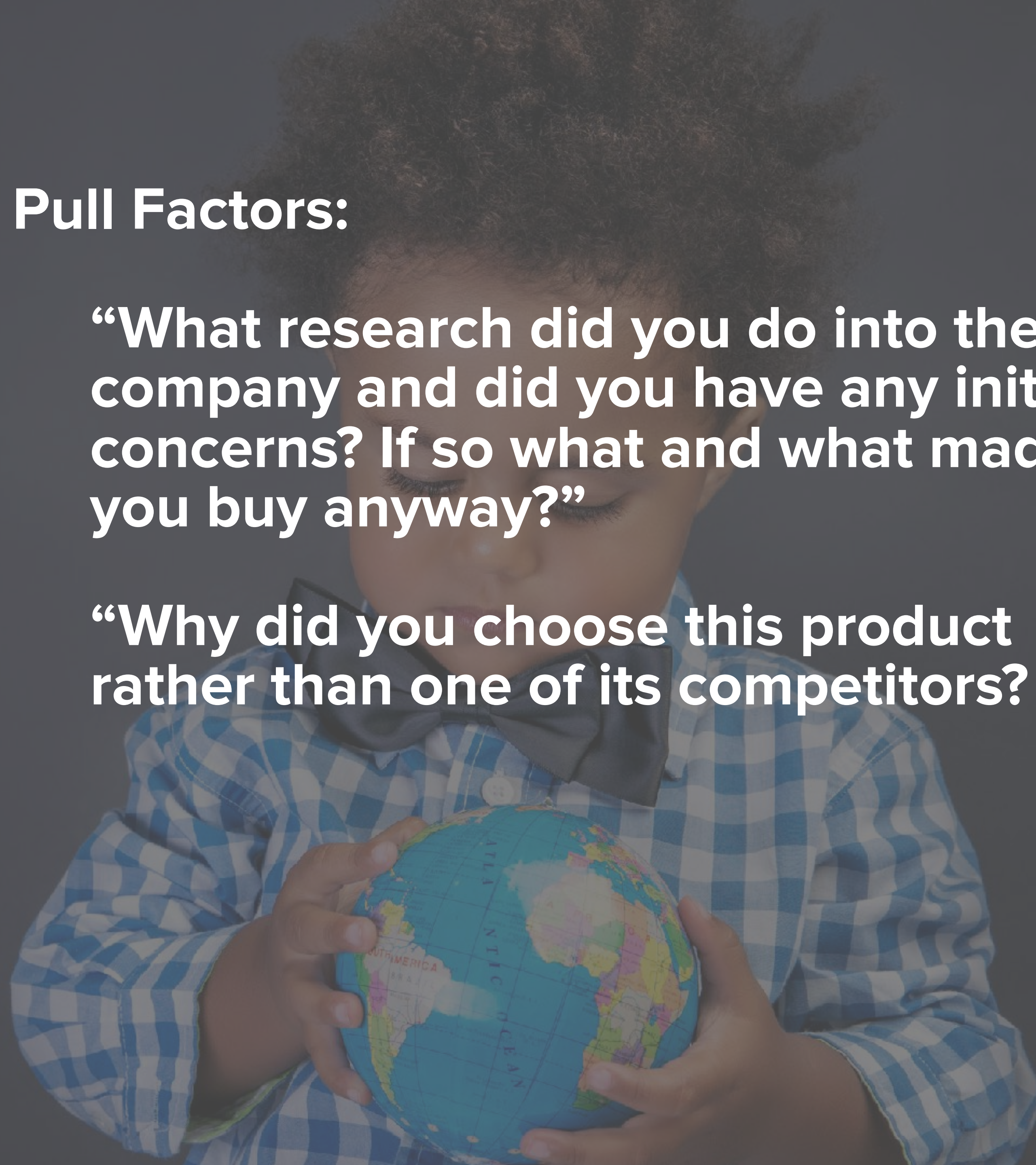"Did you get anyone else's opinion? If so who & what was the outcome?"
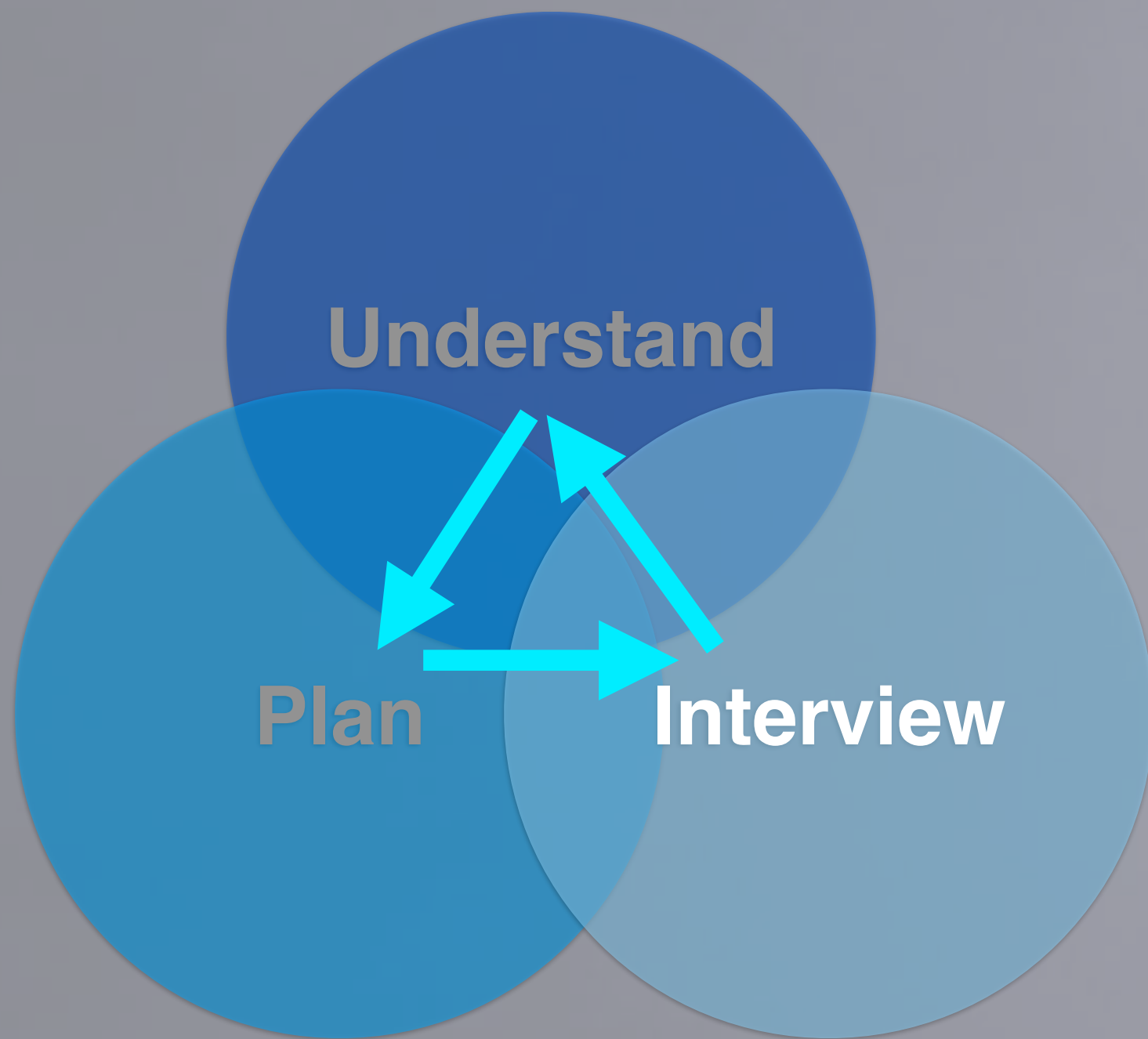
"Did you have any anxieties about buying? If so why?"

Pull Factors:

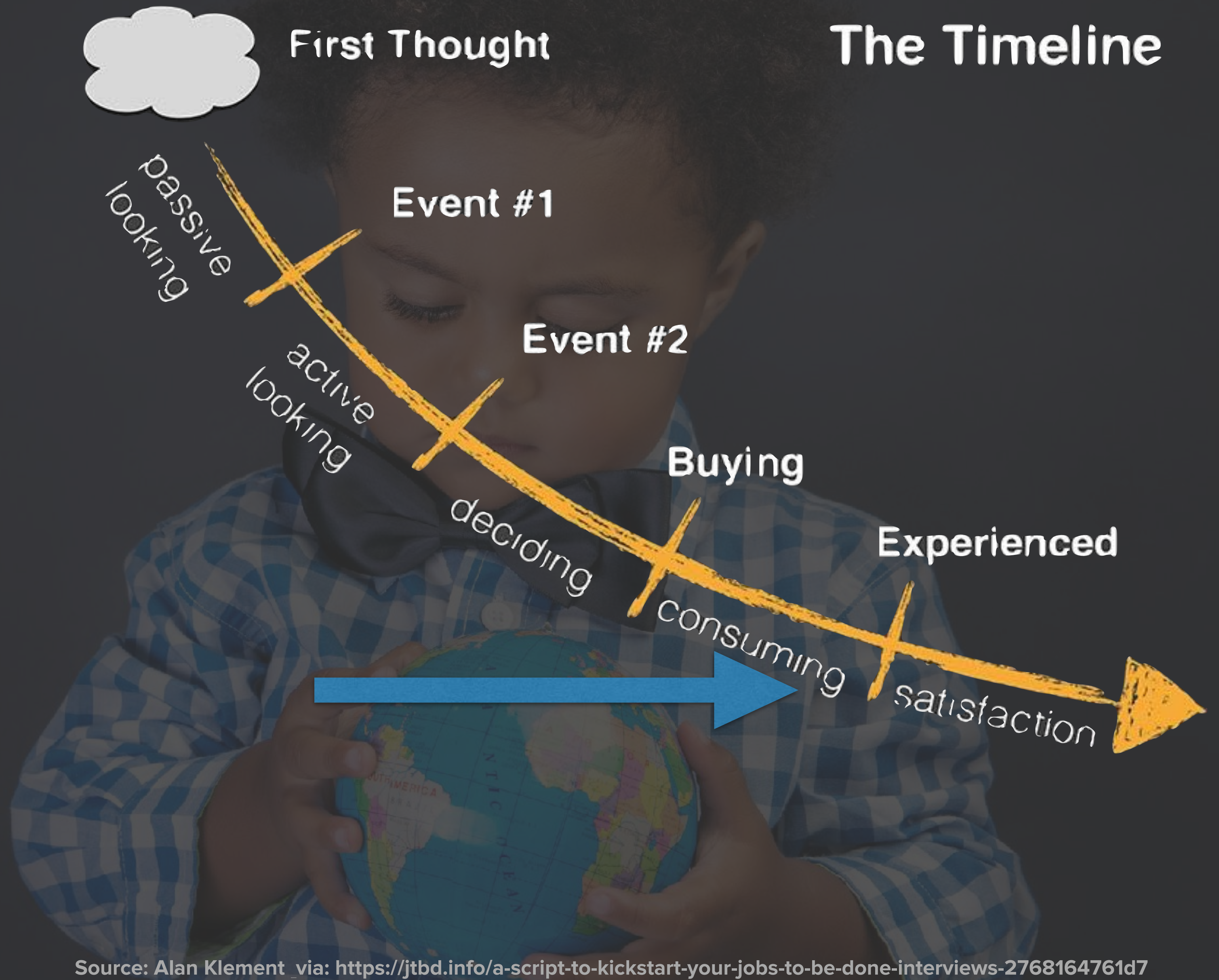**"What research did you do into the company and did you have any initial concerns? If so what and what made you buy anyway?"**

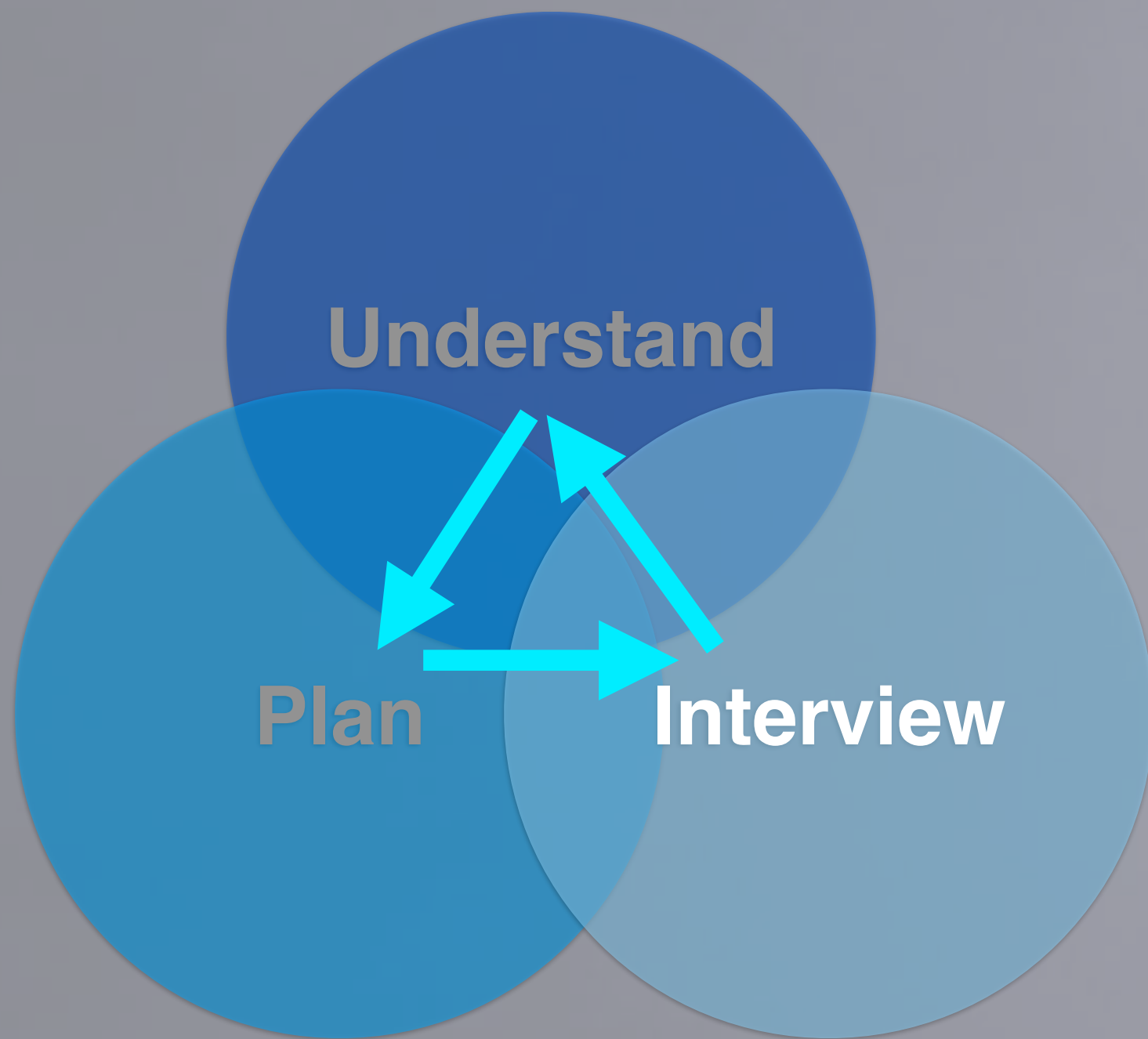**"Why did you choose this product rather than one of its competitors?**

Understand

Plan   Interview

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Event #1

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Understand

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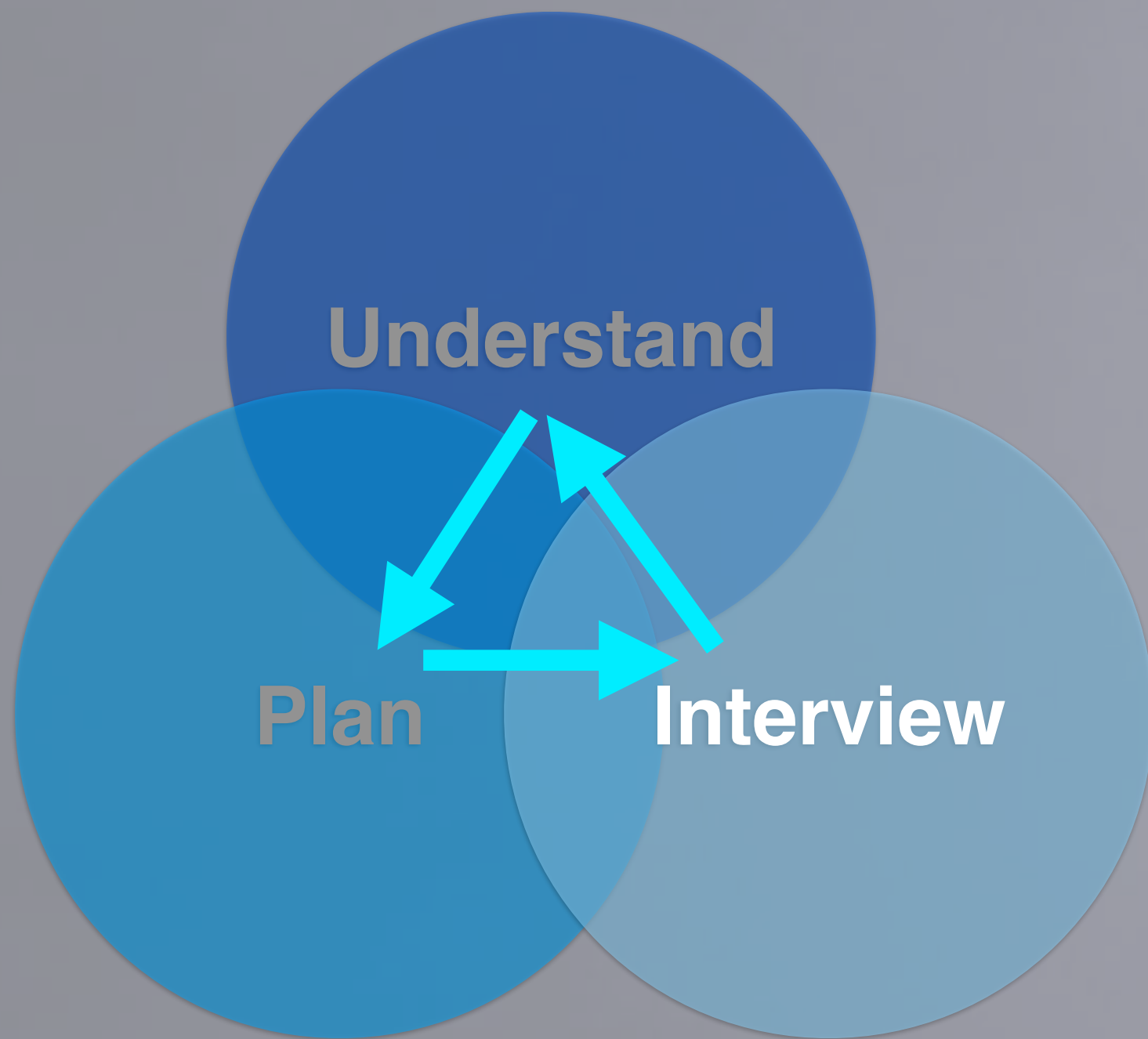**Usage Factors:**

"How are you finding the product so far?"

