

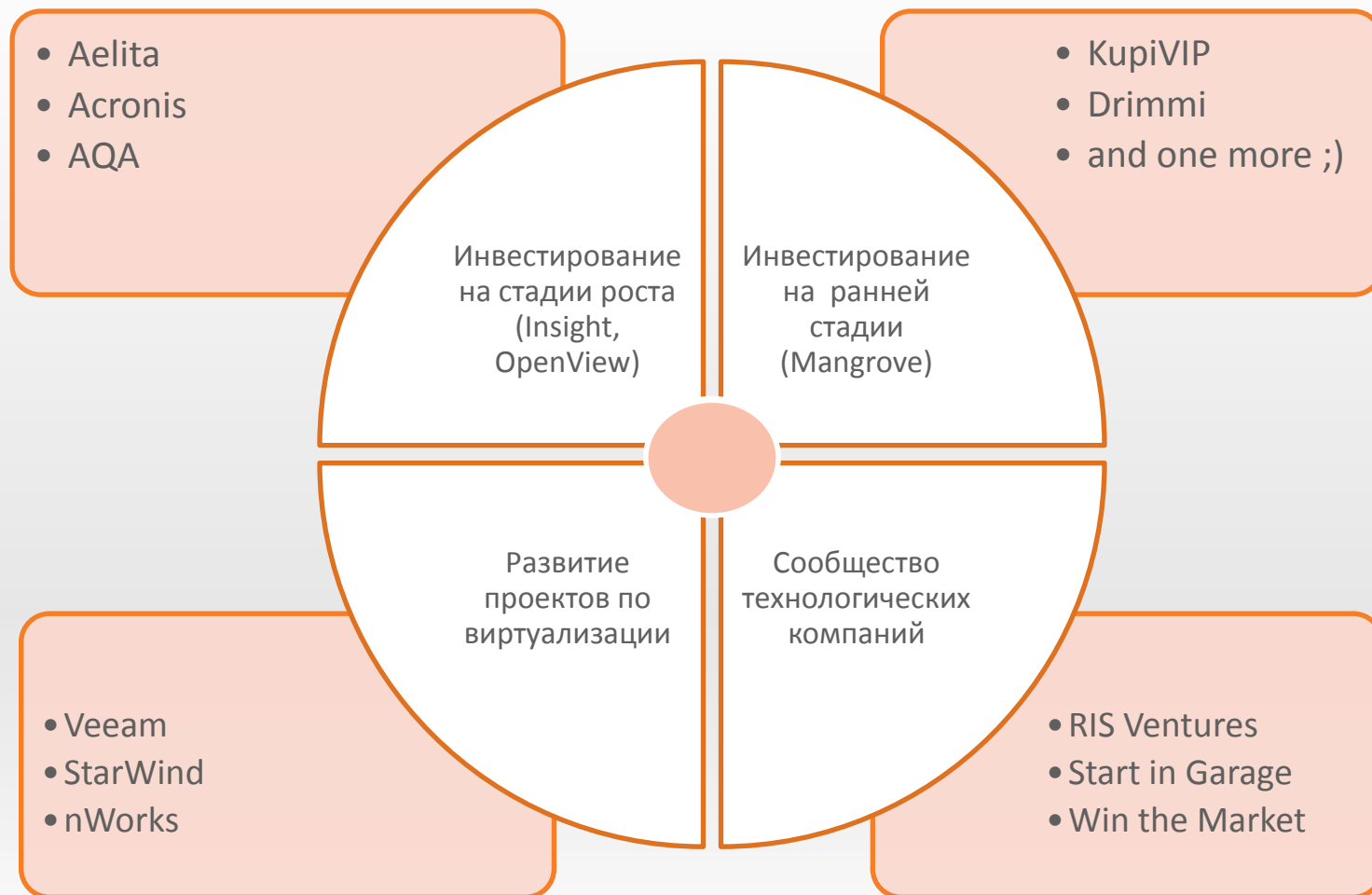


# Start in Garage

Entrepreneurship Stories



# So many entrepreneurship stories!



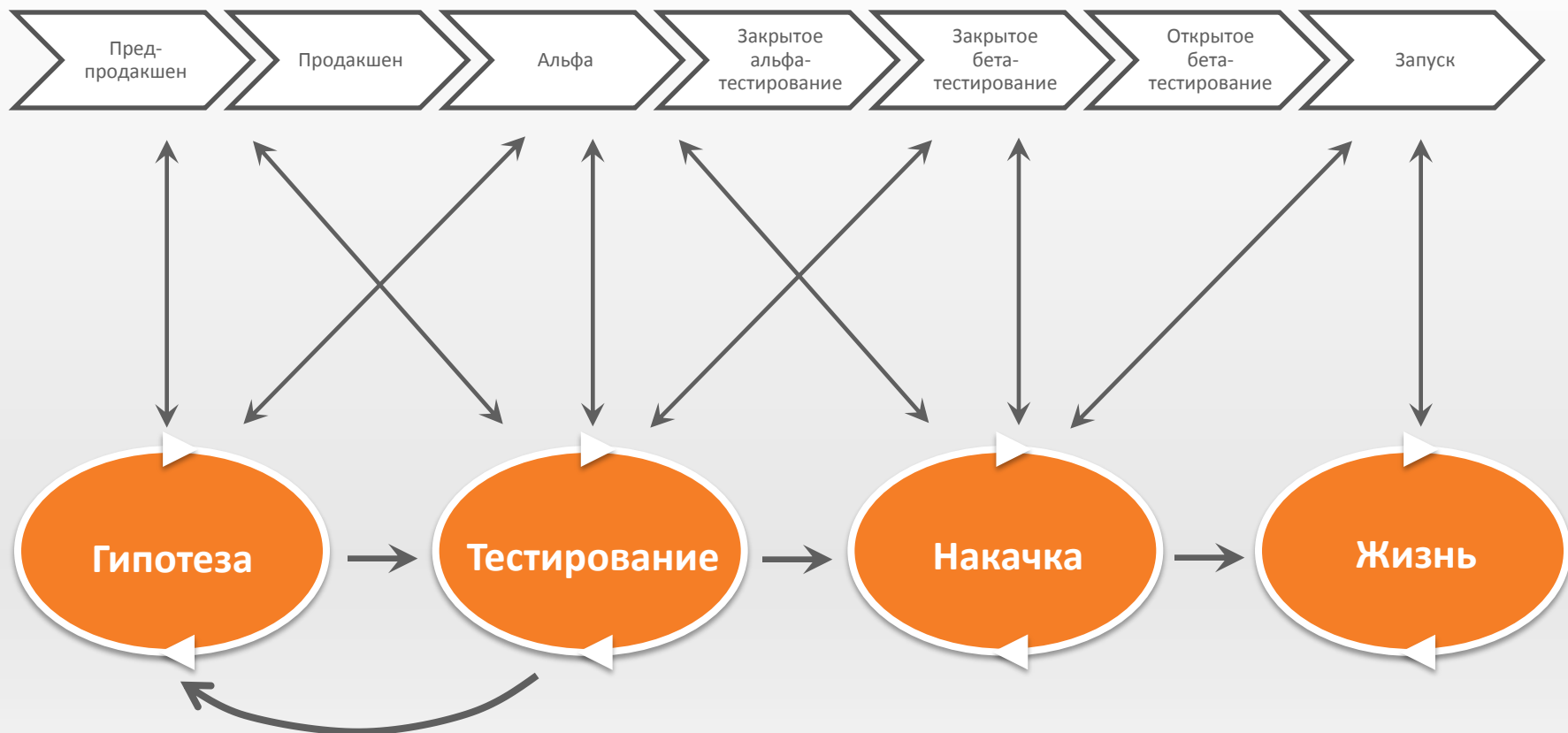


# Framework = система отсчета

4 шага, 8 кубиков

4 steps, 8 cubes

# Четыре шага © Алиса Чумаченко



(\* ) Previous editions by Steve Blank and Eric Ries

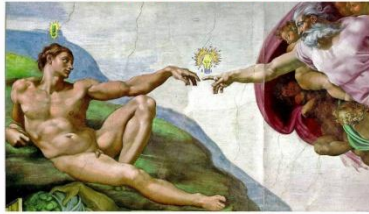
