

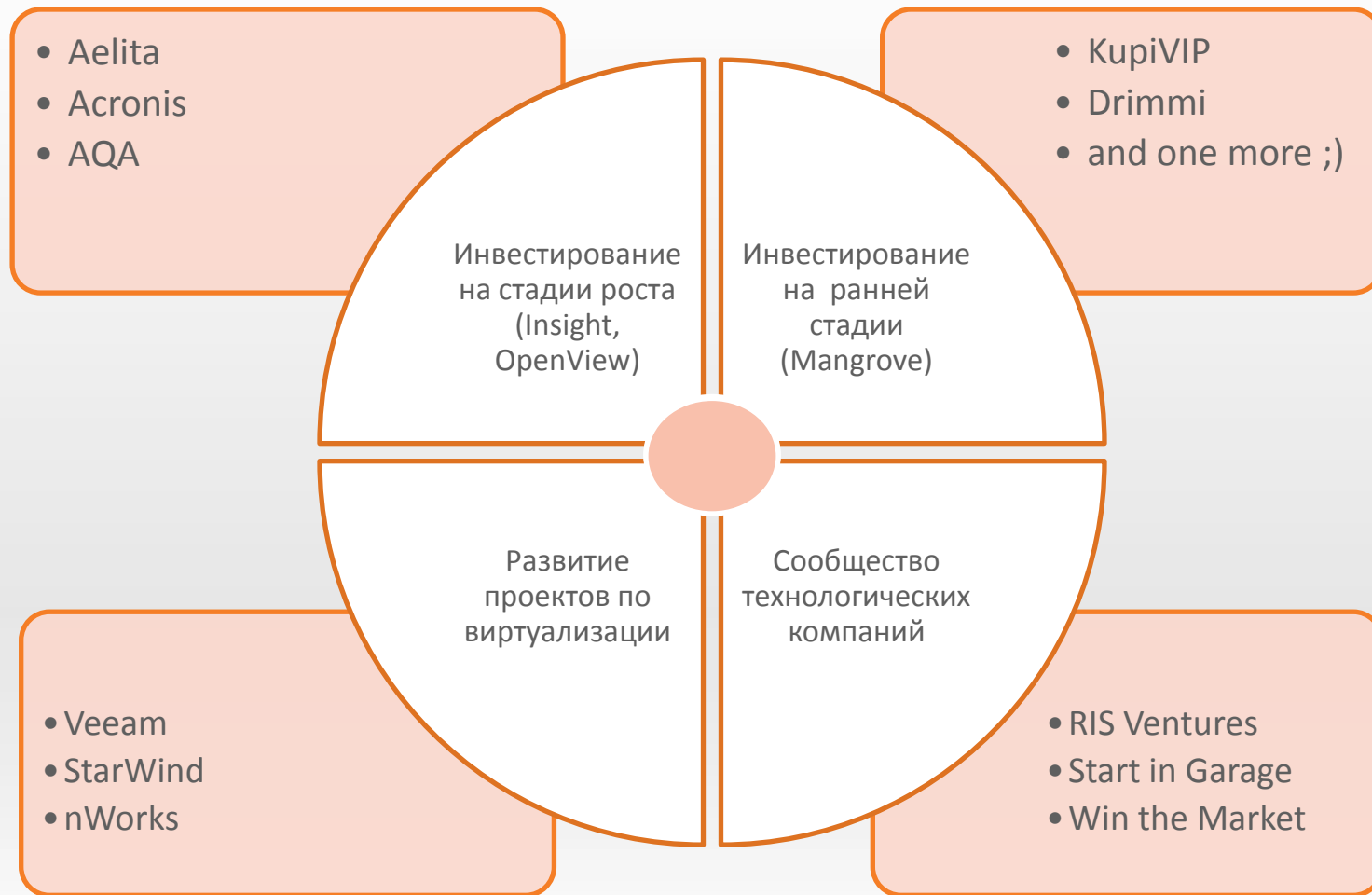


Start in Garage

Entrepreneurship Stories



So many entrepreneurship stories!