"What do you tell other people about the product?"

"Where are you and when do you use it?"

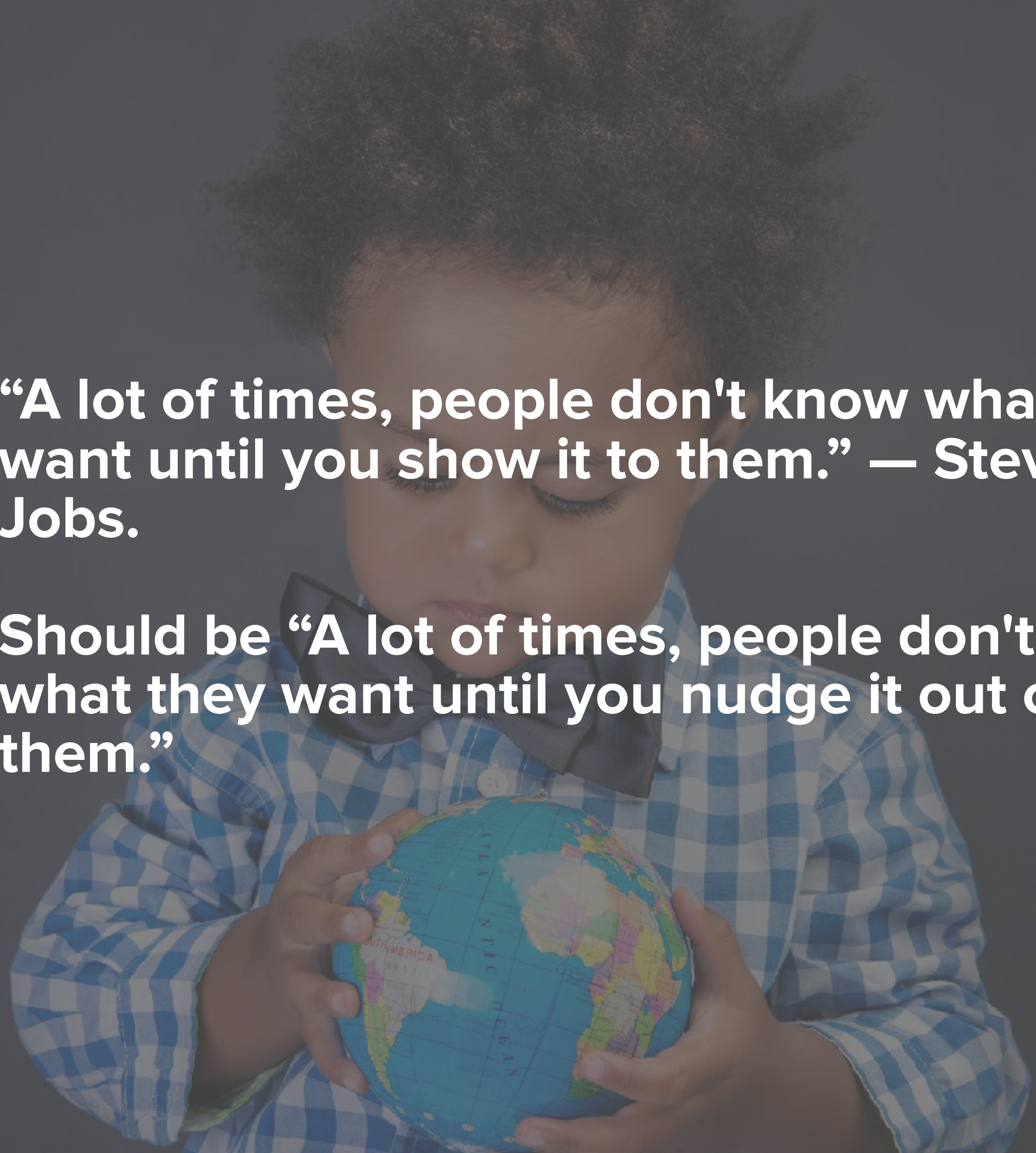"If you had a magic wand what else would you make this product do for you?"

"Have you recommended this product yet? If not why not?"

"Are there any features you don't use and if not, why not?"
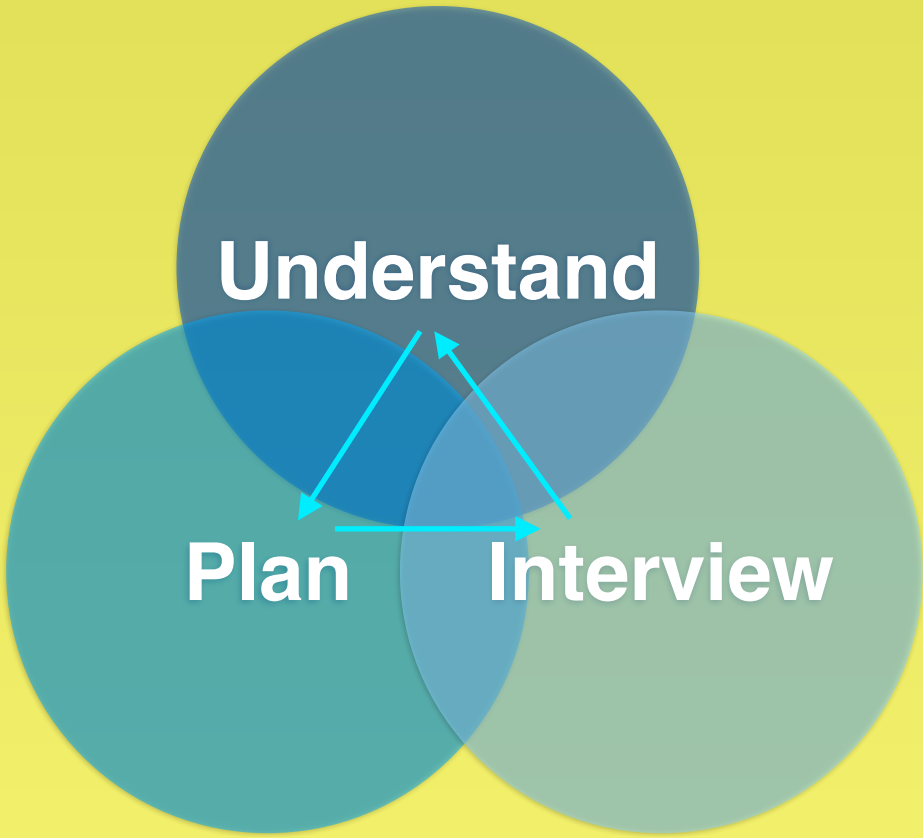
Understand

Plan

Interview

"A lot of times, people don't know what they want until you show it to them." — Steve Jobs.

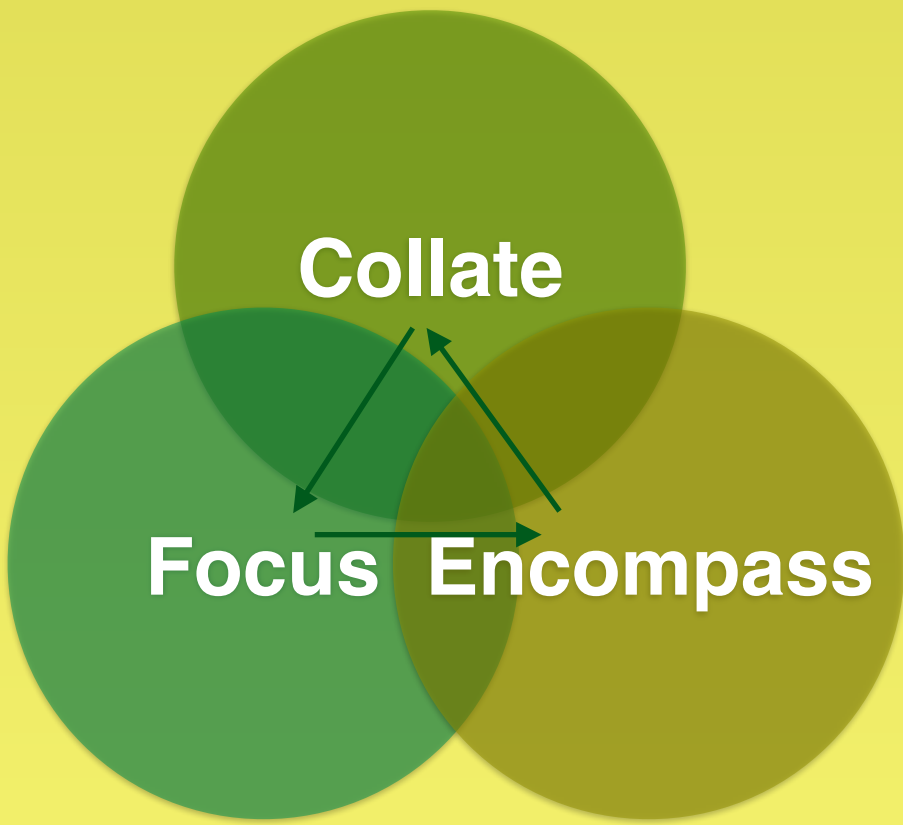Should be "A lot of times, people don't know what they want until you nudge it out of them."

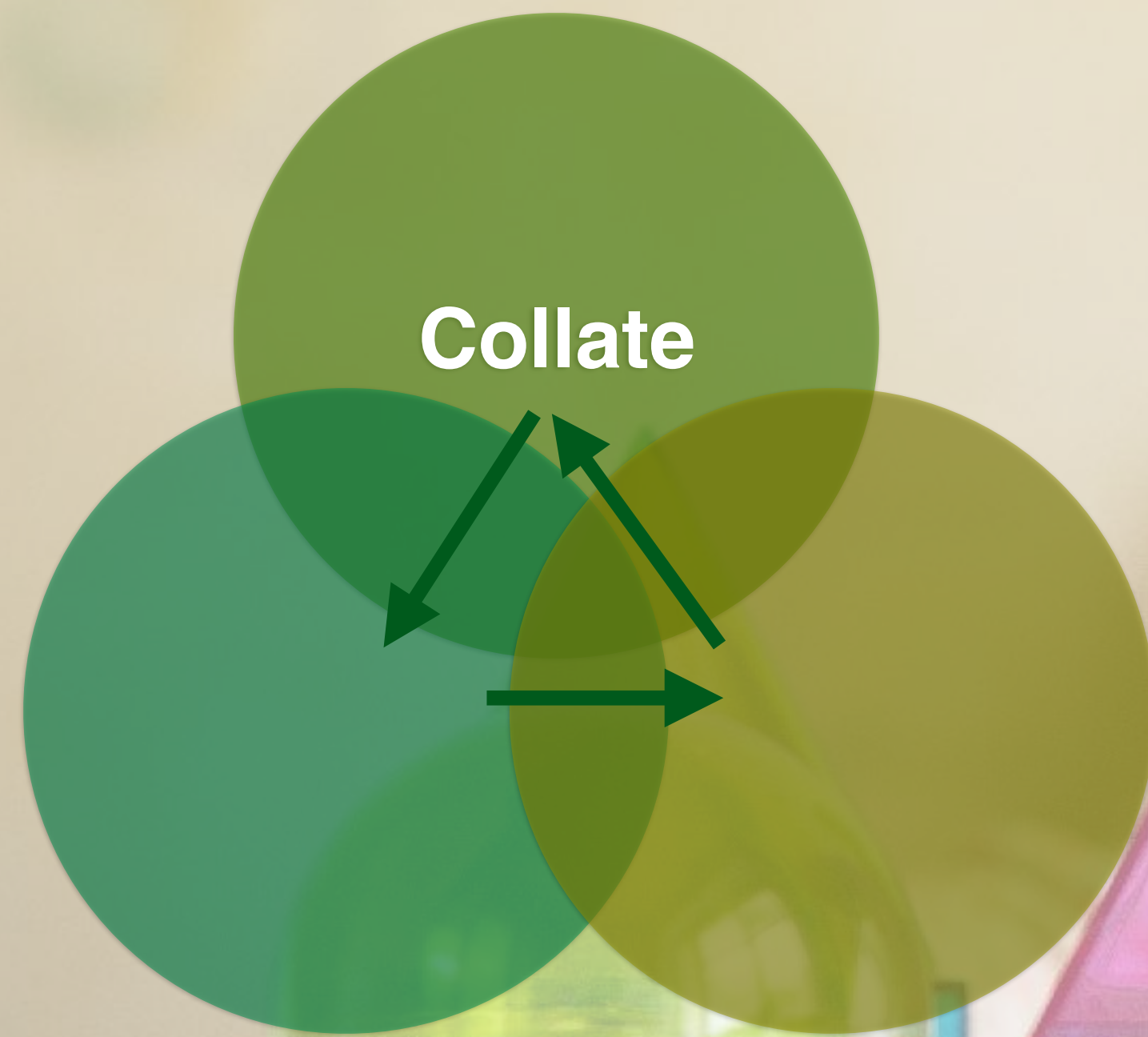# THE 3 DEMAND PHASES

Phase#1 Map **JOURNEY**

Phase#2 Identify **JOBS**

Understand

Plan Interview

Collate

Focus Encompass

PHASE #2: Identify Jobs

Collate

Collate:

Situational descriptions
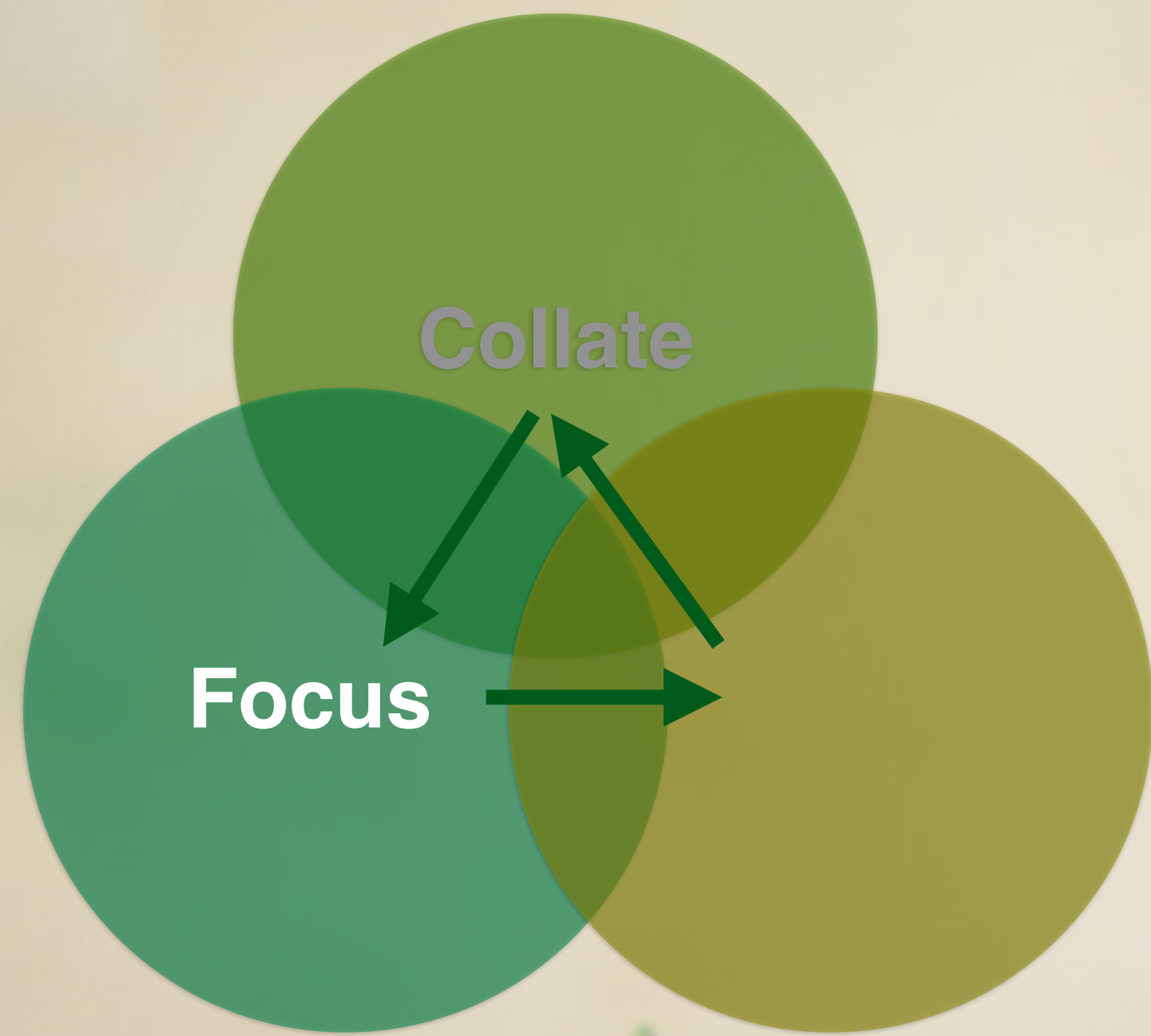
Struggling moments

