



Global Startup 

MEXICO 2015, iLAB XALAPA

<http://tiny.cc/GSLMEX15>



The logo for MIT Global Startup, featuring the MIT logo on the left, the words "Global Startup" in blue and orange, and a small flask icon on the right.

MIT Global Startup

Market

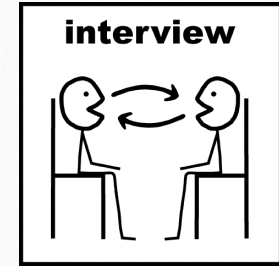
Market Segmentation.

Industry	Entertainment	Industrial Design	Medical Visualization	Surgical Simulation	Micro Surgery	Geophysical Visualization	Non Visual C.H.I.	Prototyping	V.R.
End User	<ul style="list-style-type: none"> • Animator 	<ul style="list-style-type: none"> • Stylist • Designer 	<ul style="list-style-type: none"> • Radiologist • Surgeon 	<ul style="list-style-type: none"> • Med student • Surgeon 	<ul style="list-style-type: none"> • Surgeon 	<ul style="list-style-type: none"> • Geophysicist 	<ul style="list-style-type: none"> • Blind person 	<ul style="list-style-type: none"> • Engineer 	<ul style="list-style-type: none"> • Researcher • Designer
Application	<ul style="list-style-type: none"> • Sculpt • Animation • Paint 	<ul style="list-style-type: none"> • Sculpt • Paint • Modeling 	<ul style="list-style-type: none"> • Segmentation • Navigation • Surgical planning • Diagnosis 	<ul style="list-style-type: none"> • Training • Surgical planning 	<ul style="list-style-type: none"> • Ophthalm. surgery • Neurosurgery 	<ul style="list-style-type: none"> • View enhancement • Drill plan 	<ul style="list-style-type: none"> • H.U.I 	<ul style="list-style-type: none"> • Design review • Model evaluation 	<ul style="list-style-type: none"> • Architect render • Simulation
Benefits	<ul style="list-style-type: none"> • Ease of use • Reduce cycle 	<ul style="list-style-type: none"> • Reduce cycle • Increase accuracy 	<ul style="list-style-type: none"> • Ease of use • Increase accuracy 	<ul style="list-style-type: none"> • Increase use of new tech. • Increase accuracy 	<ul style="list-style-type: none"> • Reduce cycle • Increase accuracy 	<ul style="list-style-type: none"> • Reduce errors • Increase yields 	<ul style="list-style-type: none"> • Increase access, "mainstream" 	<ul style="list-style-type: none"> • Reduce cycle • Improve designs 	<ul style="list-style-type: none"> • Realism • Increase accuracy
Lead Customers	<ul style="list-style-type: none"> • Disney • ILM • Dreamworks 	<ul style="list-style-type: none"> • Toyota • Ford • Rollerblade 	<ul style="list-style-type: none"> • Brigham & Women's • German Cancer Research 	<ul style="list-style-type: none"> • U of Colorado • Penn • BDI 	<ul style="list-style-type: none"> • Dr. Ohgami • Ottawa Eye 	<ul style="list-style-type: none"> • BHP • WMC / CSIRO 	<ul style="list-style-type: none"> • Certec • U Delaware 	<ul style="list-style-type: none"> • Volkswagen • Stratasys • Toyota 	<ul style="list-style-type: none"> • Boeing • Corrie Latham • NASA
Market Characteristics	<ul style="list-style-type: none"> • Early adoption • High-priced talent • High growth 	<ul style="list-style-type: none"> • Dislike CAD & computers • High-priced talent 	<ul style="list-style-type: none"> • Mainstream • High-priced talent • HMO 	<ul style="list-style-type: none"> • Mainstream • High-priced talent • HMO 	<ul style="list-style-type: none"> • Early adoption • High-priced talent • HMO • Not computer automated 	<ul style="list-style-type: none"> • Late mainstream • Oligopoly 	<ul style="list-style-type: none"> • Late mainstream • No money • Gov't sponsor 	<ul style="list-style-type: none"> • Mainstream • Pressure to reduce product cycle 	<ul style="list-style-type: none"> • Early adopt • Fuzzy ROI • Slow accept
Partners/ Players	<ul style="list-style-type: none"> • Alias • Soft Image • Discrete Logic 	<ul style="list-style-type: none"> • PTC • Alias • Imageware 	<ul style="list-style-type: none"> • GE • Siemens • Picker 	<ul style="list-style-type: none"> • Smith & Neph • Heartport • Ethicon • US Surgical 	<ul style="list-style-type: none"> • Toshiba • Hitachi 	<ul style="list-style-type: none"> • Landmark • Fractal Graphics 	<ul style="list-style-type: none"> • IBM • Apple • SUN • HP • Microsoft 	<ul style="list-style-type: none"> • PTC • Solid Works 	<ul style="list-style-type: none"> • Sense 8 • Division • Coryphaeus
Size of Market	40,000	X00,000	X0,000	X0,000	X,000	X,000	X,000,000	X,00,000	X,000
Competition	Watcom	None yet	None yet	Immersion	None yet	None yet		None yet	None yet
Platform	<ul style="list-style-type: none"> • SGI • Windows 	<ul style="list-style-type: none"> • SGI • SUN 	<ul style="list-style-type: none"> • SGI • SUN 	?	<ul style="list-style-type: none"> • None 	<ul style="list-style-type: none"> • SGI • SUN 	<ul style="list-style-type: none"> • Windows 	<ul style="list-style-type: none"> • SUN, HF 	<ul style="list-style-type: none"> • SGI • SUN, HF
Needs	<ul style="list-style-type: none"> • NURBS • Stylus • Dynamics 	<ul style="list-style-type: none"> • NURBS • Stylus 	<ul style="list-style-type: none"> • Voxels • Stylus • VRML 	<ul style="list-style-type: none"> • 6 DOF • Custom devices 	<ul style="list-style-type: none"> • 3-finger scaling 	<ul style="list-style-type: none"> • Voxels • Stylus 	<ul style="list-style-type: none"> • Windows I/F • P300 	<ul style="list-style-type: none"> • NURBS • VRML • Dynamics 	<ul style="list-style-type: none"> • Polygons • Dynamics • 2-finger?