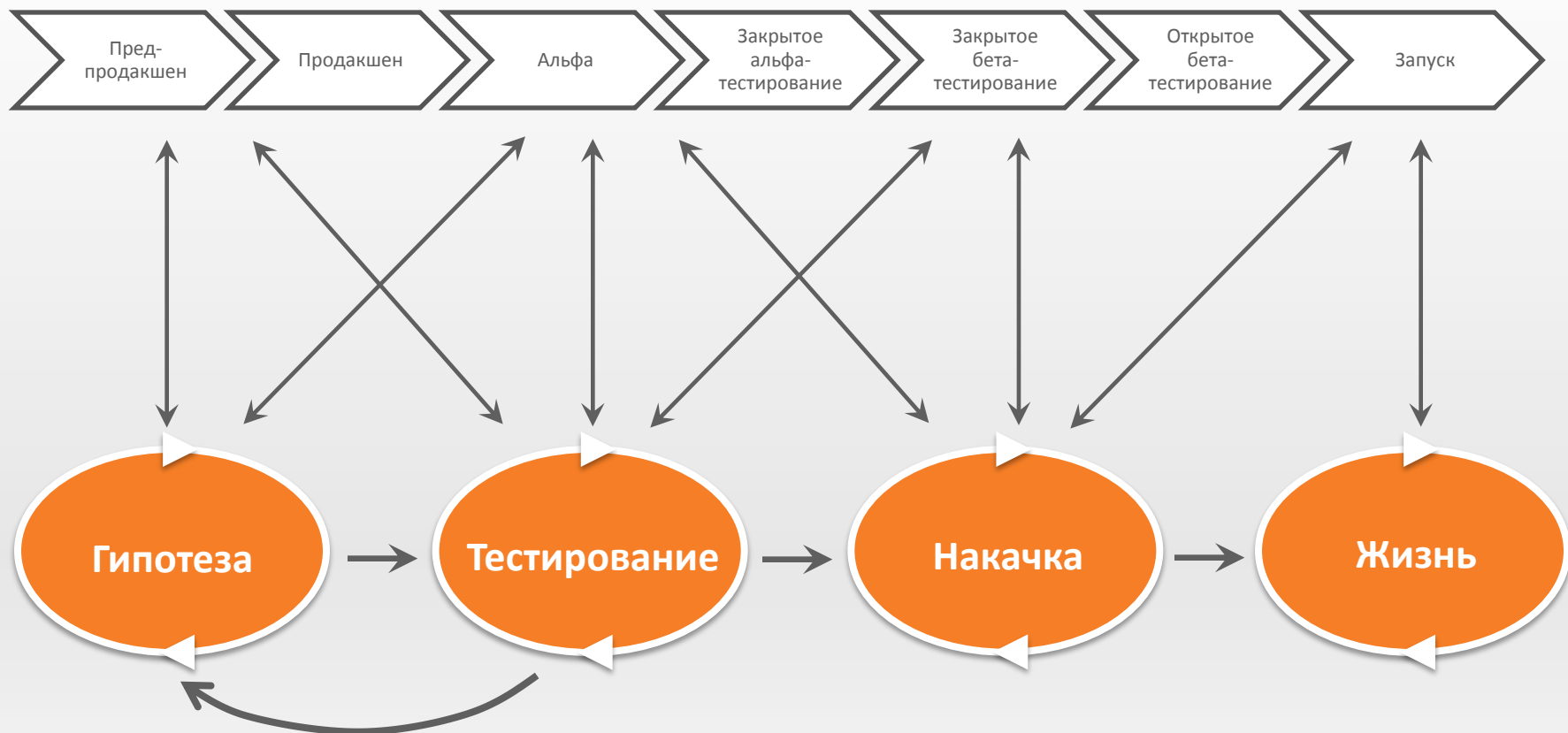


Framework = система отсчета

4 шага, 8 кубиков

4 steps, 8 cubes

Четыре шага © Алиса Чумаченко



(*) Previous editions by Steve Blank and Eric Ries

Восемь кубиков © RIS Ventures, ABRT



Продукт

Рынок

Customer needs & wants,
denominations of value

Источники и дополнения
продукта

Нерыночные конкурентные
преимущества

Источники информации о
клиентах, каналы

Customers segments

1

2

4

6

8

Core products and packaging

Рыночная стратегия

Воронки продаж, маркетинга

3

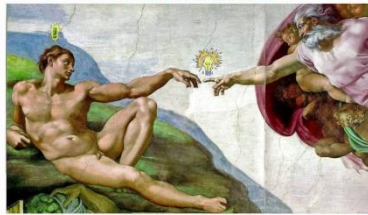
5

7



**The Four Steps to
the Epiphany**

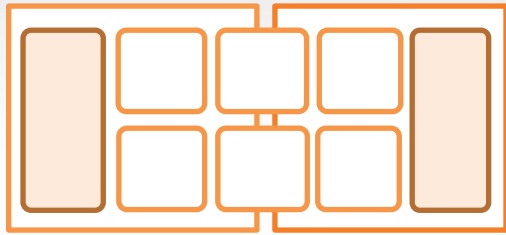
*Successful Strategies for
Products that Win*