Push and pull moments

Anxieties and habits moments

Key trade-offs

Hiring & firing criteria

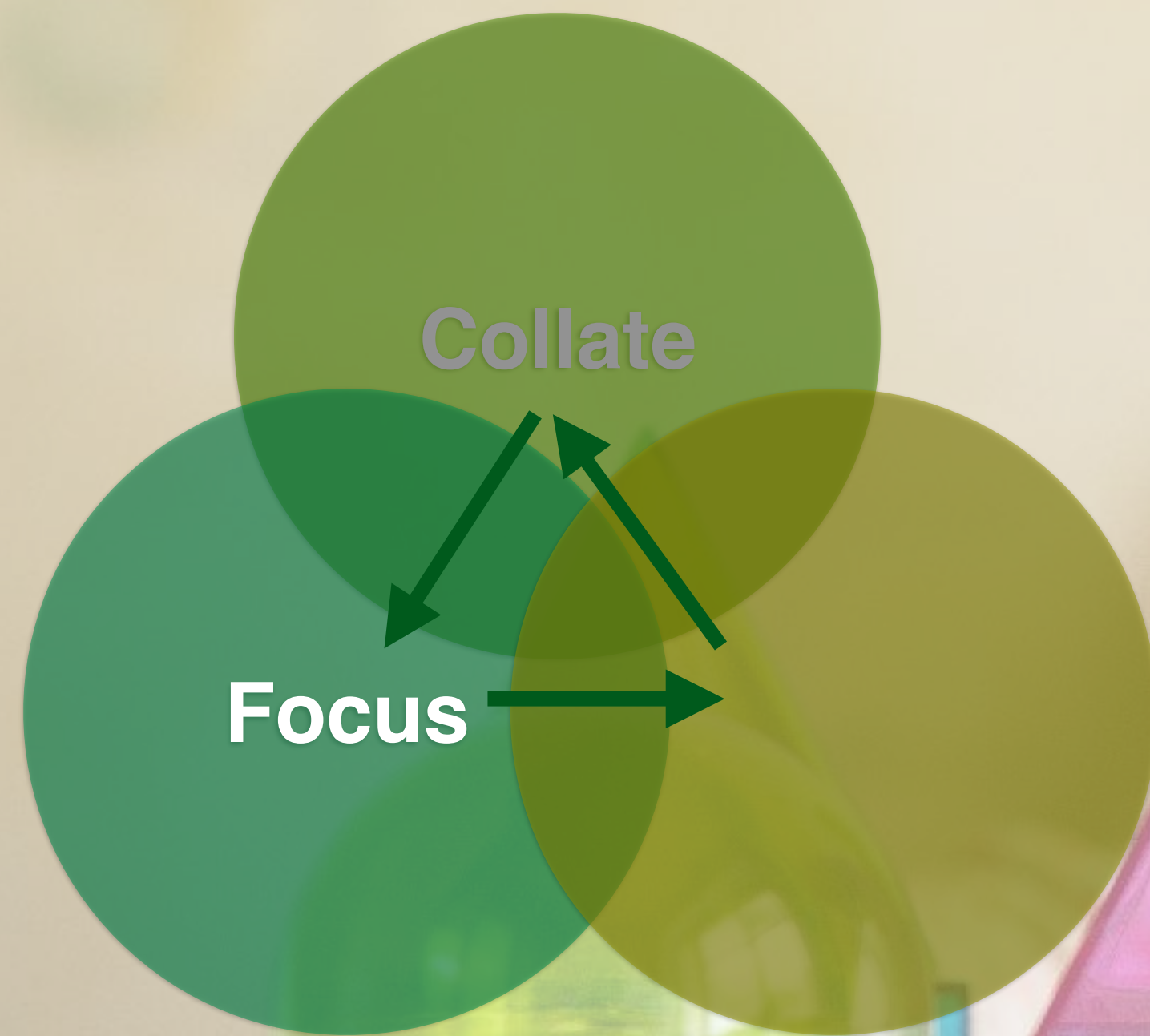**Common "be goals" supported by common "do goals"**

Collate

Focus

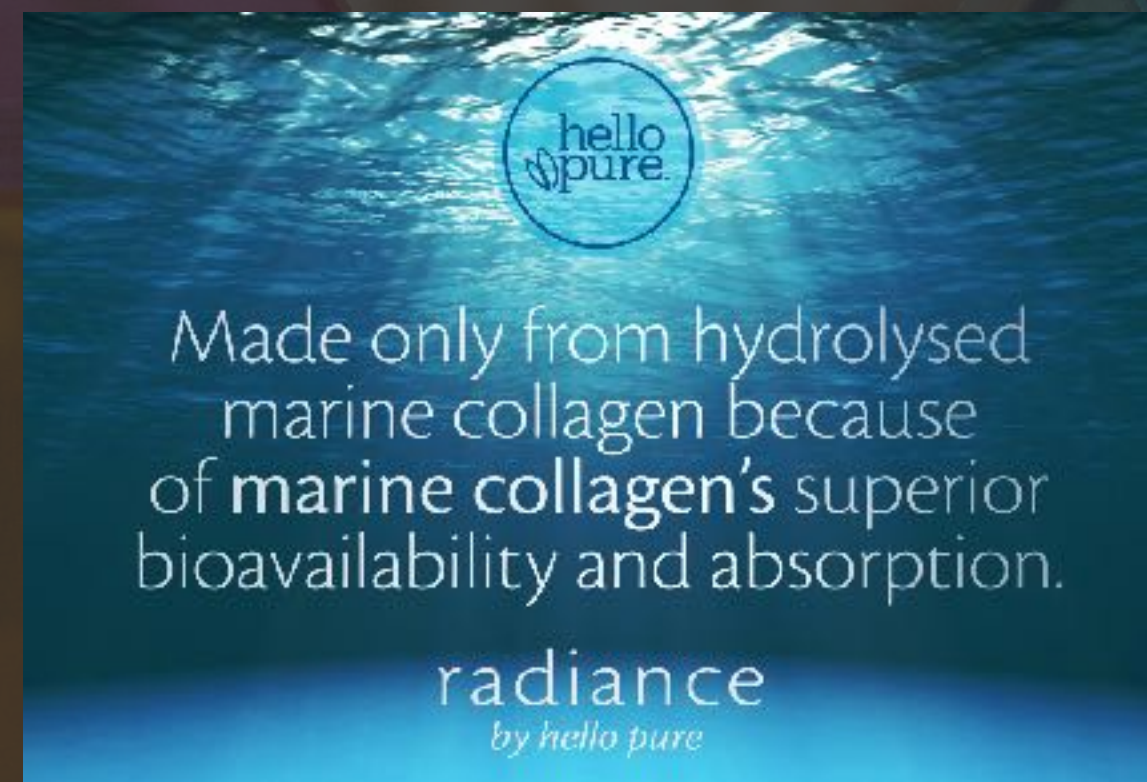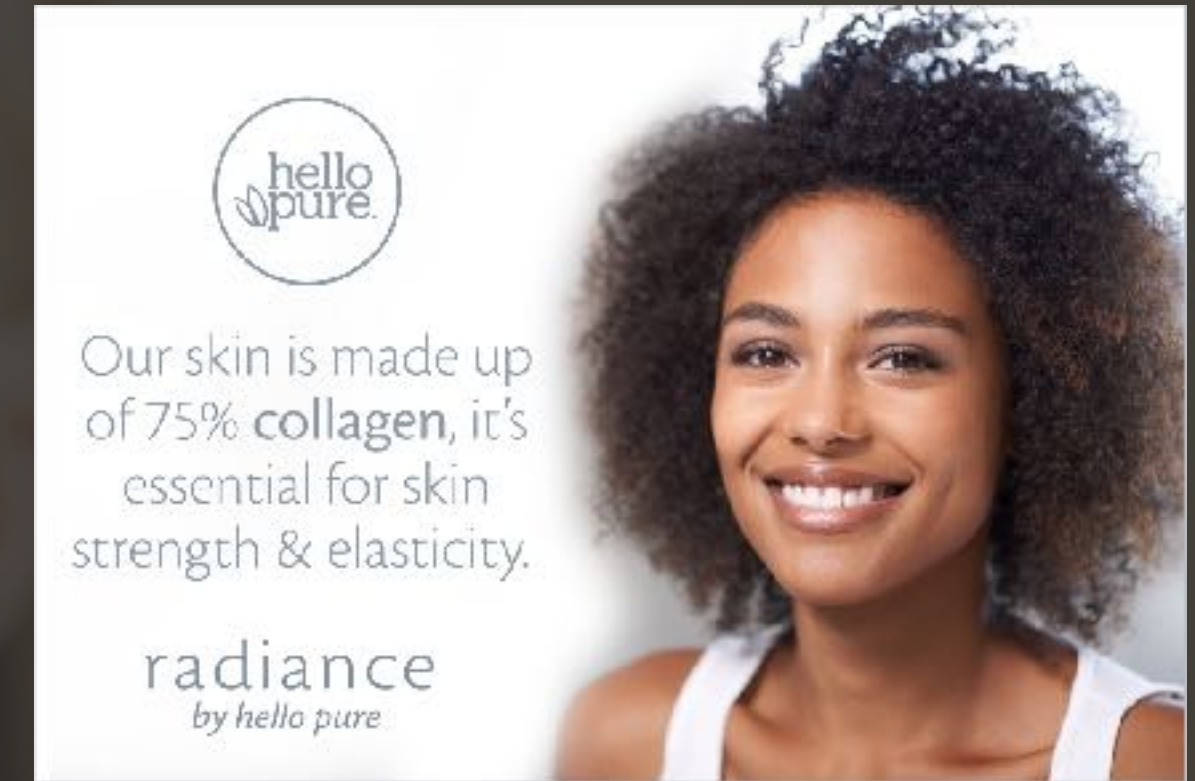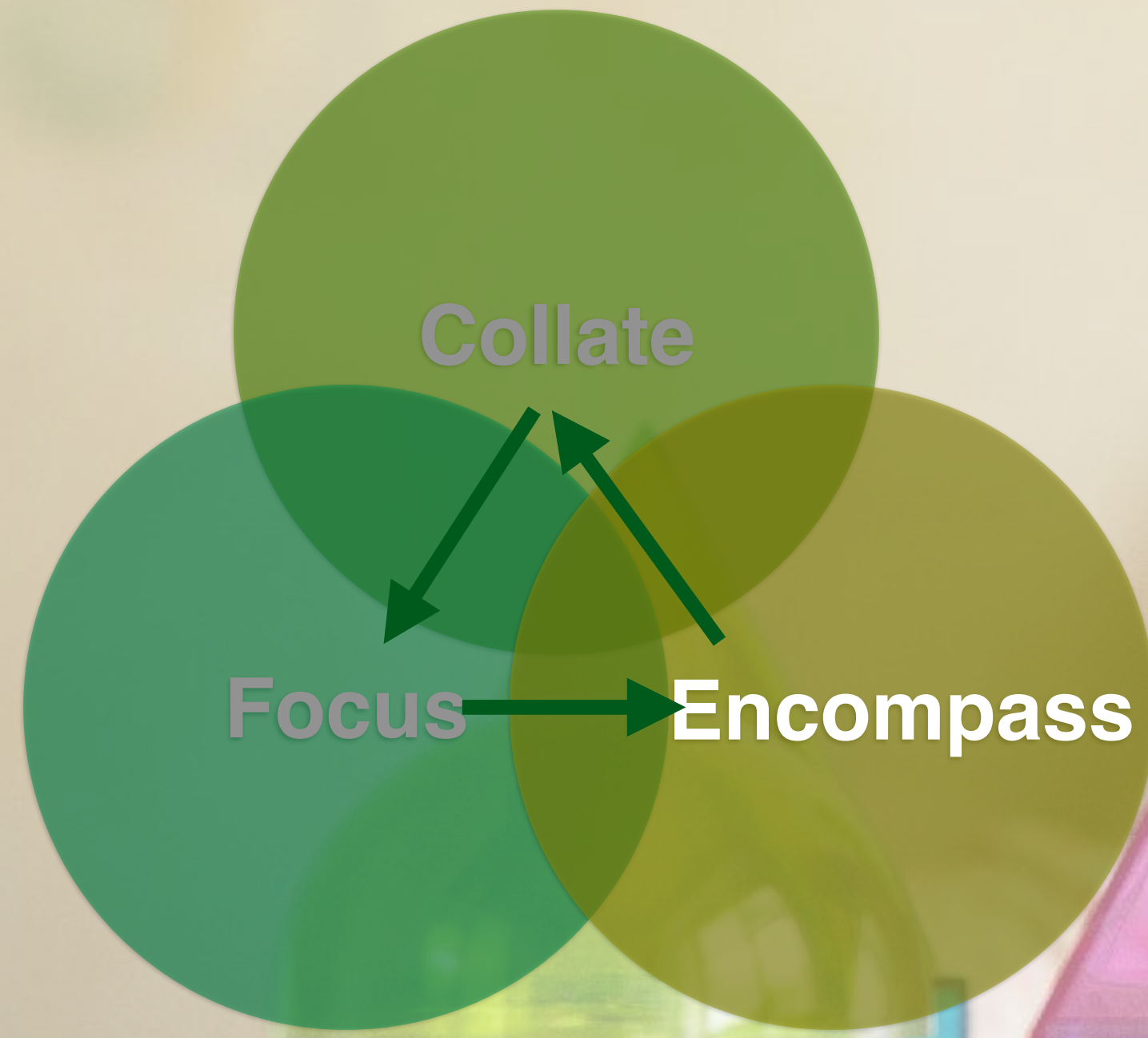"The successful warrior is the average person, with laser-like focus"
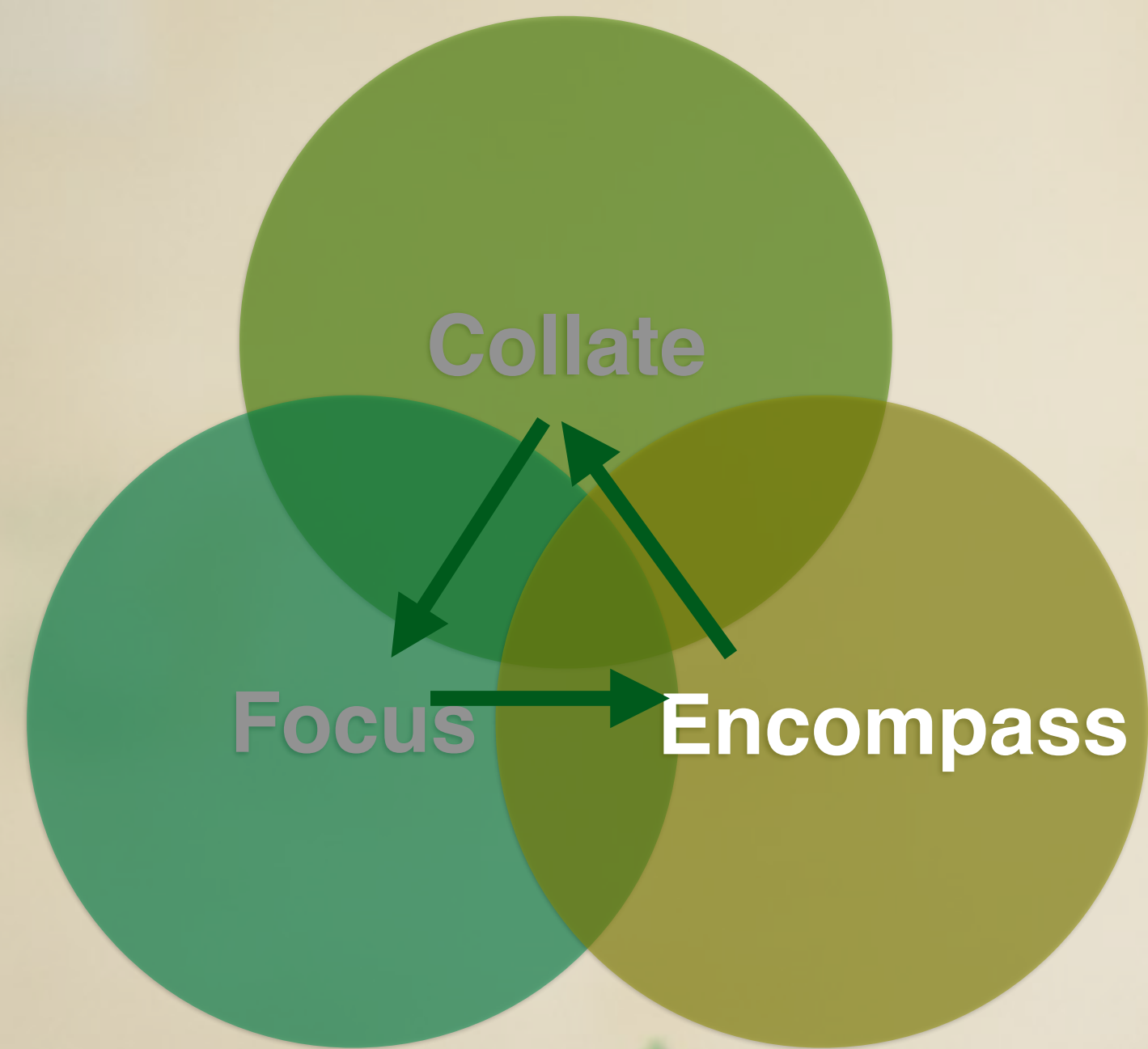
– Bruce Lee