Observation



Interviews



Surveys



Focus Groups

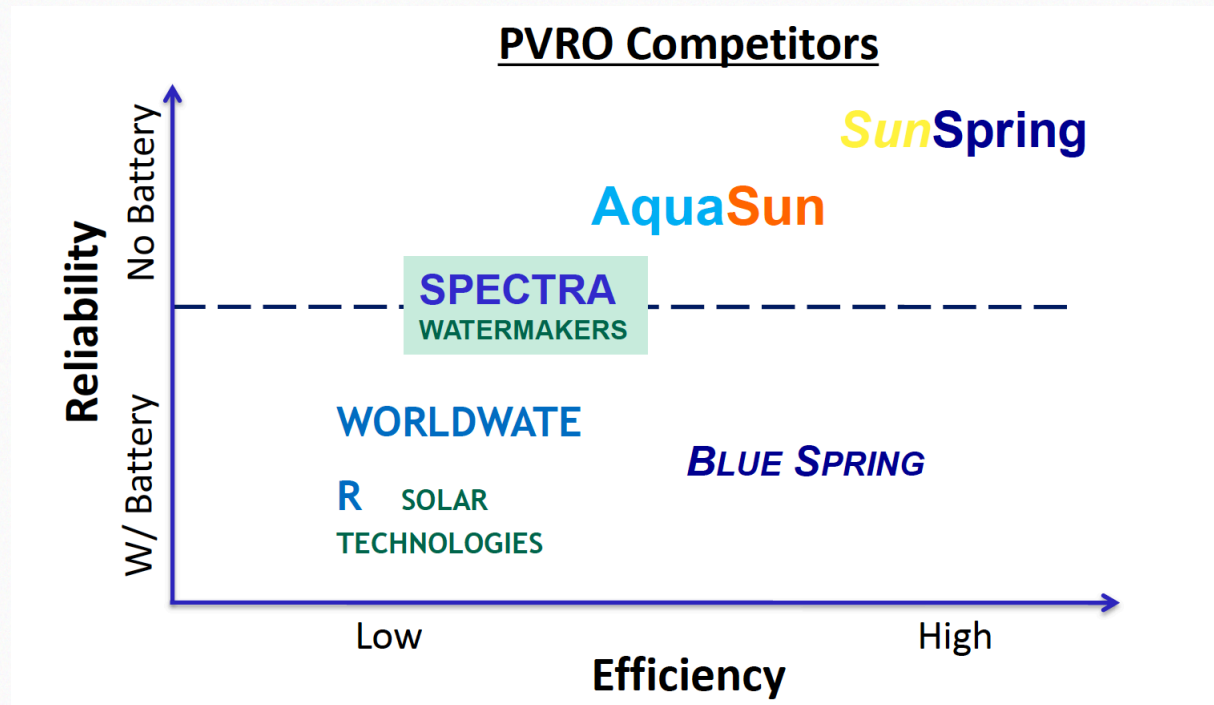


It is good at this point to revisit your **Uniqueness**. What is it that makes you unique compare to the alternatives? Most specifically, what makes you most valuably unique to your persona?





SunSpring value proposition is increased efficiency, flexibility, mobility, reliability and operation simplicity