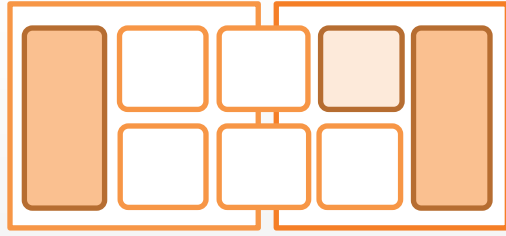
Steven Gary Blank

story one

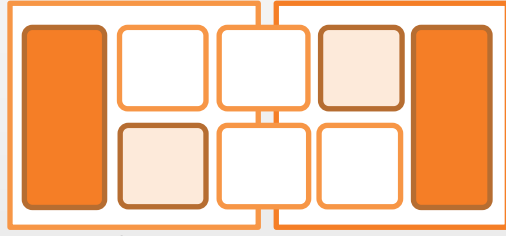
<http://software.risventures.com/2010/05/16/spisok-literatury>



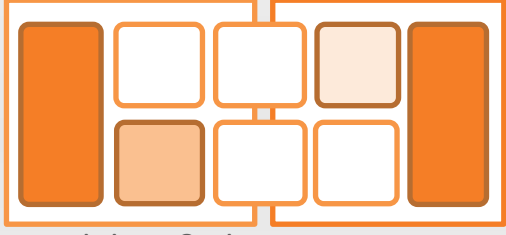
1. Customer & Problem Hypothesis



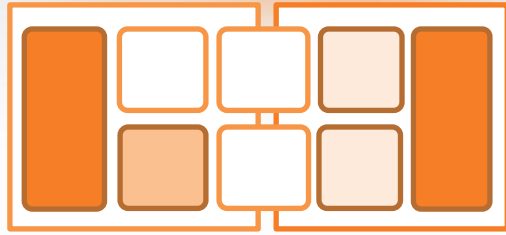
2. Talk to Earlyvangelists to validate



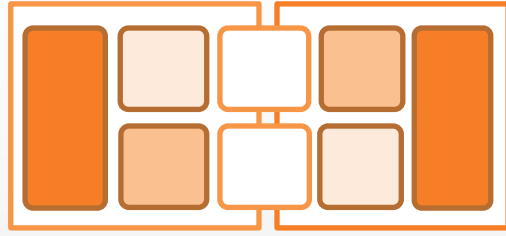
3. Product presentation: MVP



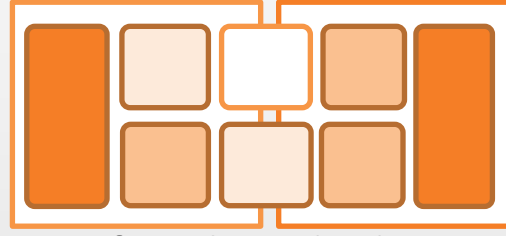
4. Validate & change MVP, iterate CPS8. Prepare to sell mainstream customers



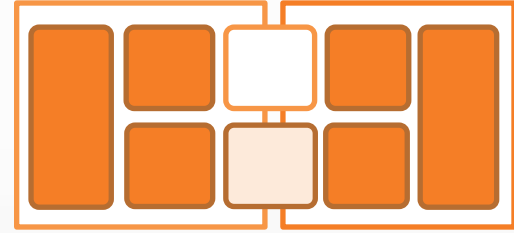
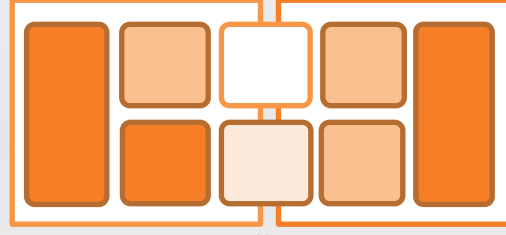
5. Sell to Earlyvangelists