Example: Beauty focused food supplement

Common Situation: Recently someone made a comment that distinctly made them realise they were ageing and losing their looks		
Desire	**Type**	**Count**
People will comment on how radiant I look	Recognition (Be Radiant)	8
Feel more energised and youthful	Physical thriving (Be Energised/youthful)	6
Feel confident about how I look	Self Esteem (Be Confident)	5
Constraints	**Type**	**Count**
Didn't understand nutrition enough to make informed decision on personal needs	Missing skills	7
Don't want to have the pressure of remembering to re-order	Anxieties	5
I will need to reduce spending in other areas to afford taking these	Missing resource	4
Trigger	**Type**	**Count**
Someone made an age related comment that upset me	First thought	7
I noticed a new ageing feature on my face (or hair)	Life event	5
Trade offs	**Type**	**Count**
Would like it to be cheaper if you just sent the capsules without fancy bottle as I could refill	Packaging	4
Other choice sets considered	**Reason declined**	**Count**
Botox	Fear of it being obvious and people thinking me shallow and vain	6
Plasic surgery	Fear of it harming me and making me look fake	4

Collate

Focus

Collate

Focus → Encompass

Hyaluronic acid is produced naturally in the body, it's essential for skin hydration.

radiance
by hello pure

Our skin is made up of 75% collagen, it's essential for skin strength & elasticity.

radiance
by hello pure

radiance
by hello pure
COLLAGEN
ADVANCED SKIN COMPLEX

hello pure

Food Supplement
120 Enriched Capsules

Made only from hydrolysed marine collagen because of marine collagen's superior bioavailability and absorption.

radiance
by hello pure

Formulated by Harvard-trained neuroscientist and anti-ageing expert, Dr Arianna Di Stadio MD, PhD. Feel reassured and confident that true scientific study and expert se underpins our powerful formulation.

Collate

Focus → Encompass

"We see our customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of the customer experience a little bit better"
– Jeff Bezos

Collate

Focus → Encompass

Encompass the whole experience:

From first thought

Point of sale

Usage
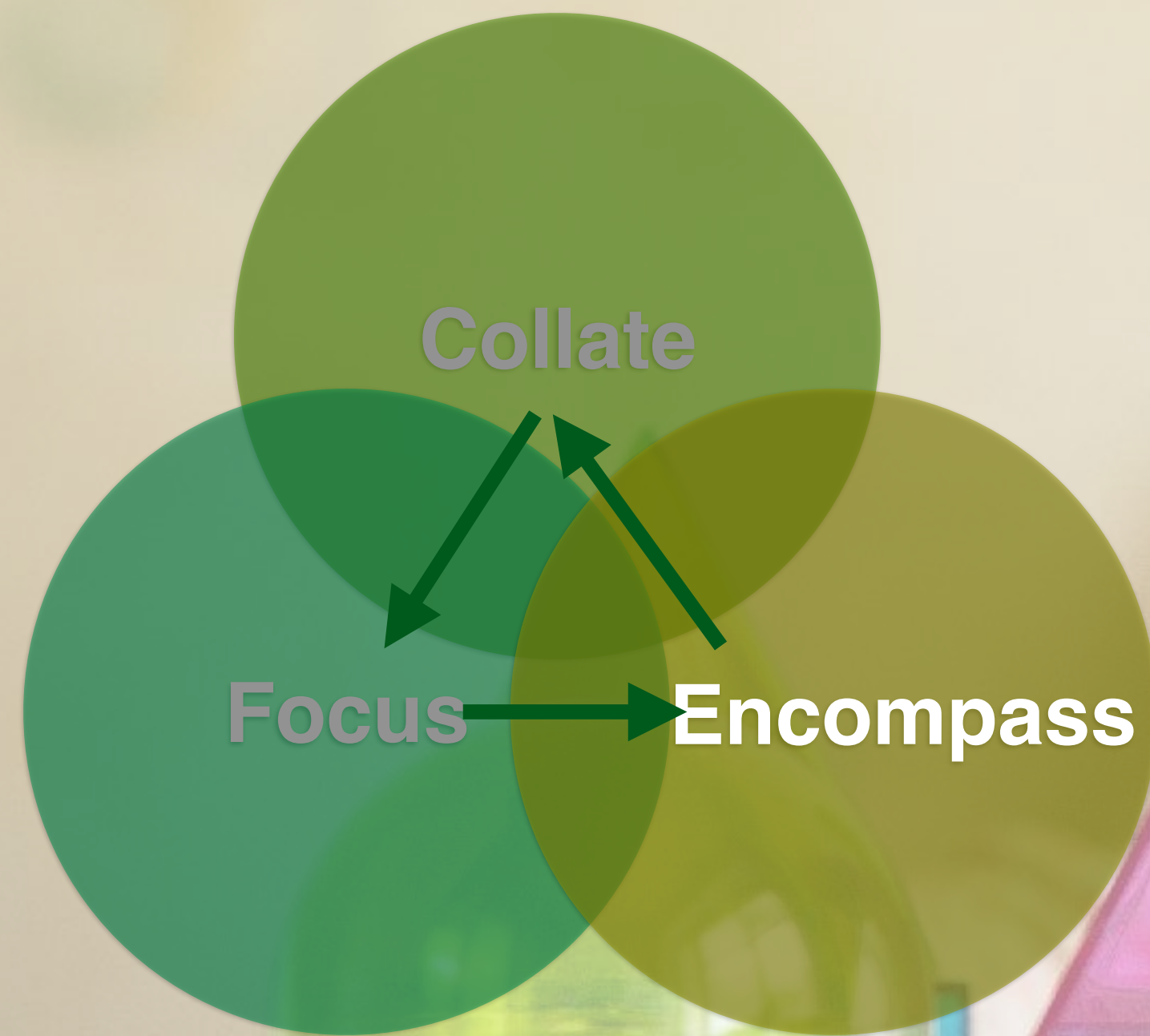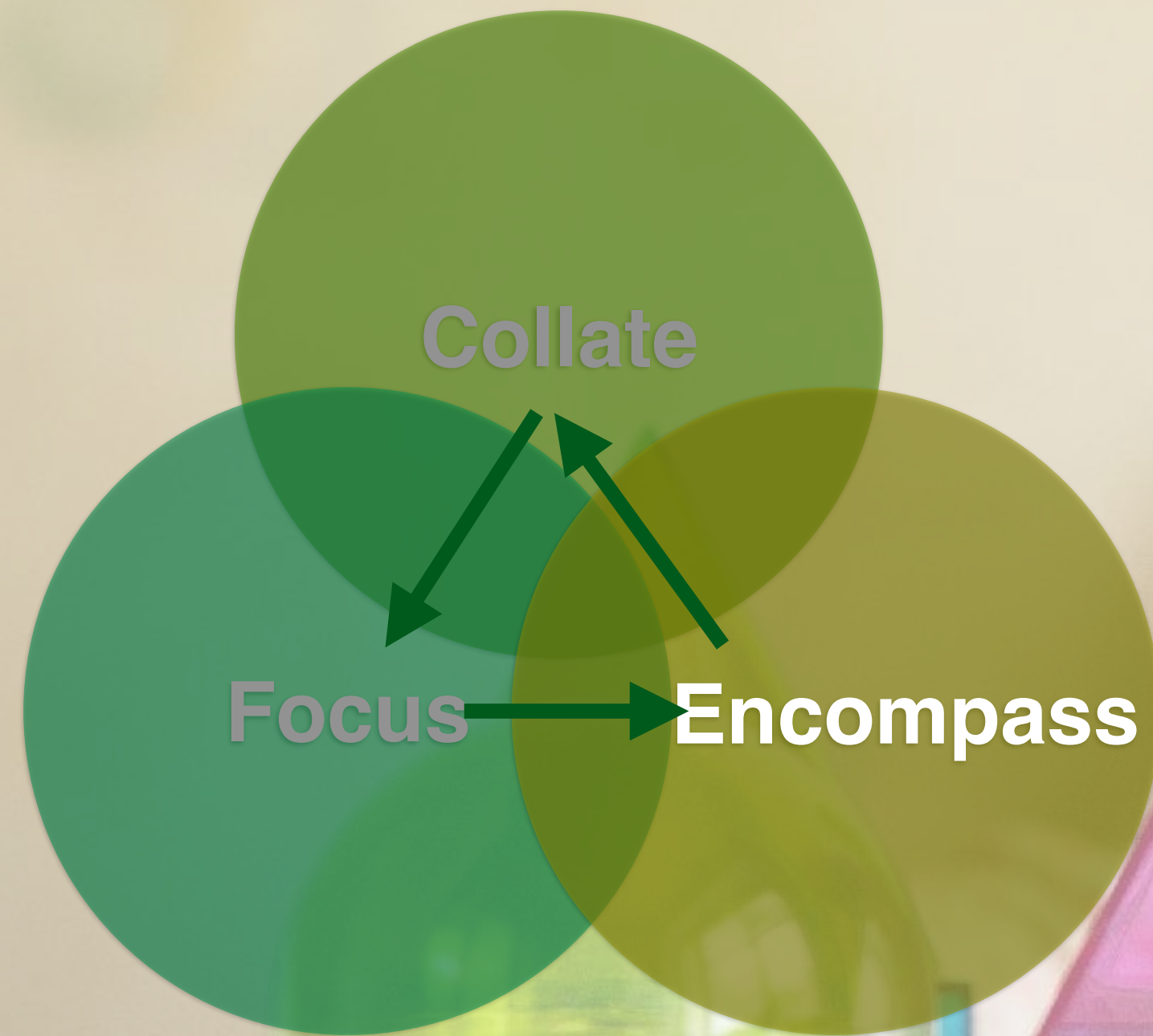
THE 3 DEMAND PHASES

Phase#1 Map **JOURNEY**

Understand

Plan Interview

Phase#2 Identify **JOBS**

Collate

Focus Encompass

Phase#3 Create **VALUE**

Eliminate

Prove Test
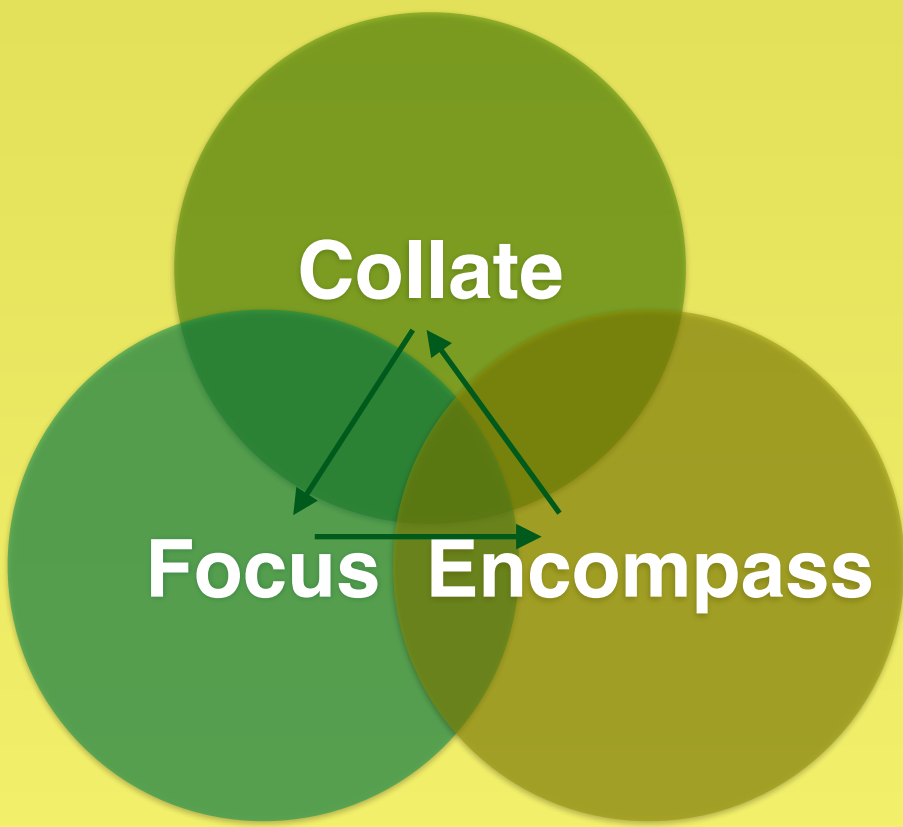
PHASE #3: Create Value
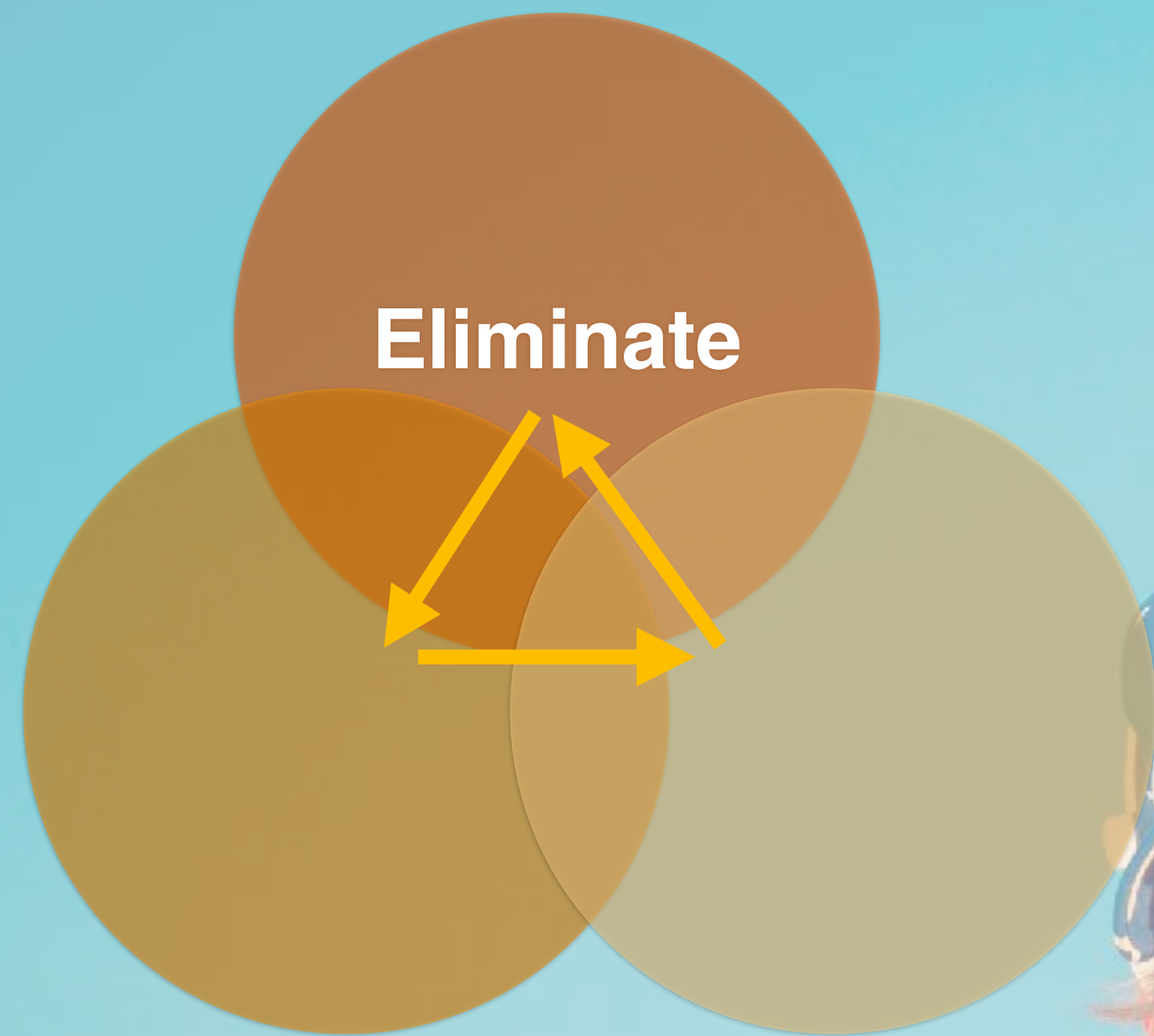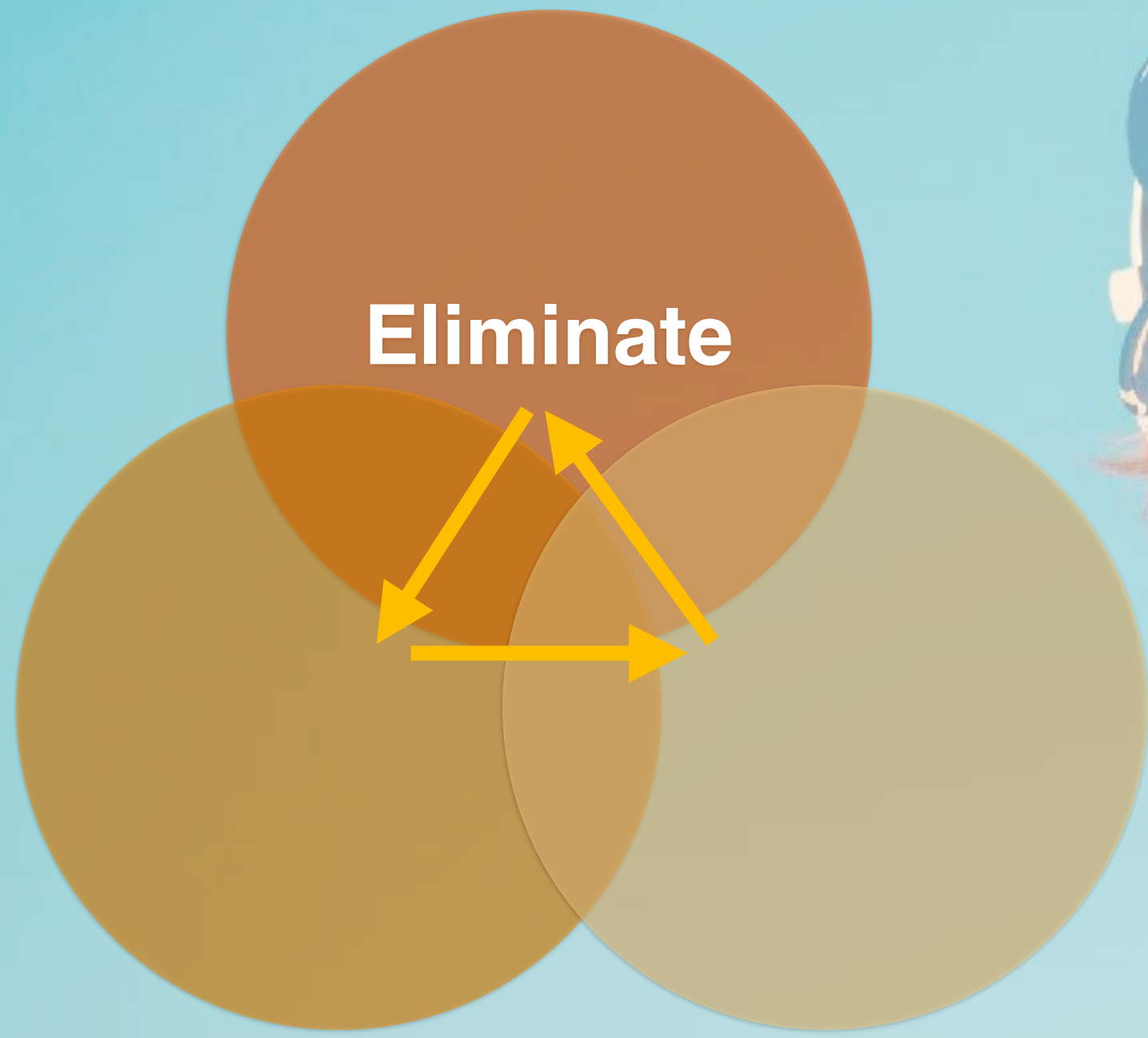
Eliminate

