



Session 23: Go to Market

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AITI Entrepreneurship Component

Entrepreneurship Component

- **Understand the Basics**
 - JOURNEY: How do startups get established and grow?
- **Prepare Your Mind**
 - PSYCHOLOGY: What should be my attitude?
 - ETHICS: How can I remain true to my values?
- **Define Your Value**
 - PROBLEM: What problem am I solving?
 - MODEL: How will my startup make money?
- **Build An Organization**
 - TEAMS: How do I choose my co-founders?
 - RECRUITING: How can I attract talented employees?
 - LEADERSHIP: How can I motivate my team?
- **Build Your Product**
 - TECHNICAL CURRICULUM
- **Sell Your Product**
 - MARKETING: Who exactly is my target customer?
 - SALES: How can I get customers to buy my product?
 - POSITIONING: How can I compete against others?
- ~~**Build Relationships**~~
 - MENTORS: How do I find advisors who can help?
 - FUNDING: How can I raise money to get started?
 - PARTNERS: How can I negotiate the best partnerships?

Today's agenda

- Positioning
- Marketing
- Sales: Pricing
- Sales: Advertising & Promotions
- Assignment

What is the competitive
landscape?

Who are you?
What do you do?
Why does it matter?



Creating Your Brand

- Goal: Making your product/company unique & memorable.
 - Symbol & Images based on...
 - Quality
 - Benefits
 - Customers
 - Catchphrase/Tagline

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Knowing Your Customers

- Group your potential customers
 - Students, Business Professionals, Farmers etc
- Why do this?
 - Potential for customization
 - Guidance for price setting
 - Targeted advertising

Who exactly is/are your target customer(s)?



What is your target market share?

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Possible Pricing Schemes

- Free
- Flat price for everyone
 - How do you determine the flat price? \$0.99 – 14.99
- “Freemium”
 - Free for basic version
 - Charge to unlock other capabilities or to get another version

How will you price your product?



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How do you reach your customers? How do you get more customers?



Differentiating Yourself from Competition

- Things to consider:
 - What else is out there?
 - How is your product different?
 - Functionality
 - Quality
 - Price

Advertising Schemes

- Traditional:
 - Posters
 - Billboards
 - Newspaper Ads
 - TV/Radio Ads
- Nontraditional:
 - Mobile advertisements
 - Printing on sides of cars
 - Offering promotions

Promotional Schemes

- Earn a reward for the first time you use the service.
- Earn a reward for every recommended friend who also uses the service.
- Free trial (one week - one year free)
- Random draw reward for downloading the service.
- These are only a few examples.

Assignment

- Create a VIDEO or AUDIO ad for your product
- Think about something that could go VIRAL!
- And have fun!
- Due 25th July 12 pm