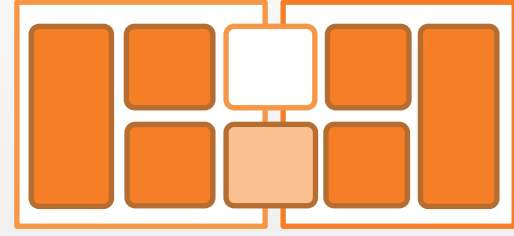
6. Sell to channel partners



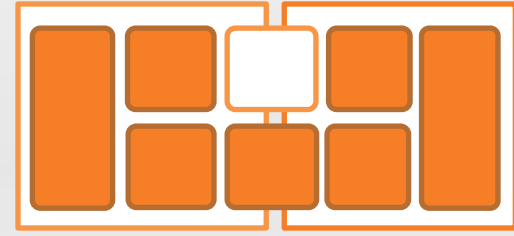
7. Verify roadmap, develop positioning



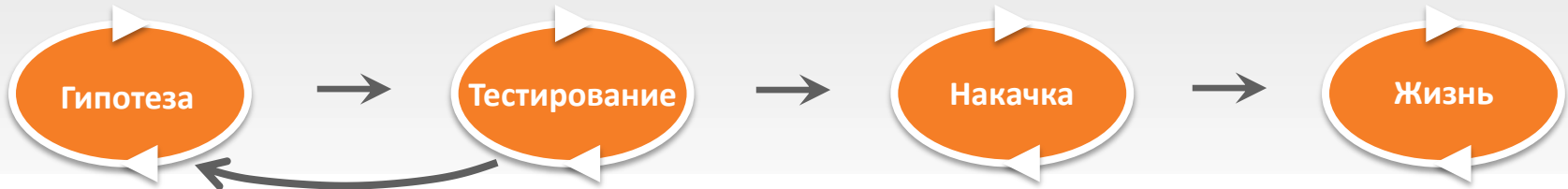
9. Create demand

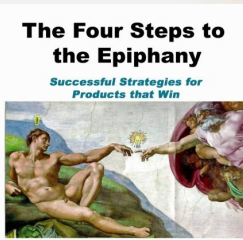


10. Define company mission. Build functional departments to support growth



11. Write four steps to E.Piphany ☺

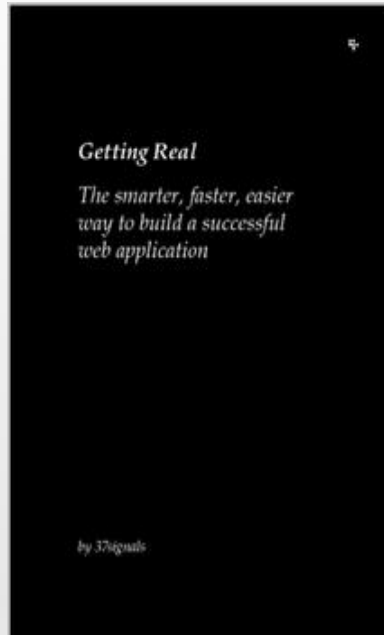




Steven Gary Blank

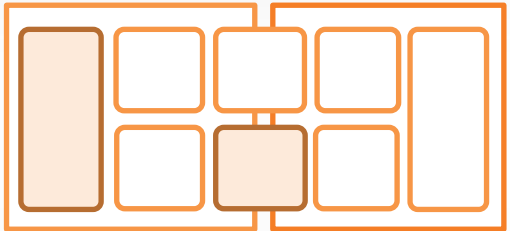
Advice

- Гипотеза = Customer Discovery
 - Don't sell. Design for the few, not for the many
 - Выявить небольшое количество earlyvangelists
 - Подтвердить что видение решения не галлюцинация
- Тестирование = Customer Validation
 - Начните с прямых продаж: sell specs & slides
 - Low sales skills -> hire sales closer (VP Sales kills startup ;))
 - Validate sales roadmap, sell to channel partners
- Накачка = Customer Creation
 - Подготовьте продукт для продажи в основной рынок
 - Масштабируйте машину продаж
- Жизнь = Company Building
 - Постройте формальную структуру в компании -> описание должностей, миссия, отделы, etc..

