

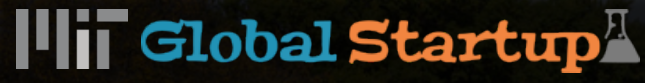


Global Startup 

MEXICO 2015, iLAB XALAPA

<http://tiny.cc/GSLMEX15>





Full Life Cycle Use Case

Explanatory text goes here.



1. You are done with your Market Segmentation ✓
2. You have selected your Beachhead Market ✓
3. You already built your End User Profile ✓
4. You have your Total Addressable Market Size ✓
5. You have created the Persona for the Beachhead Market ✓

Remember:

Your **End User** is a more general description of your customer – who is not necessarily your buyer. You need: specific demographic, including things like age, location, income, habits, backstory, and motivations.

Your **Persona** is the detail. Is a real person, including photo, backstory, job, salary and other details.



1. How your Persona finds out about your product, acquires it, uses it, gets value from it, pays for it, and buys more and/or tells others about it.
2. Understand why this expanded use case is important to identify and resolve problems in the most timely and cost-effective manner.
3. Gain additional clarity and alignment throughout your team by detailing the various aspects of the Full Life Cycle Use Case.



1. How they will find out about your product.
2. How they will analyze your product.
3. How they will acquire your product.
4. How they will install your product.
5. How they will use your product (in detail).
6. How they will determine the value gained from your product.
7. How they will pay for your product.
8. How they will receive support for your product.
9. How they will buy more product and/or spread awareness (hopefully positive) about your product.