



Session 13: Final Ideas, Market Research

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Today's agenda

- Attendance sheet
- Final ideas
- Meetings tomorrow
- Market research

Tomorrow: meetings with teams

- Meet with four instructors for ~30 minutes
- List of *at least two* ideas for your final project
- Prepare a report for each idea
- For each idea, list:
 - Who will use your product?
 - What sort of phones?
 - How can you make money?
 - Technologies: SMS, voice, web, Android?

Other Questions

- What will your challenges be?
- How will you build this?
- First steps?
- What do you want from your final product?
- What it look like?
- How long will the exchange last?
- Can you give us a sample message?
- Can you give us three use cases?
- External datasets, resources required?

Minimum Viable Product (MVP)

- You may have a grand, complex idea!
- What portion of that can you design and build by August 2?
- Just the features that allow it to be deployed
- Can you build the foundation for your platform?
- Add more features later
- Modularity!

MVP lets you...

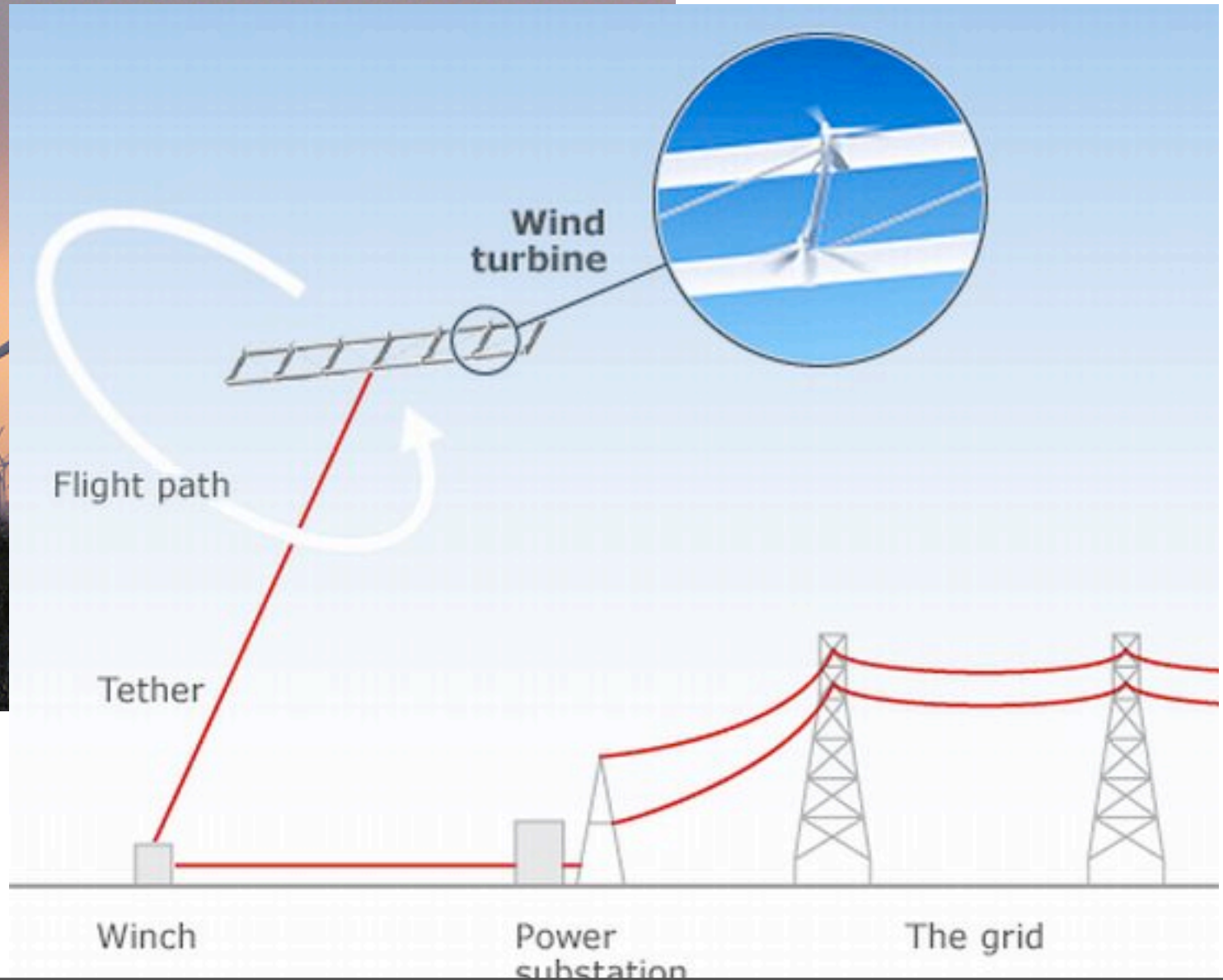
- Test the waters
- Test your assumptions
- Will customers buy it/use it?
- Get out there before the competition
- Release what you have now
- Add bells and whistles later