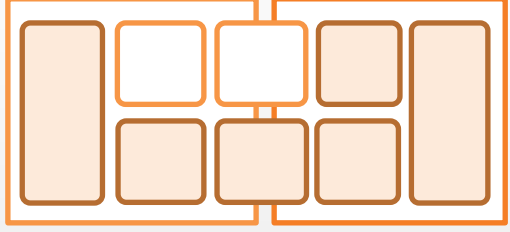


story two

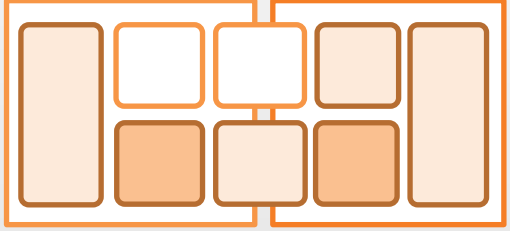
<http://software.risventures.com/2010/05/16/spisok-literatury>



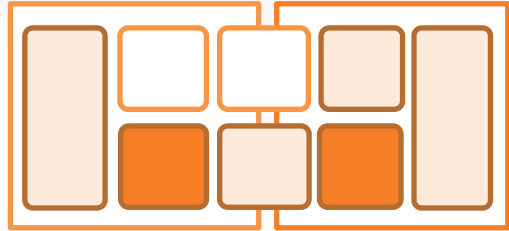
1. Problem Hypothesis First 😊



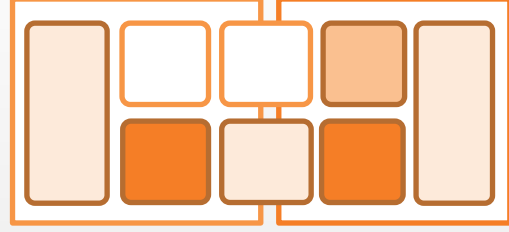
2. Build MVP. Test customer actions



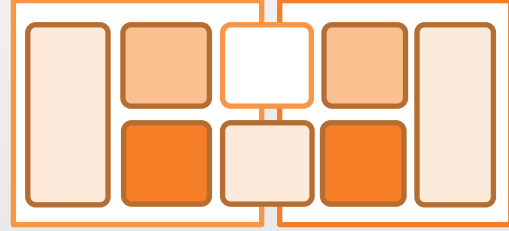
3. Groom MVP. Build customer funnel



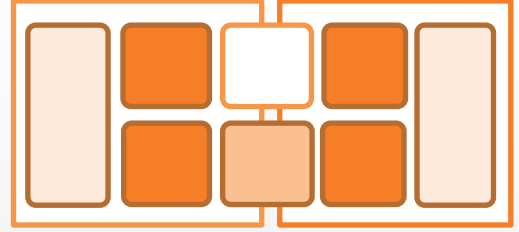
4. Iterate: product – actions



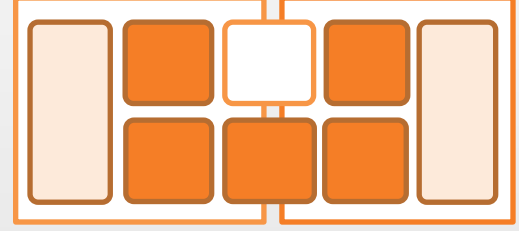
5. Build marketing channels



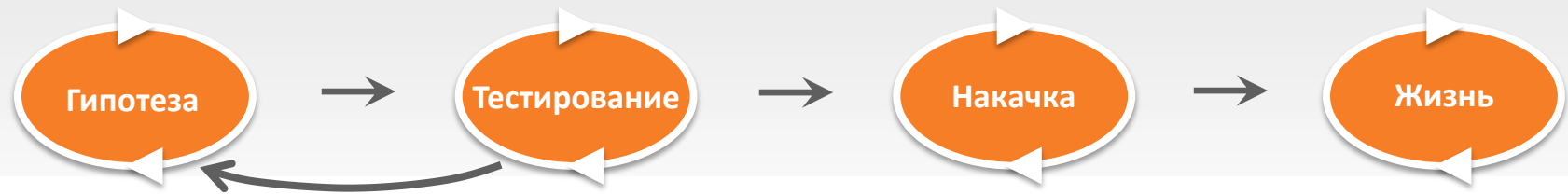
6. Prepare to sell mainstream customers (education, product delivery partners, ..)