"Simplicity boils
down to two steps:
Identify the essential.
Eliminate the rest"

— Leo Babauta

Eliminate

Eliminate:

Unnecessary features (where possible)

Tasks for the consumer

Before purchase

Point of sale

Usage

Your customers don't want to do stuff
(unless product is craft related)
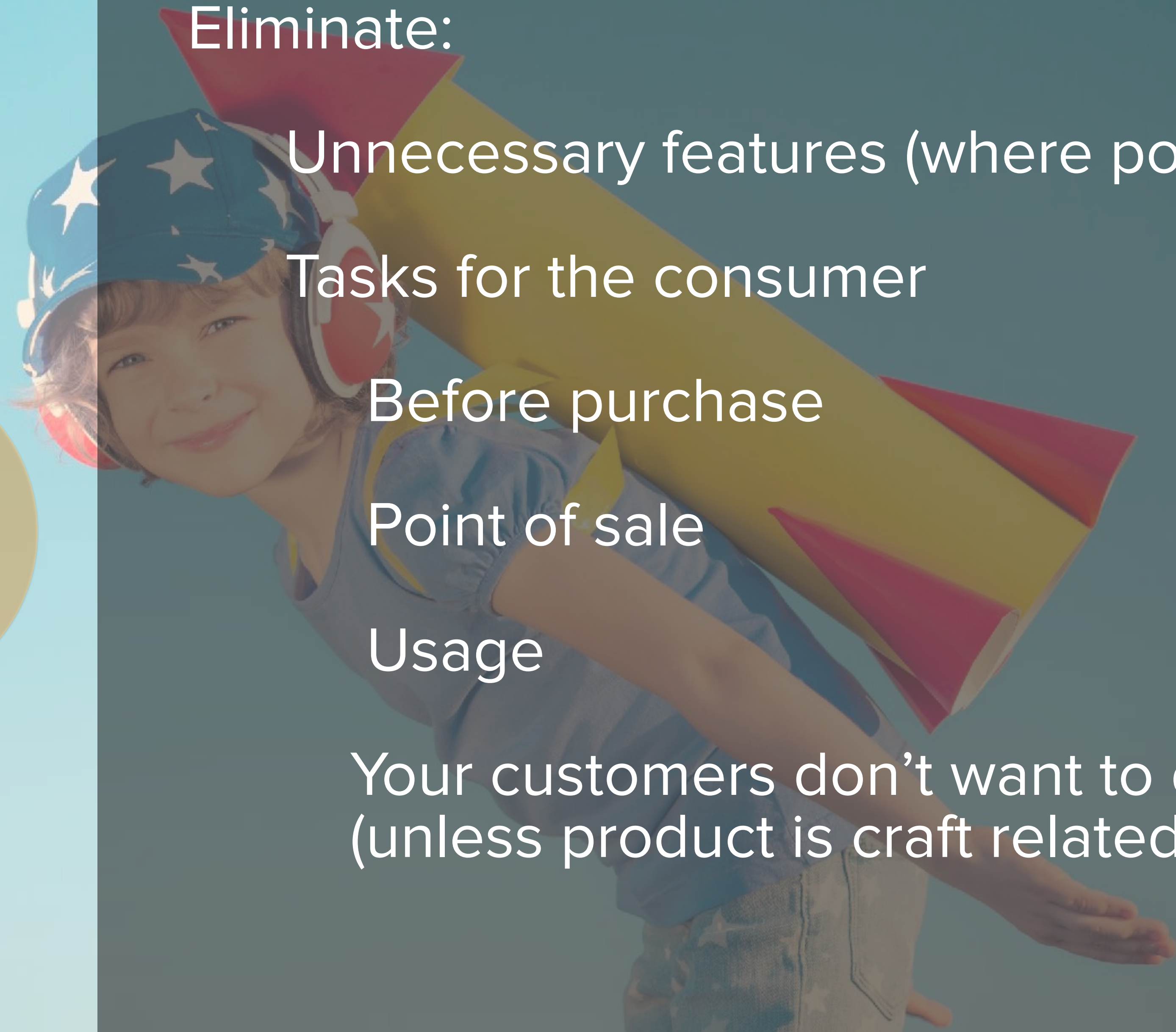
Eliminate

Consumers don't want this...

...They want this
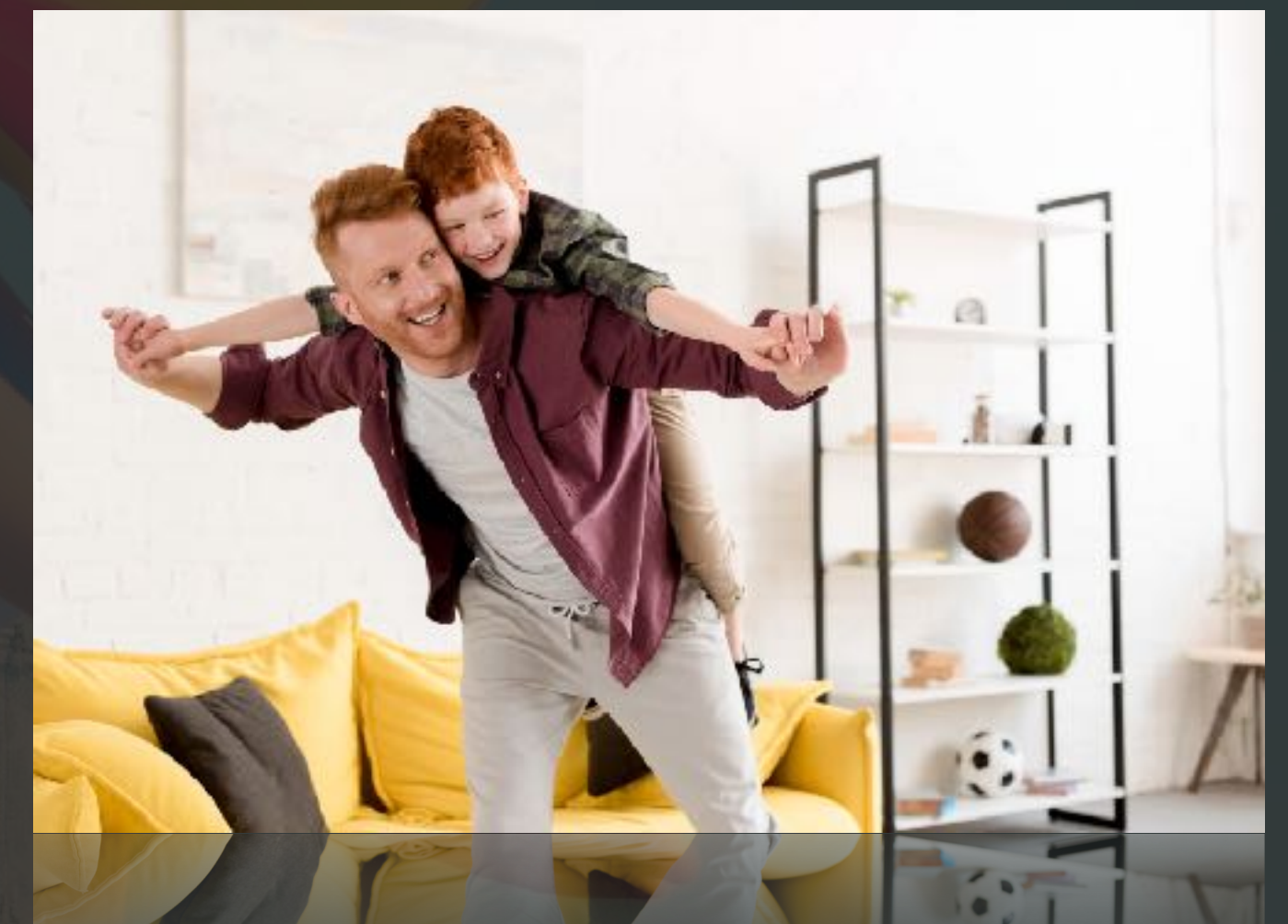
Eliminate

Ensure development is achievable in the shortest possible time so you can prototype and launch fast

Eliminate
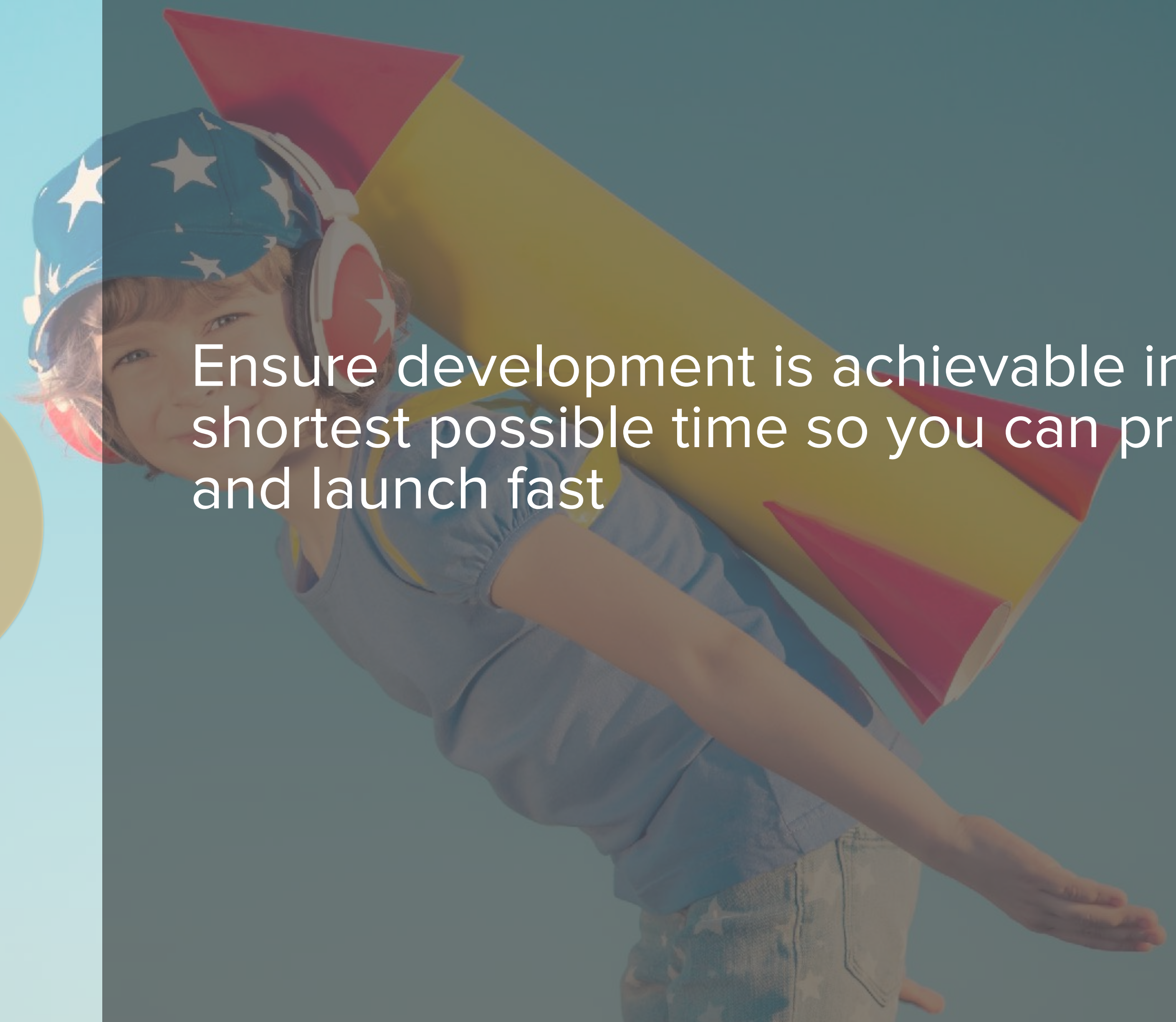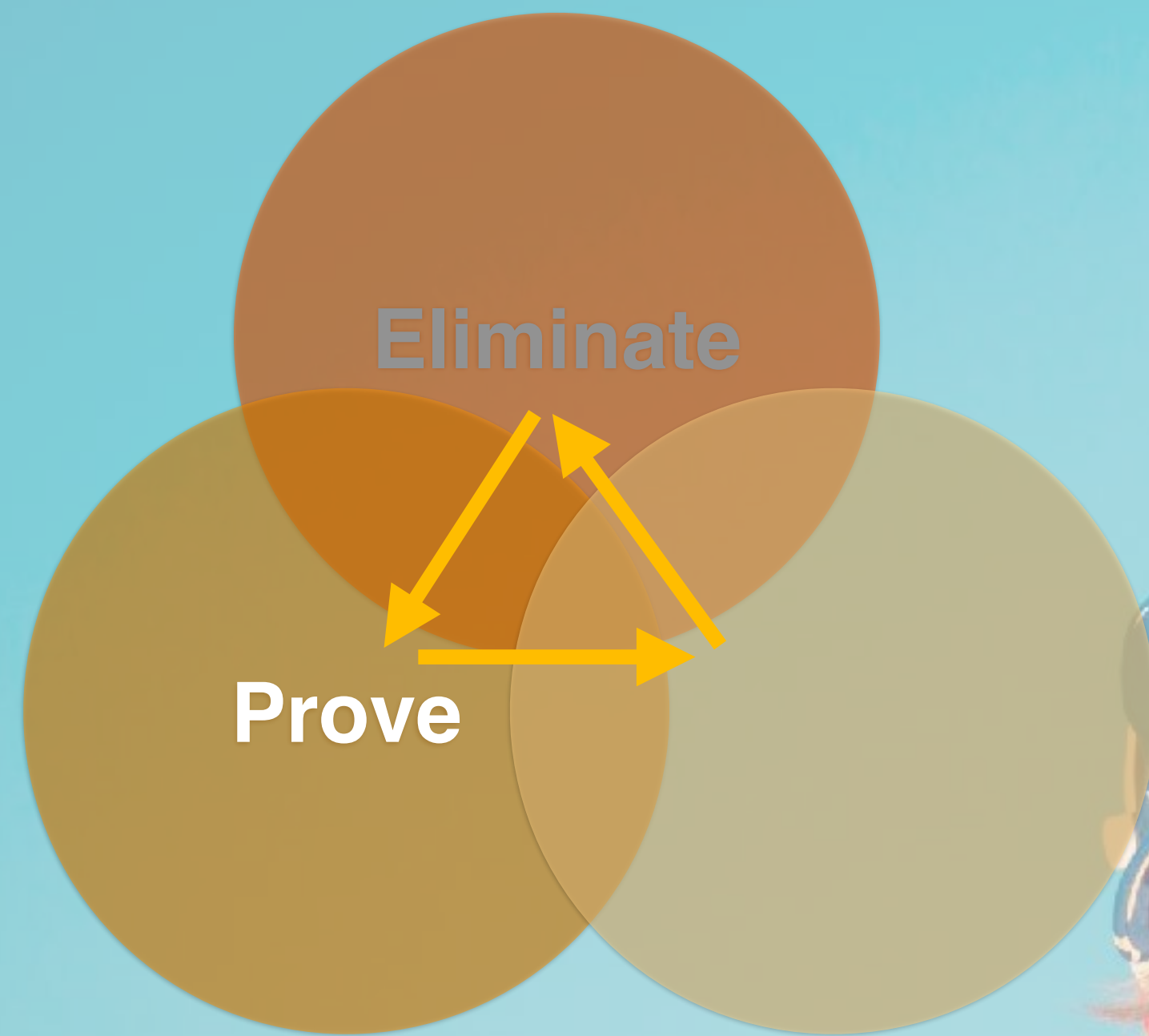
Prove