- But!
- Don't let **minimum** win over **viable**

MVP example: car

- What does a car need to go?
 - Four wheels
 - Engine/Transmission
- Does not need:
 - Steering system
 - Brakes
 - Doors, roof, frame, body, seats
 - Stereo, subwoofers, lights, stickers, turn signals, mirrors, air conditioning, wipers, heated seats, backup cameras, lumbar supports...

MVP example: wind turbines



Before the IPO, at the very beginning when it was just the founders, their first product was the following:



The Apple I, Apple's first product, was sold as an assembled circuit board and lacked basic features such as a keyboard, monitor, and case. The owner of this unit added a keyboard and a wooden case.

It was a motherboard. Not even a computer- just a motherboard.

I think it's important to remember when we're all trying to start something from scratch that you have to start at zero, and the first product will probably suck. It'll be a motherboard, when what you really wanted to build was an all-aluminum Macbook Air with a Retina display.

But you gotta start somewhere.

Market Research

- How big is the market?
- What are their needs?
- How do they use current products?
- Competition (how can you do better?)
- Existing data? (don't replicate others' work!)
 - Census
 - Reports from MTN, Vodafone, Glo, Airtel, Tigo...
 - School data

Pricing

- Free
- Advertising
- “Freemium”
- Flat price
- Other pricing schemes?

“Secondary data”

- Is the data is **useful** in the research study?
- How **current** is the data and does it apply to time period of interest?
- Errors and **accuracy** - is the data dependable and can it be verified?
- What are the **biases** in the data?
- How did they **collect** data? Think about response rate, sample size and sampling technique, and questionnaire design?

Market Research in Ghana

- marketresearch-ghana.com - firm
- openmarkets.org/research.htm - SMS apps
- cee.mit.edu/node/987
 - people are willing to pay more than you think for clean water!

Doing surveys

- Describe users of a product
- Determine the % of people who'll use your product
- Predict future demand for a product
- Define questions, people surveyed, and the method of analysis *before* beginning data collection
- Who, what, where, when, why, and how aspects of the research should be defined

“Primary data”

- demographic characteristics
- lifestyle characteristics, attitudes and opinions
- awareness and knowledge - for example, brand awareness
- **intentions** - for example, purchase intentions.
 - While useful, intentions are not a reliable indication of actual future behavior
- **motivation**: a person's motives are more stable than his/her behavior, so **motive** is a better predictor of future behavior than is past

Market Research

- For every assumption, ask a question
- Report Card Example:
- Ask parents:
 - “How often would you check a report card via SMS?”
 - “Would you be willing to pay? How much?”
- Ask headmasters:
 - “Would you be willing to pay for a system? How much?”
 - “How much time would you spend using it?”

Data Privacy

- Tell people what you'll do with the information
- Assure them that their names and identities will be protected
- Don't ask questions that are irrelevant to your survey
 - height, weight... not useful!
- Don't use names/identifying info when presenting your research!
- Properly dispose of data!
- marketingresearch.org/data-disposal

Market Research

- Write surveys!
- Go out and *ask* your potential customers
- Each team gets a budget of ₵4 for printing costs
- Come back on Monday with a sense of...
 - What your customers want
 - How much they will pay
- Expect to be surprised!