7. Scale marketing machine. Define company mission



8. Write Getting Real 😊





Advice

- Making software decisions based on the real thing instead of abstract notions
 - A functional spec is make-believe, an illusion of agreement, while an actual web page is reality
 - Build, launch, and tweak. Then rinse and repeat
 - Rapid prototyping. Simple, focused software. Less is more.
- Build software for yourself 😊
 - Solving your own problems -> passion is key
 - Scope down. It's better to make half a product than a half-assed product (more on this later)
 - Explicitly define the one-point vision for your app. Ignore Details Early On
 - A team of three for version 1.0
- Pick a fight
 - Our products do less than the competition – intentionally
 - Lean as a way to compete
- Find the core market for your application and focus solely on them
 - Scale Later
- Make features work hard to be implemented
 - We listen but don't act. Just read feature requests and then throw them away
 - Let your customers remind you what's important



VEEAM story three



VEEAM PRODUCT SUITES

Veeam Management Suite

Veeam Essentials

TRY VEEAM PRODUCTS

Veeam Backup & Replication

Veeam ONE

Veeam Reporter

Veeam Monitor

Networks MP Microsoft Ops Mgr

Networks SPI HP Operations Mgr

FREE VEEAM PRODUCTS

Veeam Business View

Veeam Reporter Free Edition

Veeam Monitor Free Edition

Veeam FastSCP (free)

Veeam RootAccess (free)

Veeam Stencils for Microsoft Visio

Veeam forums.

- Virtualization White Papers
- Community Forums
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Next Steps



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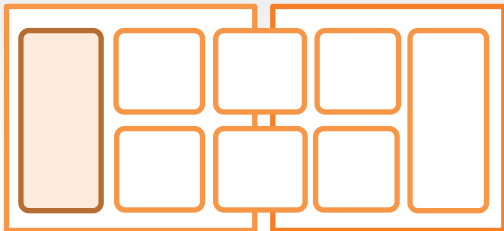


[Datasheet](#)

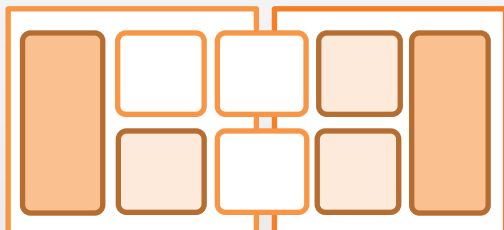
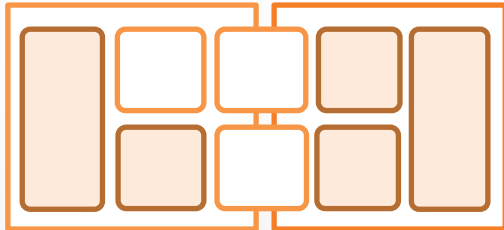
 **RIS Ventures**

 **Gbrt**
Venture Fund

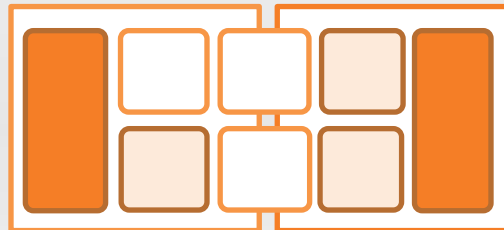
Microsoft®



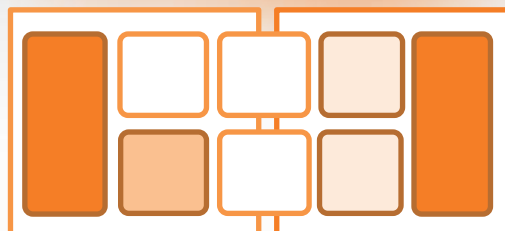
1. Start as 37 signals 😊
Fast SCP becomes huge success



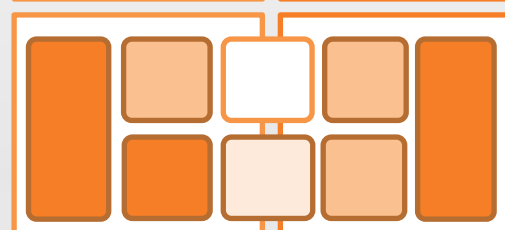
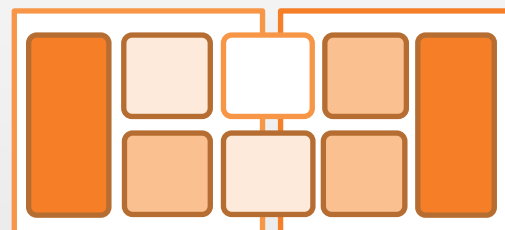
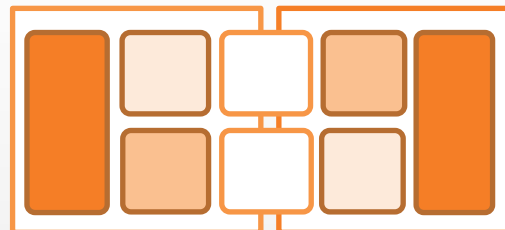
2. Collect Earlyvangelist feedback