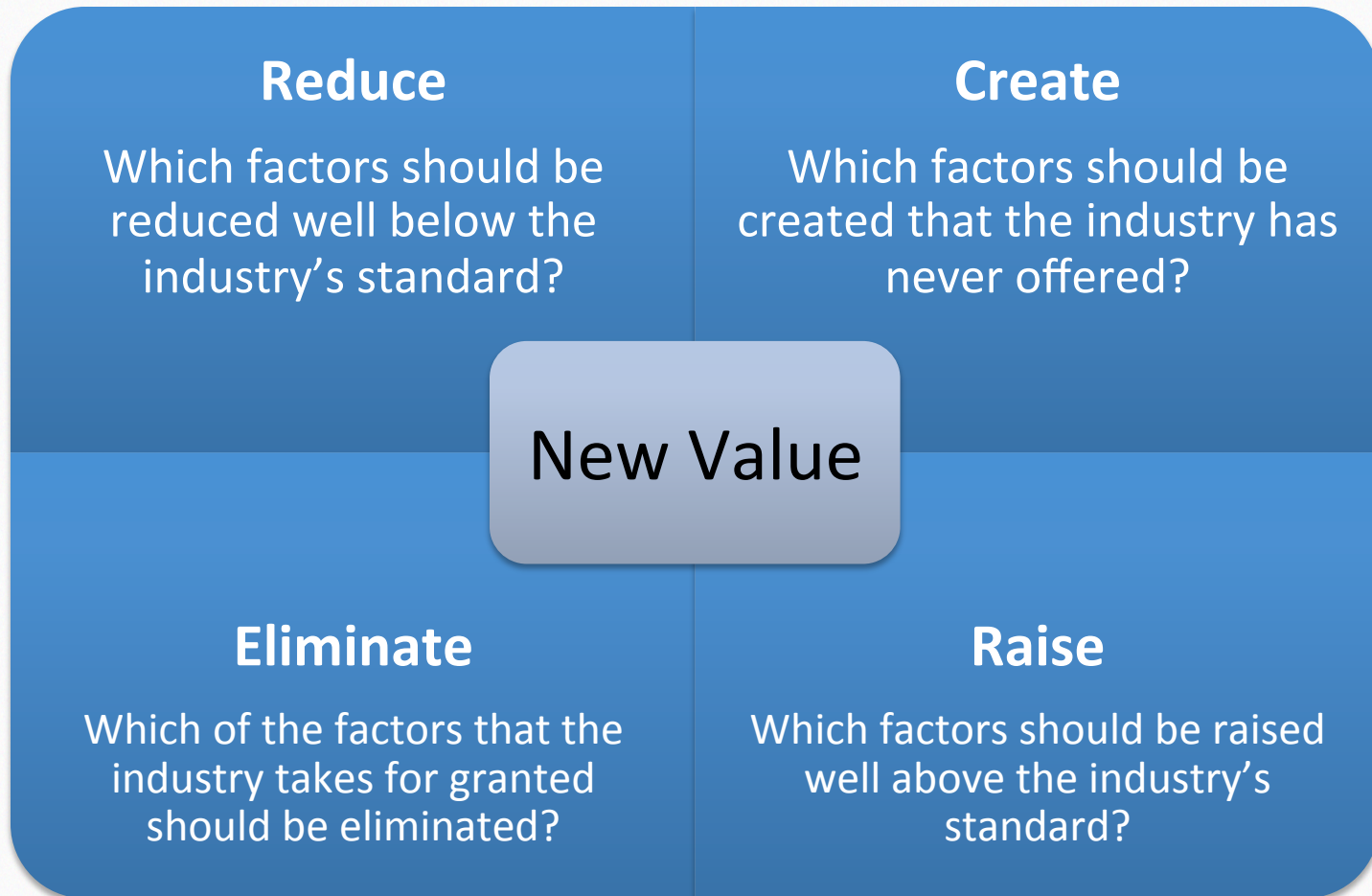




1. What is your core competence?
2. Who are short term competitors?
3. Who are long term competitors?
4. Are new competitors getting ready to enter?
5. How big they are? What percentage of the market they have?
6. What their customers like about them?
7. What their customers dislike about them?
8. What are the major criteria that your target segment will use
Price? Quality? Reputation? Service?

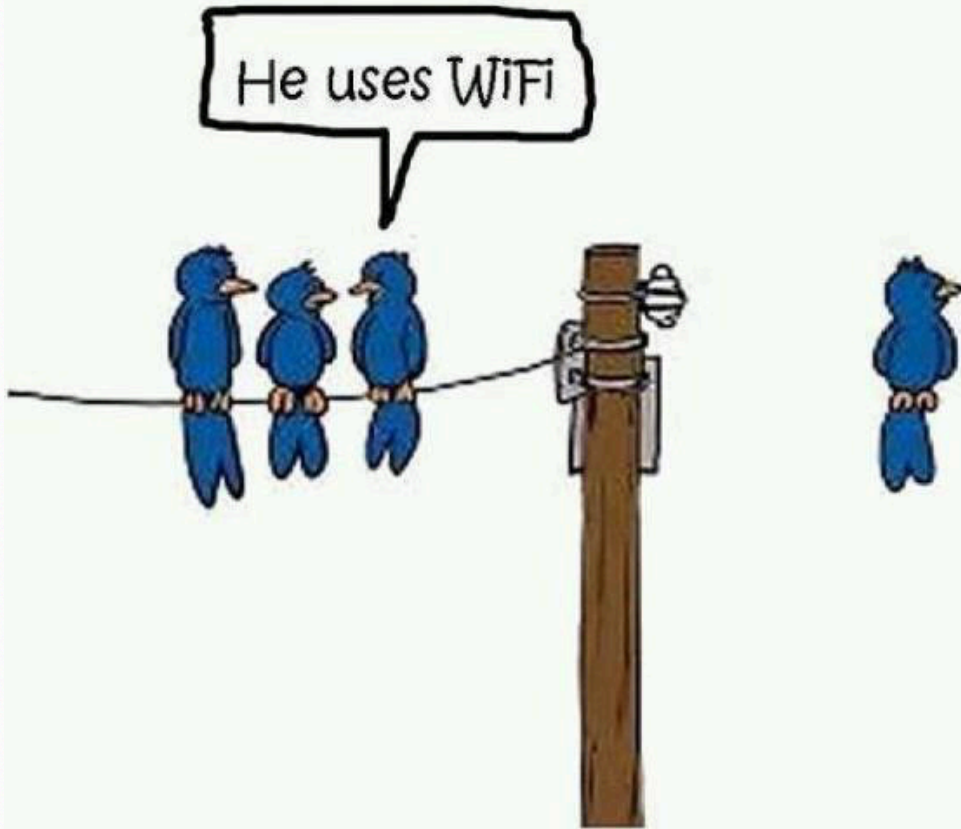


- Who do we want to compete with?
- Why? Where are they strong? Weak? List the 3 most important
- Why you will the customers choose you over them?
- If The Customer Will Change, Why Will They Choose You?





1. Not seeing things from Customer's lenses perspective
2. Focus on Target Customers and less on competitors
3. Biggest competitor – status quo
4. Technology/product versus holistic approach
5. Static versus dynamic approach
6. Underestimating the competition
7. Demonizing the competition – i.e., too emotional
8. Not seeing ways to utilize competitors
9. Not seeing new competitors coming
10. Emphasis on tactics rather than strategy





<https://www.youtube.com/watch?v=elho2S0Zahl>