"Earn trust, earn trust, earn trust. Then you can worry about the rest"

— Seth Godin

Eliminate
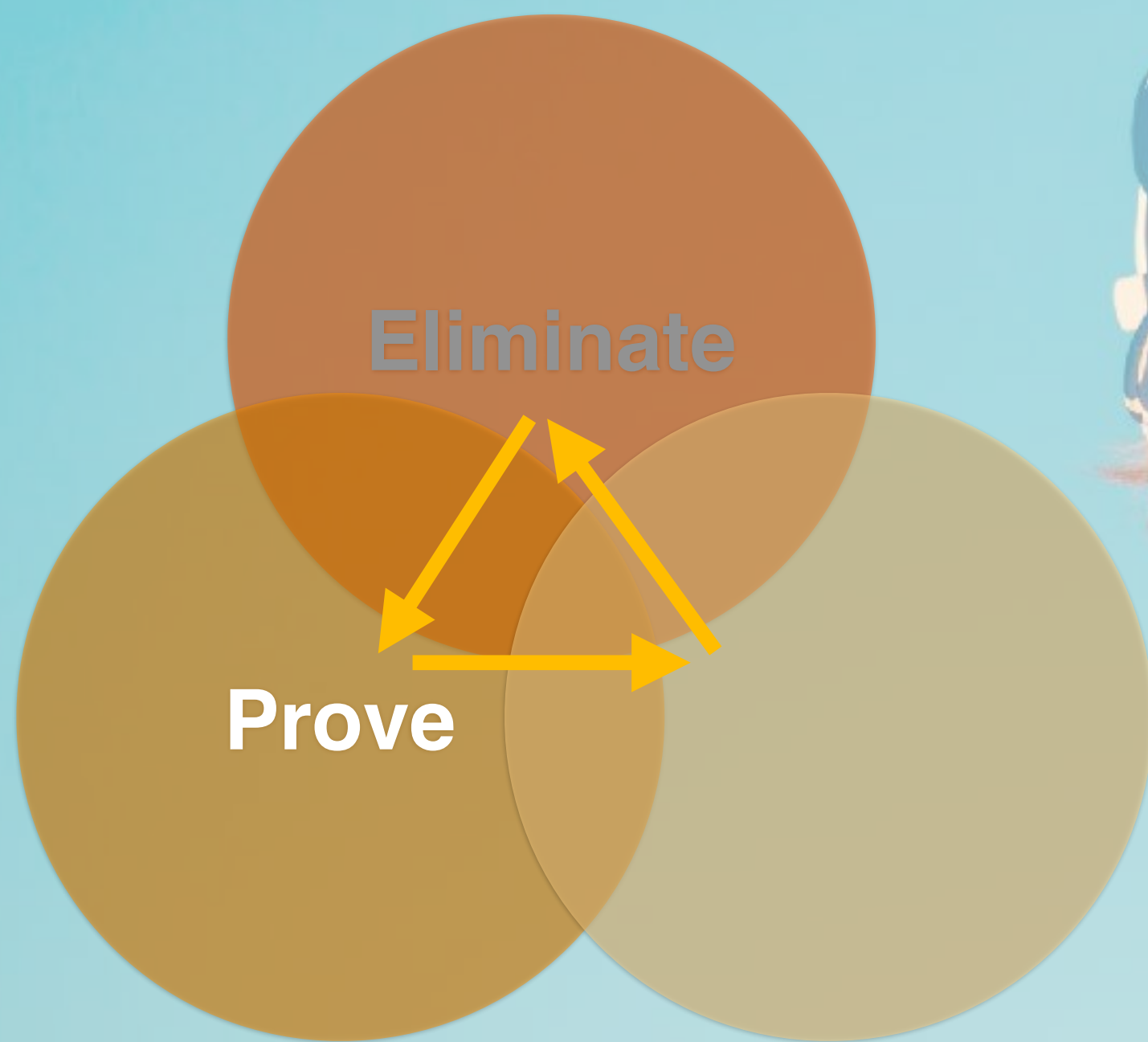
Prove

Prove your claims, promises or statements

Trust has been eroded and we have less than 10 seconds to grab and keep someone's attention

They need to quickly understand your offer, understand if it is relevant, valuable to them and whether the risk is acceptable

And ultimately whether they trust you enough to part with their cash and switch to your product

Eliminate

Prove
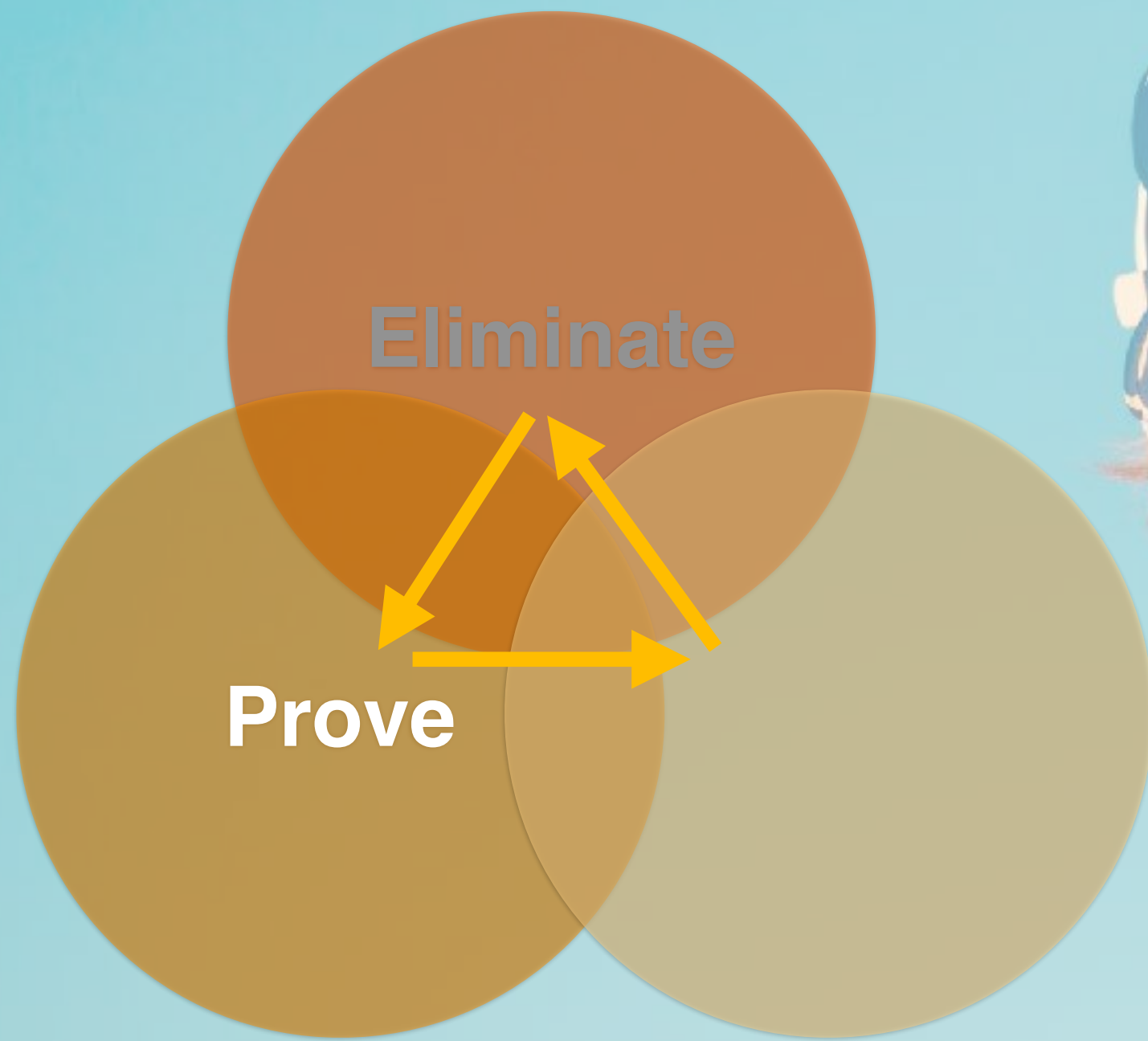
Supporting factors:

Facts/studies

Imagery

Stories

Guarantee

Results in advance

Testimonials

Credibility (or coat tail)

Case studies with facts

Eliminate

Prove

CLIENT RESULTS

Professional service providers and e-commerce companies throughout the U.S. choose Prometheus.

GREEN VIRGIN PRODUCTS
Natural Pure Safe.

ECOMMERCE

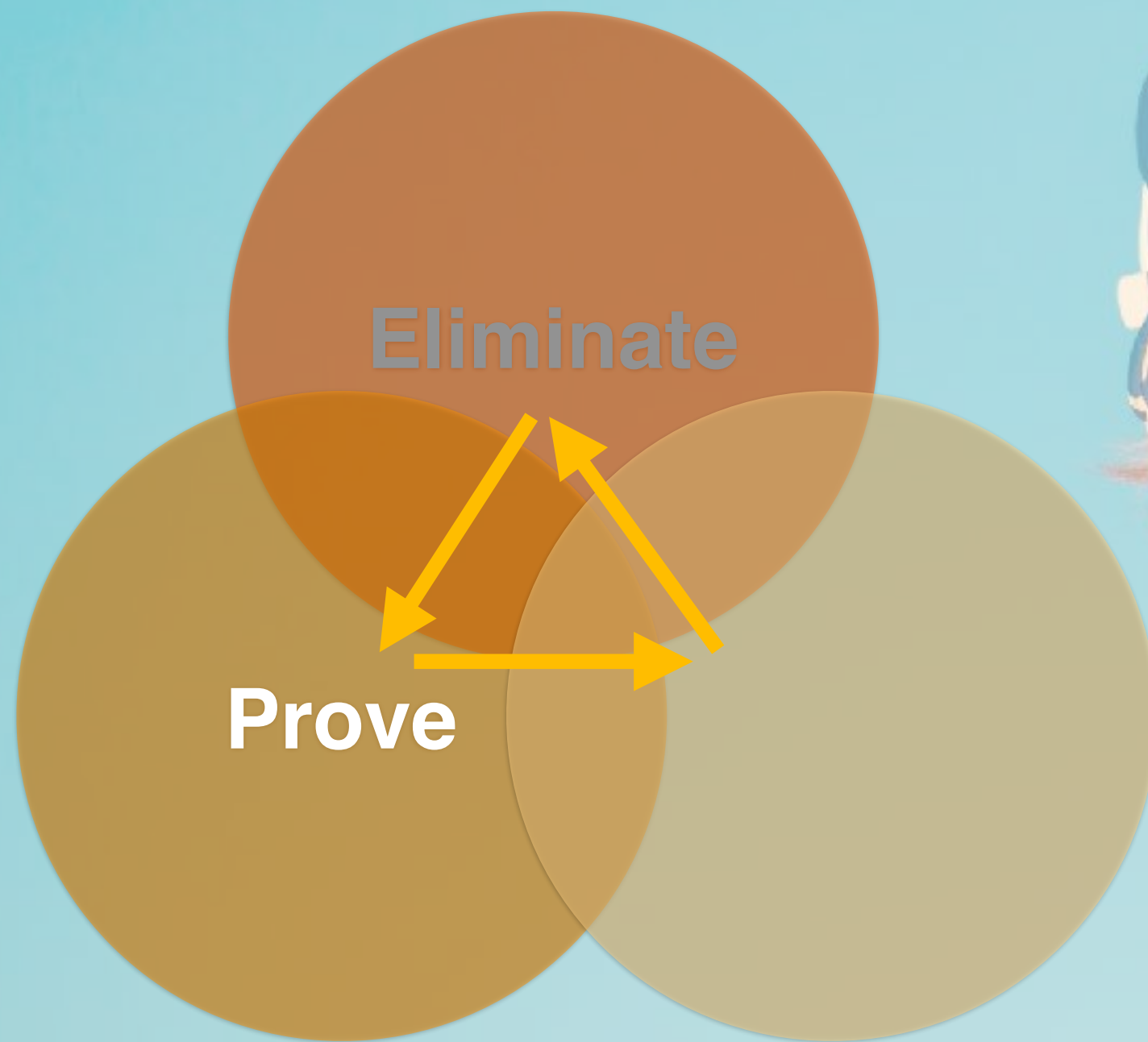Grew revenue & ROI for 4 straight quarters.

Cape and Island
TENNIS & TRACK

CONSTRUCTION

Multiple **$100,000+** new clients in **1st year.**

FullStack Labs

SOFTWARE & APPS

$1.4M in **New Business** in first **6 Months.**

Testimonials

Call to action with hero image

Eliminate

Prove

GET STARTED TODAY

Get your Google Ads campaigns under control quickly. We'll increase high-value leads and sales while reducing wasted ad spend. Within 2-3 months we'll maximize your current PPC advertising potential. And we'll have a solid plan in place for continued future growth.

