# Leadership/Career/ Transformational Coach Sector

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What all do you need to plan
to start a Business?

# Let's have a look at the Business Model Canvas

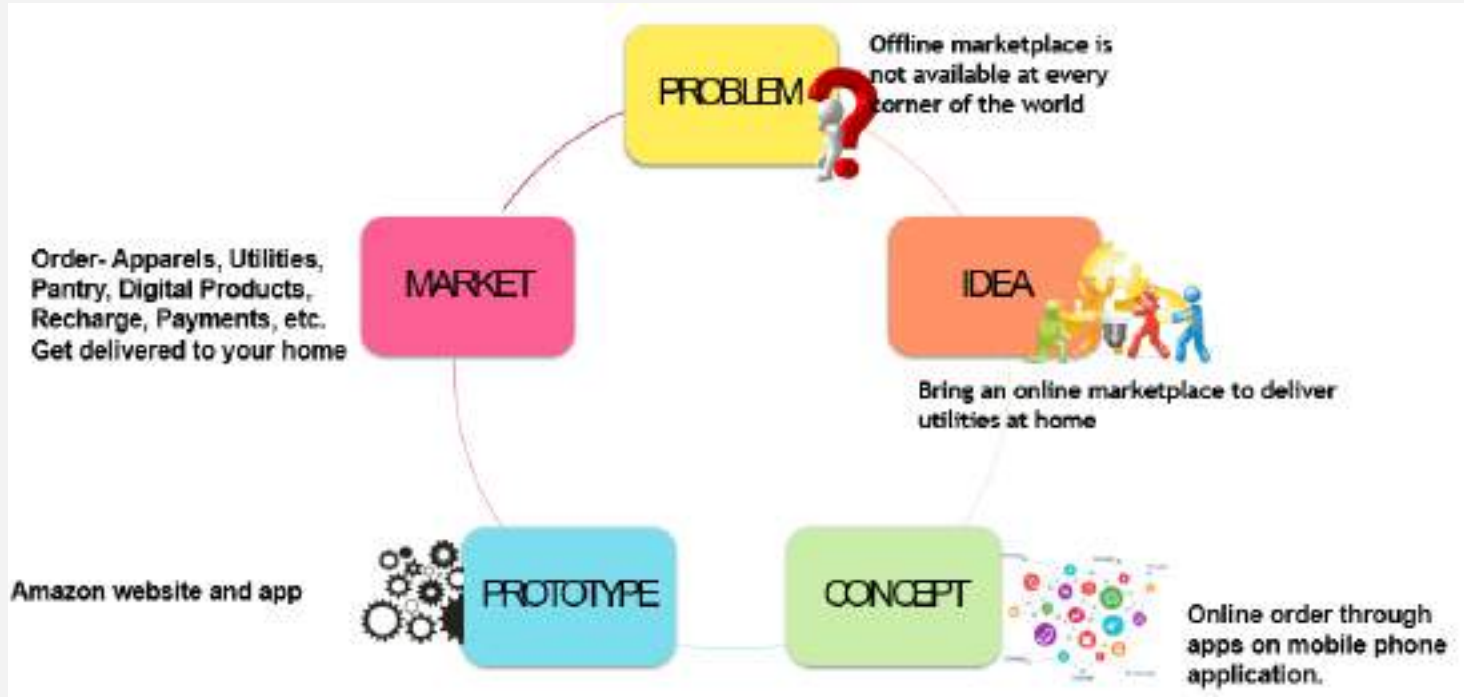# How do you plan to bring convert your idea into a feasible solution?

# How to put your solution into the market?

Is your product acceptable to the market?

Let's learn about the Product to Market Cycle!

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# Product to Market Cycle  (case study of Amazon)

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**PROBLEM** — Offline marketplace is not available at every corner of the world

**IDEA** — Bring an online marketplace to deliver utilities at home

**CONCEPT** — Online order through apps on mobile phone application.

**PROTOTYPE** — Amazon website and app

**MARKET** — Order- Apparels, Utilities, Pantry, Digital Products, Recharge, Payments, etc. Get delivered to your home

# PROBLEM VALIDATION

No matter how confident you are in the product idea, you first need to figure out whether the problem is a real one that needs solving.

To do this, the best option is to talk to potential users directly.

The focus here is on getting qualitative validation of the product idea.

IDENTIFYING A PROBLEM WORTH SOLVING

Unavailability of offline marketplace in many corners of the world)

# PROBLEM VALIDATION

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## USER INTERVIEW

PAIN POINT SURVEY

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## 01
The approach from having a problem to brainstorming about the possible solution, takes clarity of mind.

