

# EL11: Brochure

# Homework for Friday

Talk to AT LEAST 3 potential customers.

- Ask lots of questions
- Verify your key assumptions
- Get additional feedback on your idea

# Quantify Value Propositions and Customer Priorities

- List your value propositions for the customer.
- Quantify the value.
  - NO “better”, “easier”, “faster”
  - Need details. 30% faster, 25% lower cost
- List customer priorities and rank them
- Chart your competitive position with respect to top 2 customer priorities

# Build a Brochure

- Before you invest valuable resources, test first:
  - whether the whole team agrees on what you should build.
  - That you are building what the customer wants
- Do this by making a brochure
  - Physical and electronic as both have value
  - Electronic is preferable – provide invaluable analytics
  - Don't believe everything that people say; test it first
- Iterative process

## How it Works



### Subscribe

Pick what you need and pay once for the semester



### Ship & Re-ship

Request more at any time for no additional cost



### Free Shipping

We ship your products to your doorstep for free!

## Why buy?

### It's super convenient

- Stop wasting time going to the store
- Focus on studying hard and having fun

### Stay supplied

- Never worry about running out of the things you need again
- Unlimited access to any product in your Supply

### Great products

- We offer a wide variety of top brands
- New products added to Supply's monthly

### Five more reasons for parents

1. Your kid will love you.
2. We send phone call reminders
3. Dirty underwear is gross
4. It costs less than tuition
5. Someday you'll need to be taken care of



*Lifetime Supply*

## Shower Supply

"Squeaky Clean"

Shower - \$100/semester

- Select from body wash, bar soap, shampoo, and conditioner

## Shaving Supply

"Now with unlimited blades"

Shaving - \$150/semester

## Deodorant Supply

"You're gonna like the way you smell"

Deodorant - \$40/semester

## Oral Hygiene Supply

"Fresh breath"

Deluxe Bundle - save \$55

~~\$130~~ \$75/semester

- Toothpaste Supply
- Toothbrush Supply
- Floss Supply
- Mouthwash Supply

Essential Bundle - save \$20

~~\$70~~ \$50/semester

- Toothpaste Supply
- Toothbrush Supply

Toothpaste - \$40/semester

Toothbrush - \$30/semester

Floss - \$30/semester

Mouthwash - \$30/semester

## Snack Supply

"Cure the munchies"

Snacks - \$200/semester

- New snacks rotated in regularly

## Undergarments Supply

"Dress Comfortable - Dress Clean"

\$150/semester

- Socks, underwear, and tees

## Breath Supply

"Fresh Breath Forever"

Breath - \$75/semester

- Select from gum and mints