We take care of it all for you, so you can focus on the rest of your business!
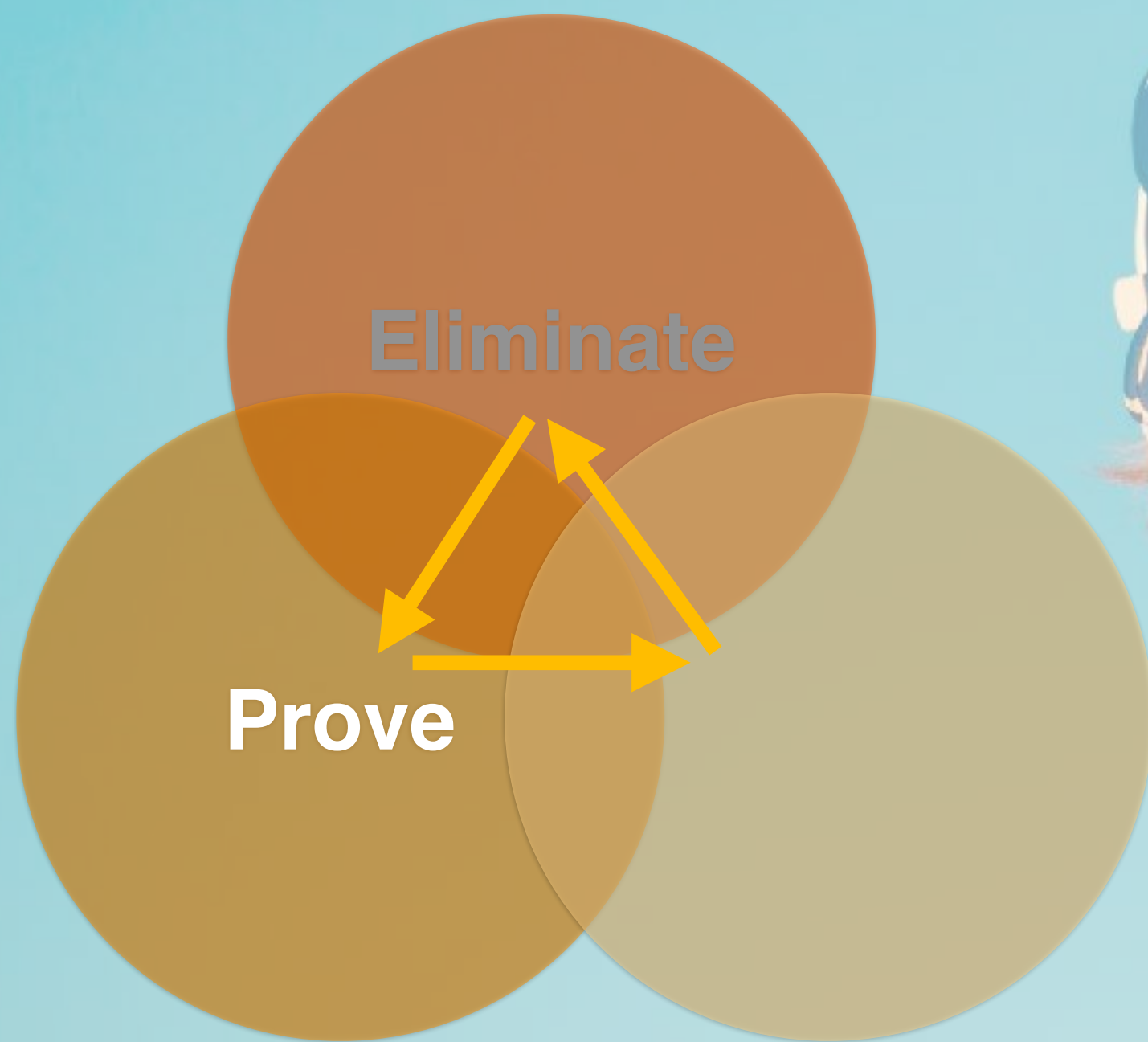
REQUEST GOOGLE ADS CONSULTATION
(PLUS OPTIONAL ACCOUNT REVIEW)

Eliminate

Prove
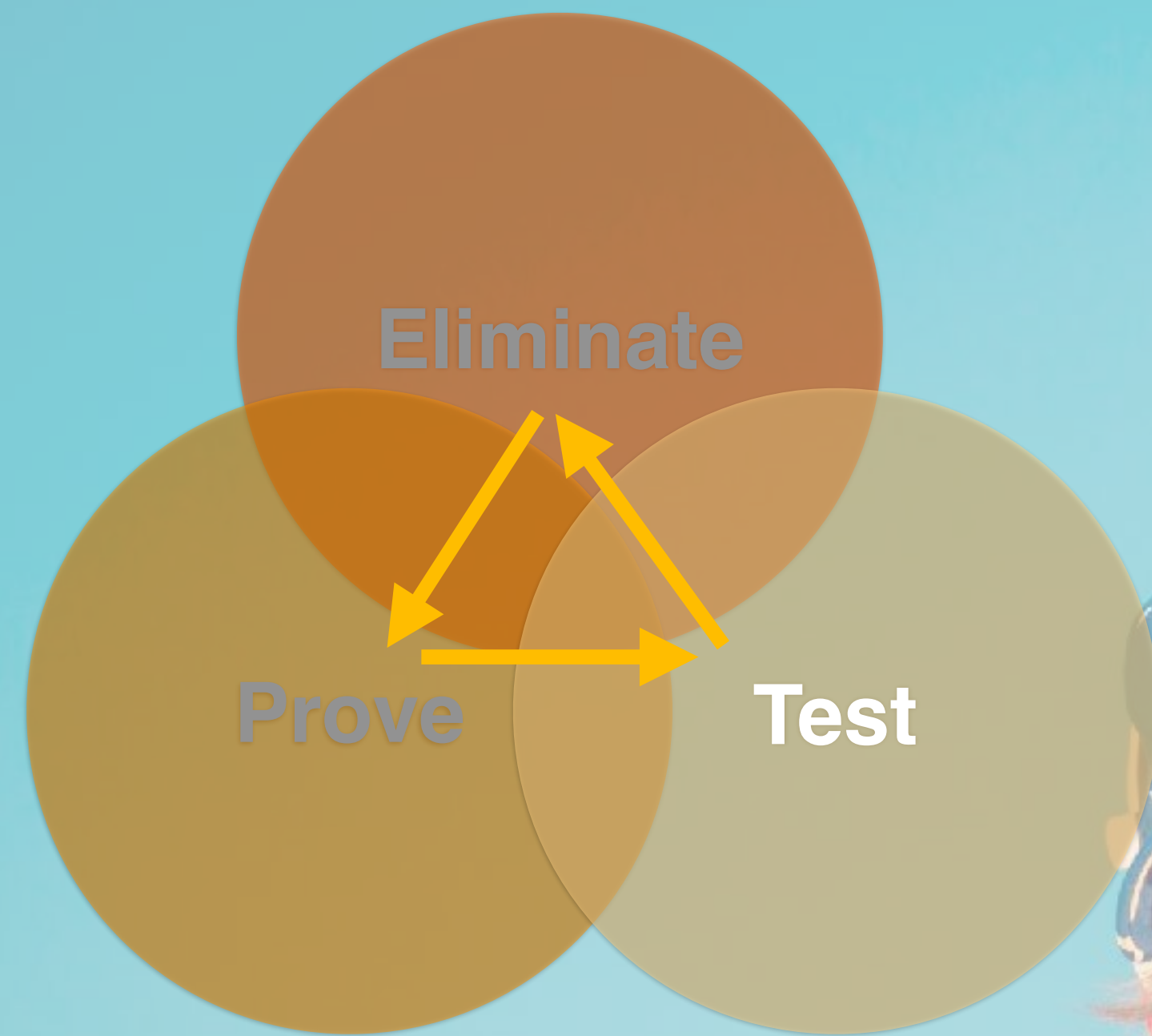
Test

"A pinch of probability is worth a pound of perhaps"

— James Thurber

Eliminate

Prove
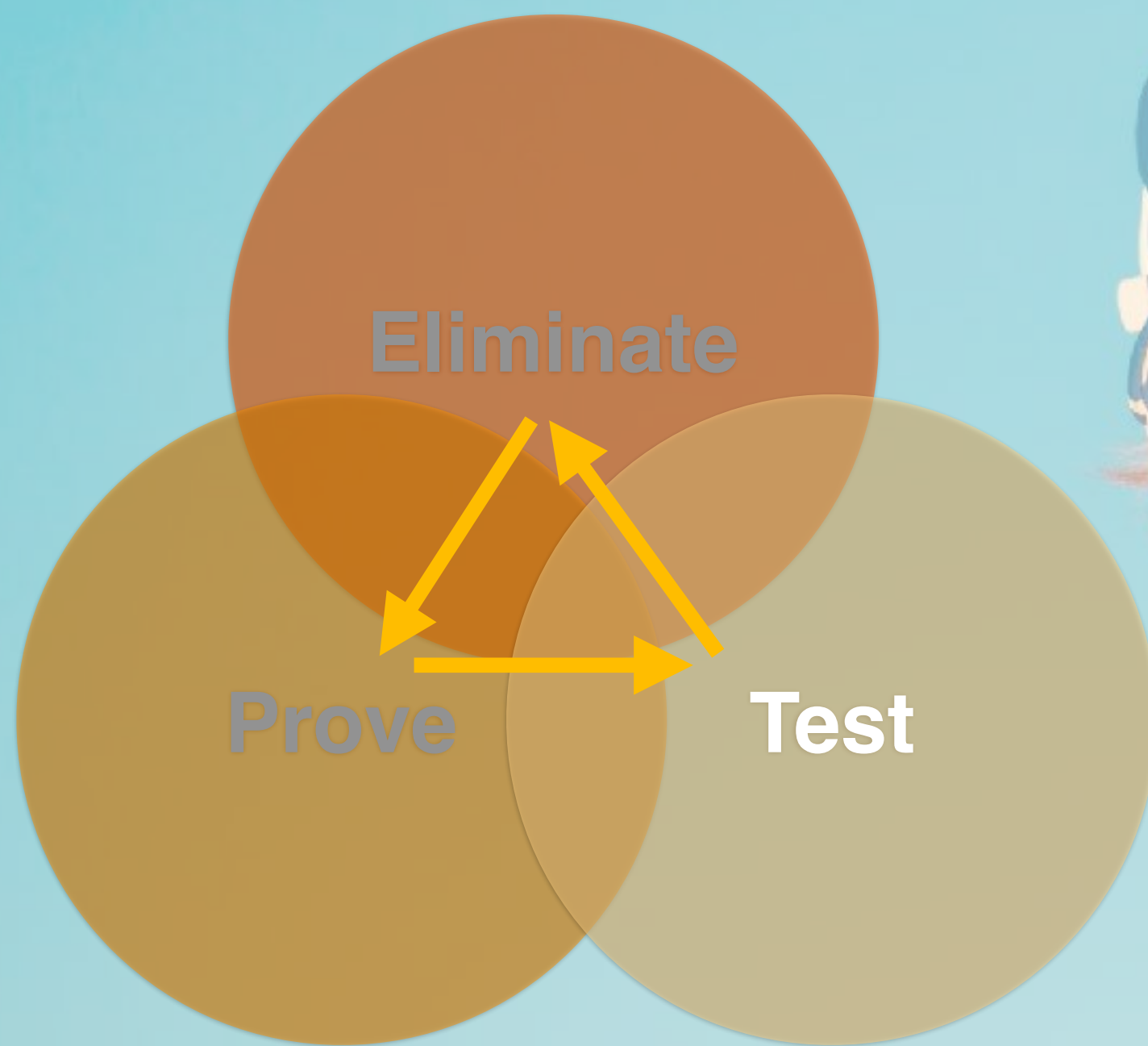
Test

Prototype your product or service and get people using it and feeding back as fast as possible

Fastest way to get it in front of target customers:

Eliminate

Prove
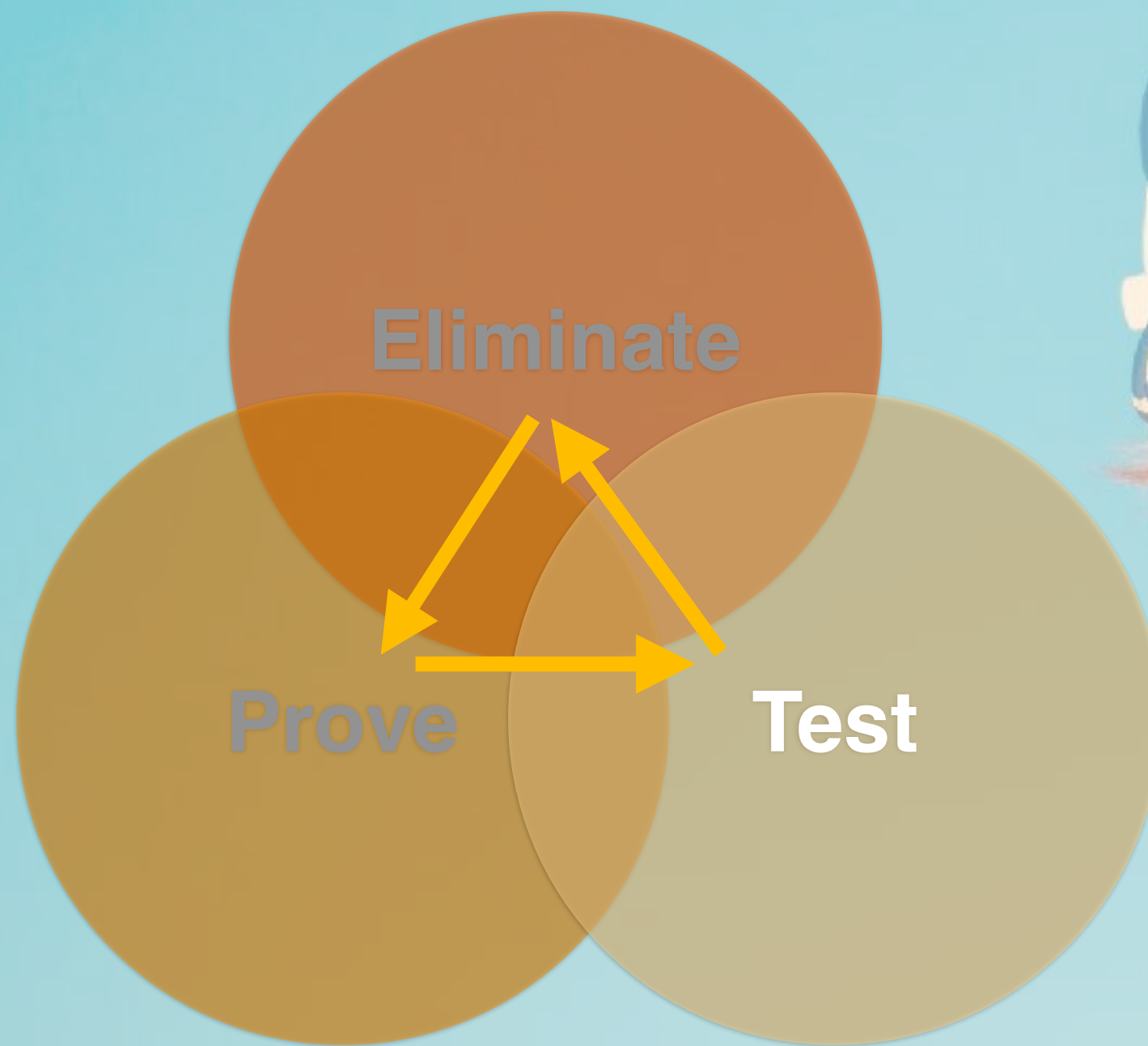
Test

Current Customers

Pay Per Click

Referral Partners

Influencers

Free Samples, usage groups, beta testers etc.

UBER

Eliminate

Prove

Test
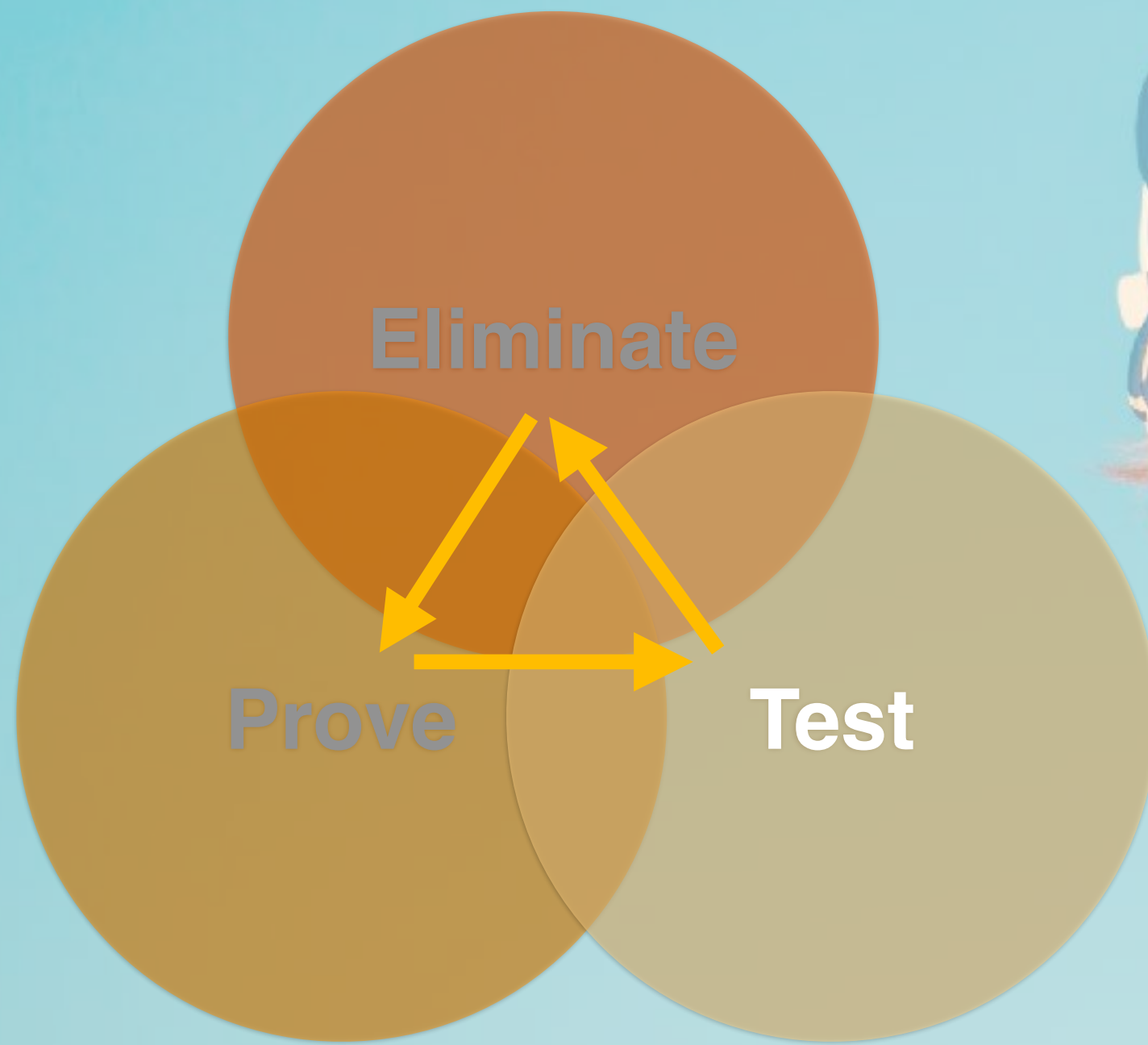
Easiest way around:
One tap and the car comes directly to you
Hop in-your driver knows exactly where to go
And when you get there, just step out.
Payment is completely seamless