# Восемь кубиков © RIS Ventures, ABRT





## **The Four Steps to the Epiphany**

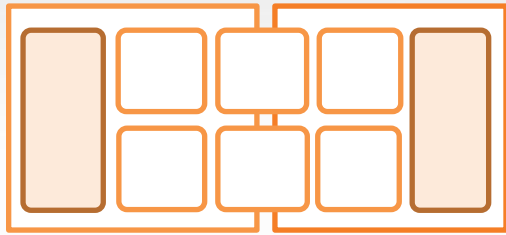
*Successful Strategies for  
Products that Win*



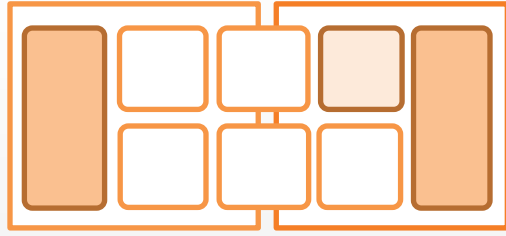
**Steven Gary Blank**

# story one

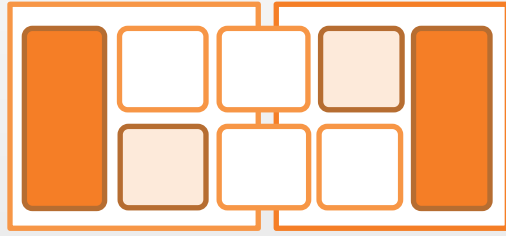
<http://software.risventures.com/2010/05/16/spisok-literatury>