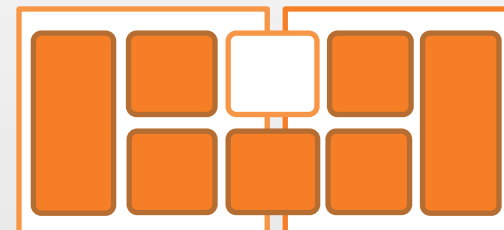
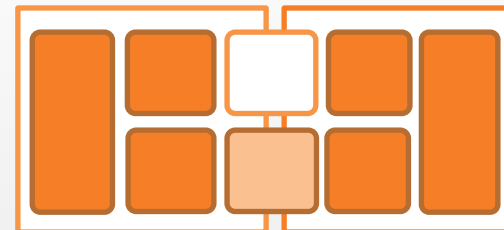
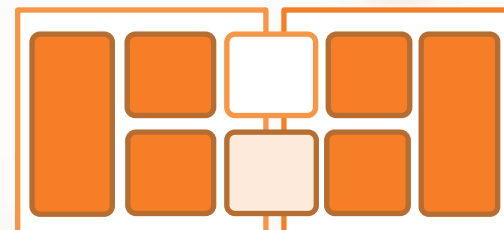
3. Understand customer problem in-depth



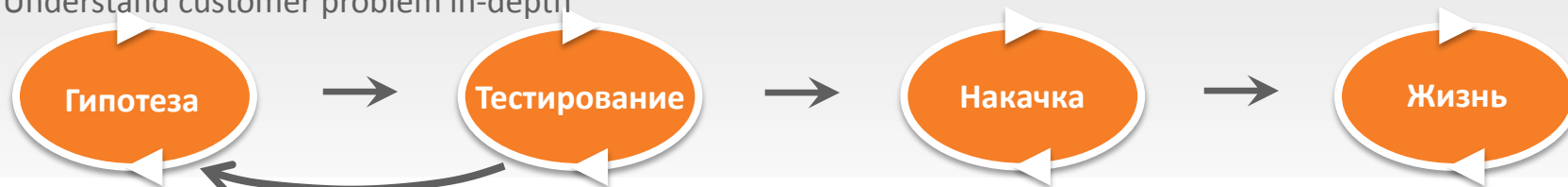
4. Release level-3 products
Sell to Earlyvangelists



5. Continue as E.Piphany 😊



6. Become #1 virtual backup vendor 😊





VEEAM ВЫВОДЫ

1. Найти элегантное решение сложной проблемы
2. Бесплатно и полезно → известность и WoM
3. Более глубокое понимание задач и ЦА → расширение продуктовой линейки платными продуктами
4. Начало продаж, проверка платных продуктов, масштабирование продаж

КУПИ VIP.RU story four



Продукт

Customer needs & wants,
denominations of value

1

Источники и дополнения
продукта

2

Нерыночные конкурентные
преимущества

4

Core products and packaging

3

Рыночная стратегия

5

Deliver
product
offering

РЫНОК

Источники информации о
клиентах, каналы

6

Воронки продаж, маркетинга

7

Customers segments

8

CPS iteration? Product-action iteration? Smth else?

Consumer Internet: Copycat Demo

demo
160111



Продукт

Рынок

Customer needs & wants, denominations of value

Источники и дополнения продукта

Нерыночные конкурентные преимущества

Источники информации о клиентах, каналы

Сегменты целевой аудитории



Acquire knowledge or license

Access to project proven out of target market

Knowledge of local traffic sources

Rough portrait of customer

Localize to core product & create packaging

Project expert (partner, investor, founder, employee)



Knowledge transfer

Основные продукты и упаковка

Рыночная стратегия

Воронки продаж и маркетинга



Operational knowledge: funnel economics, KPI capital efficiency, team & processes

Local customer base is large enough to make the story worth it

Acquire customers fast!!





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- Список литературы
 - E.Piphany
 - Getting real
 - Other good stories ;)
- Другие презентации Start in Garage

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