## 02
Give it a proper time, lack of energy and time can kill your capability to bring optimum solutions

## 03
Take an open-minded approach, bring creativeness in your mind, imagine the possible solutions

## 04
Make a list of all possible solutions and evaluate them all

Bring an online marketplace to deliver utilities at home

# Problem to Idea

## STORYBOARDING



## BRAINSTORMING

# IDEA VALIDATION

**01**

Process of testing and validating your idea prior to launching your business name, tagline, product, service or website.

**02**

Idea validation can involve anything from information-gathering interviews to special landing pages on the web.

**03**

This is like the research and development process companies use to test product ideas before they're released to the general public.

**04**

The entire purpose is to expose the idea to your target audience before you build and release the final product.

# IDEA VALIDATION

## OBSERVATION STUDY

VALIDATION PROCESS FOR A STARTUP IDEA (To understand if your idea has potential and is suited to solve the problem)

### CUSTOMER INTERVIEW

# PROTOTYPE VALIDATION

Prototype is a representation of a finished product. This representation should have only essential details that help you validate your hypothesis.

Prototyping allows us to quickly build on ideas generated in the ideation stage and observe how people (your team members, stakeholders, or real users) interact with them.

Prototypes allow test participants to interact with design like making an action and seeing a response.

# PROTOTYPE VALIDATION

**Piloting your prototype to get feedback**

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## PILOT TESTING

## A/B TESTING

✓ A    ✗ B

VS.

25% Conversion

5% Conversion
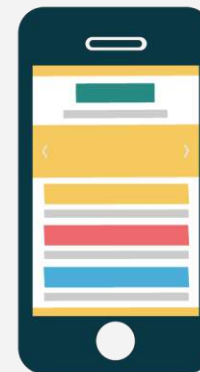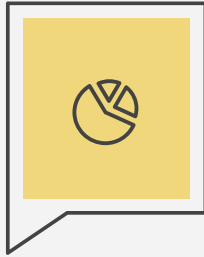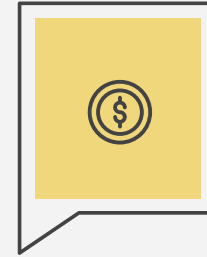
# CONCEPT TO MARKET

Once you have a product prototype you're satisfied with, it is time to start gathering the materials and securing the partners needed for production.

This is also referred to as building your supply chain: the vendors, activities, and resources that are needed to create a product and get it into a customers' hands.

## What are some activities involved in this phase?

# CONCEPT TO MARKET

Launching the prototype to the market

## PRE-SALES

## CROWDSOURCING

# Now we have everything built up, how to convince leads to buy our product/services?

We need to prepare a Pitch Deck, that tells everything our business does and our plans for future value proposition.

# CONCEPT TO MARKET

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Mercury is the closest planet to the Sun and the smallest one in the Solar System—it's only a bit larger than our Moon

Venus has a beautiful name and is the second planet from the Sun. It's terribly hot and its atmosphere is extremely poisonous

Despite being red, Mars is a cold place, not hot. It's full of iron oxide dust, which gives the planet its reddish cast

# Pitch Deck

**Title**

## Business model canvas

| Key partners | Key activities | Value propositions | Customer relationships | Customer segments |
|---|---|---|---|---|
| Music artists | Hardware/ software design | Taking favorite music with you | Lovemark | Mass market |
| Record companies | Partner deals | Access from multiple devices | Switching costs | |
| | Marketing and sales | Inexpensive content | | |
| | **Key resources** | It is possible to buy one song from the album | **Channels** | |
| | iTunes software | | iTunes store | |
| | iPod hardware | | Apple stores | |
| | Content and agreements | Talented employees | Retail stores | apple.com |

| Cost structure | | Revenue streams | |
|---|---|---|---|
| People, design & development | Music royalties | High-volume content revenue | High-margin hardware revenue |
| | Marketing & sales | Hardware manufacturing | |

| VALUE PROPOSITION | TARGET MARKET | AWARENESS | DEMAND GENERATION | SALES EXECUTION |
|---|---|---|---|---|
| › What business problem are we solving? | › Define target list of Prospects segmented by: | › Social Media | › Email Blasts | › Sales Team Structure |
| › Why are we the best option to solve it? | • Business problem | › Publications | › Cold Calls | › Sales Process |
| | • Revenue Potential | › Events | › Warm Calls | › Disciplined Sales Management |
| | • Similarity to Ideal Customer Profile | | › Partners | |
| | • Industry | | | |

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Solution