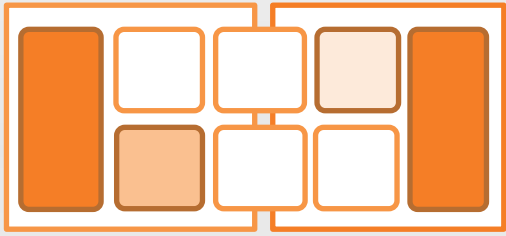
1. Customer & Problem Hypothesis



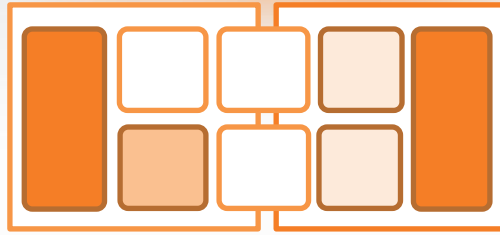
2. Talk to Earlyvangelists to validate



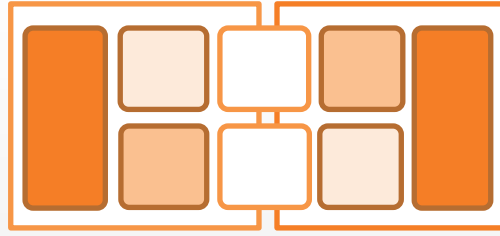
3. Product presentation: MVP



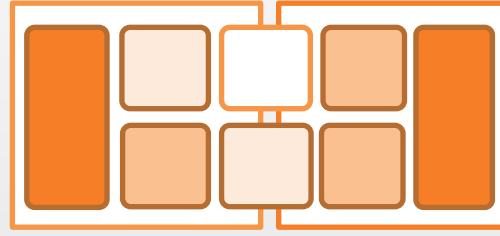
4. Validate & change MVP, iterate CPS8. Prepare to sell mainstream customers