Rinse & Repeat

Phase#1 Map **JOURNEY**

Understand

Plan   Interview

Phase#2 Identify **JOBS**

Collate

Focus Encompass

Phase#3 Create **VALUE**

Eliminate

Prove   Test

THE 3 VALUE PHASES RECAP

Phase#1 Map **JOURNEY**

Phase#2 Identify **JOBS**

Phase#3 Create **VALUE**
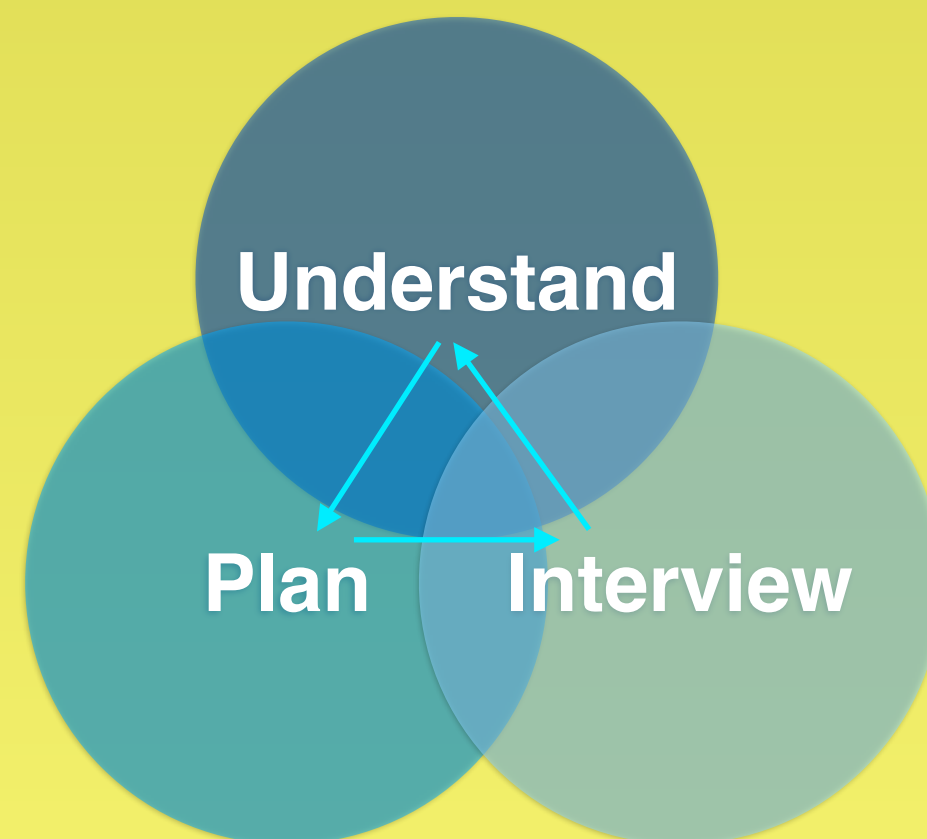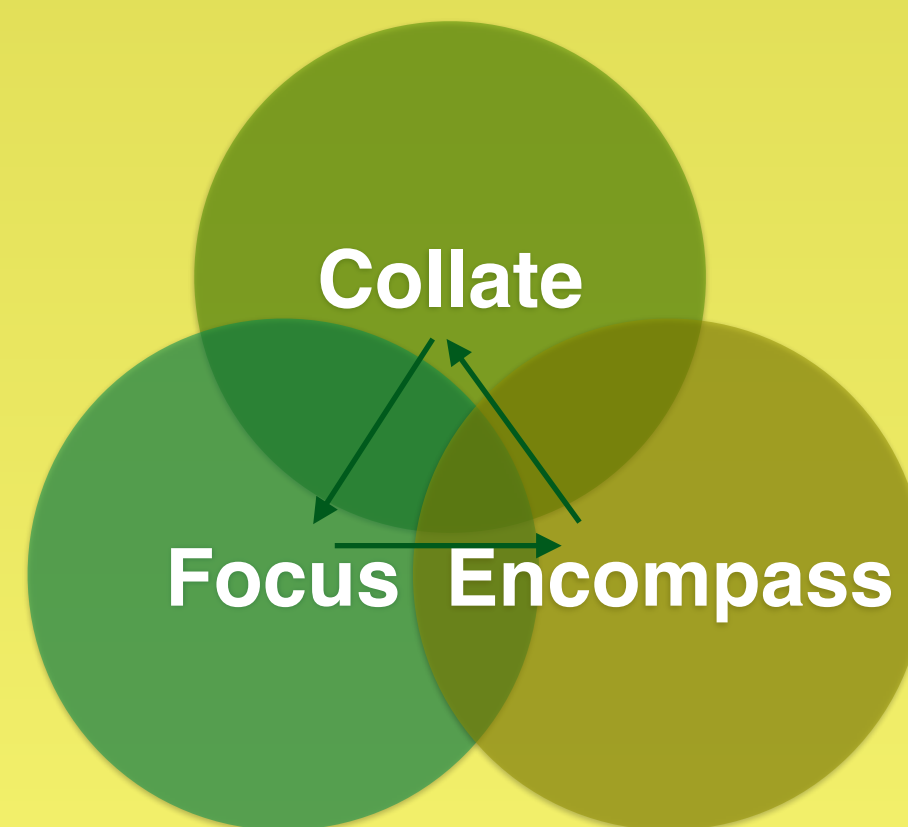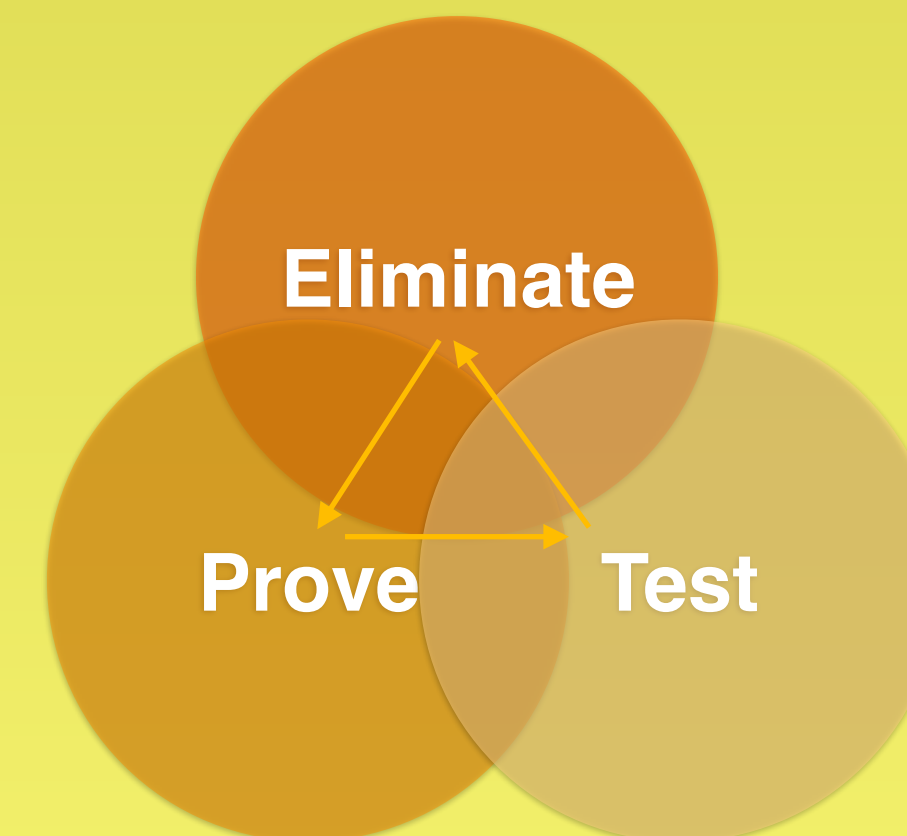
Understand

Plan **Interview**

Collate

Focus **Encompass**

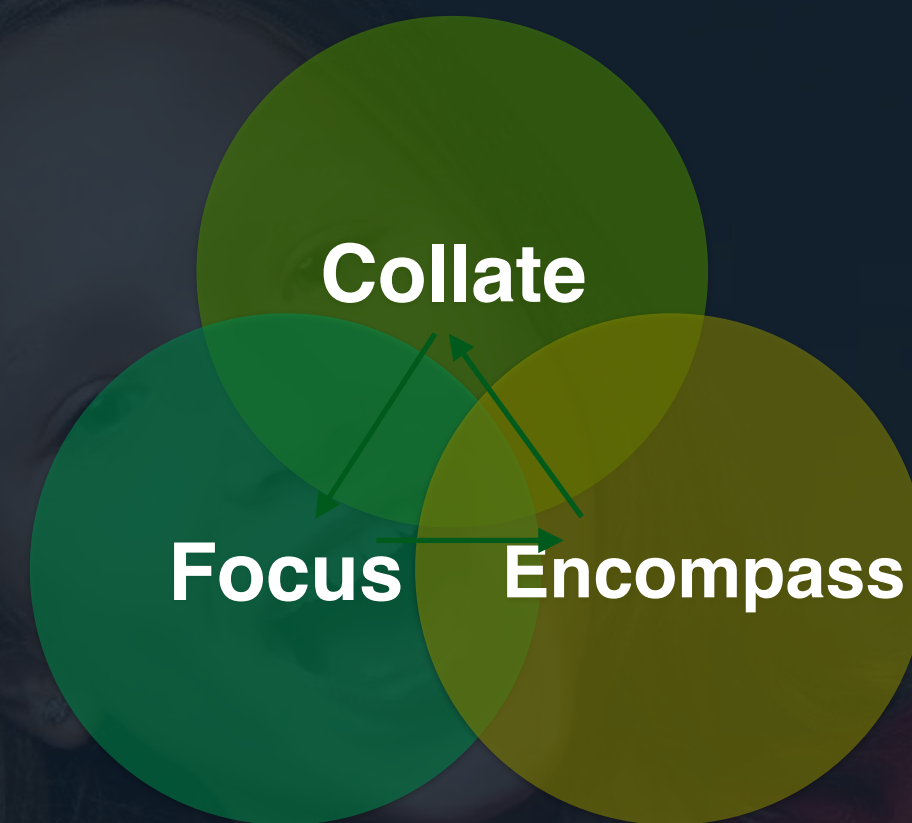**Eliminate**

Prove **Test**
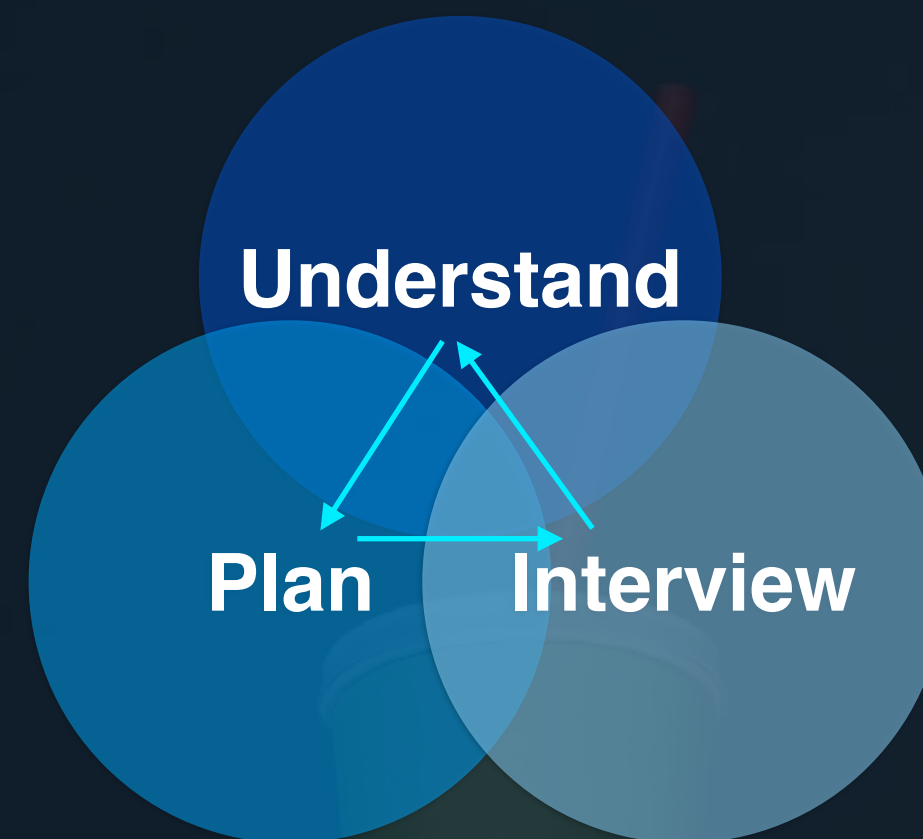
Understand — "Be Goals" and jobs to be done

Plan — 10+ conversations with people you think will be your consumers

Interview — people by starting with point of purchase & work back to "first thought"

Collate — information and look out for patterns & clusters

Focus — common situations, desires, constraints, triggers, trade-offs & other choice sets

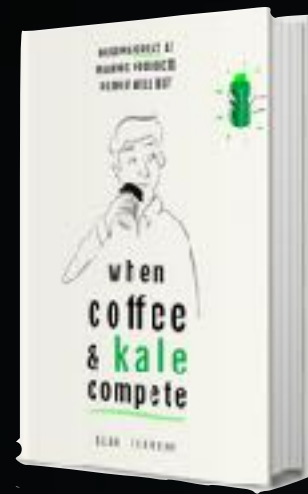**Encompass** — the whole experience from first thought to using the product
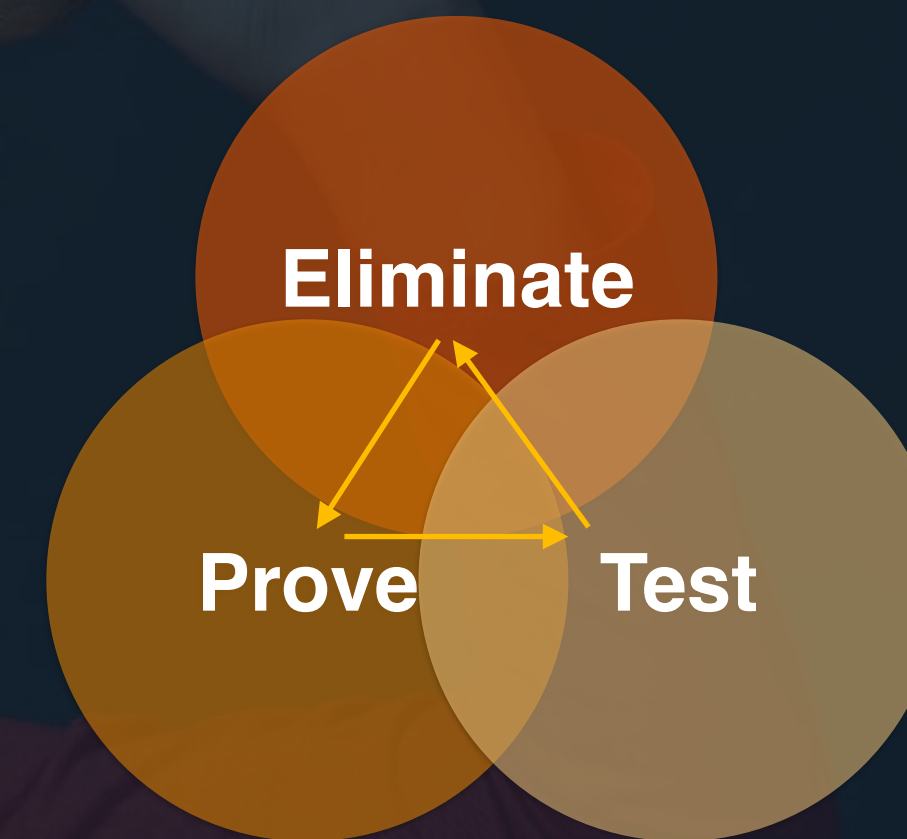
Eliminate — unnecessary features or tasks for your customer

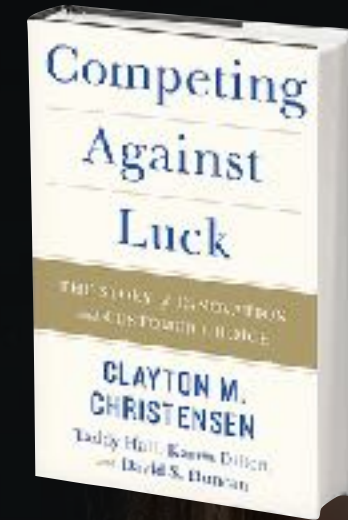**Prove** — your claims, promises or statements

Test — as fast as possible using current customers, PPC, referral partners or influencers

Best 1st Steps for Startups

#1 Read these books

When coffee & kale compete
- Alan Klement

Competing Against Luck
- Clayton Christensen

Jobs-to-be-Done The Handbook
- Chris Spiek & Bob Moesta

#2 Find at least 10 people to interview. If you don't have customers find people on forums or Facebook/Linkedin groups

#3 Find a partner to help you interview. One person leads the call. The other interjects and takes notes

#4 Focus your findings into a table

#5 Action your findings and test prototype as fast as possible

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