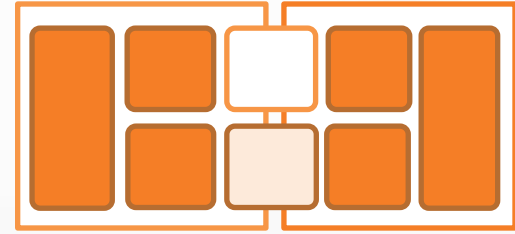
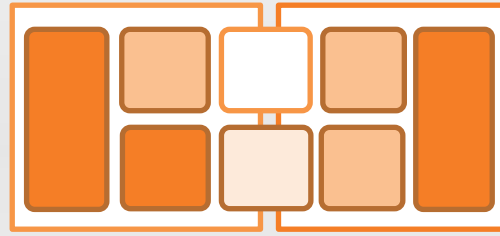
5. Sell to Earlyvangelists



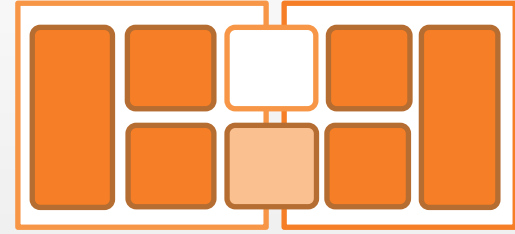
6. Sell to channel partners



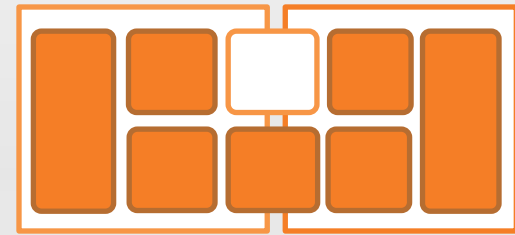
7. Verify roadmap, develop positioning



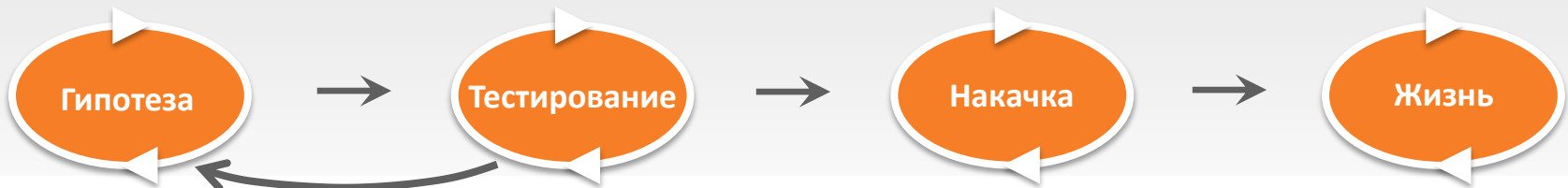
9. Create demand

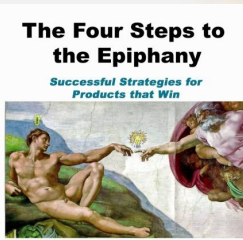


10. Define company mission.  
Build functional departments  
to support growth



11. Write four steps to E.Piphany ☺



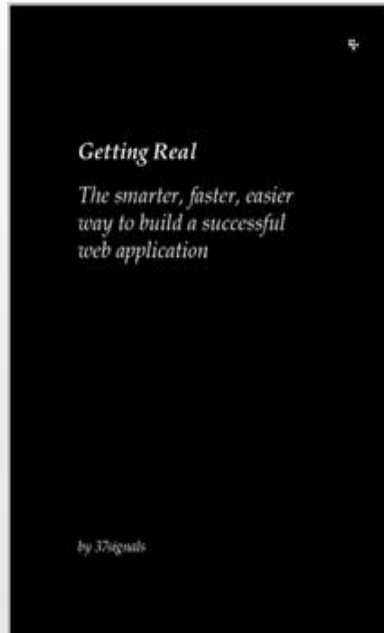


Steven Gary Blank

# Advice

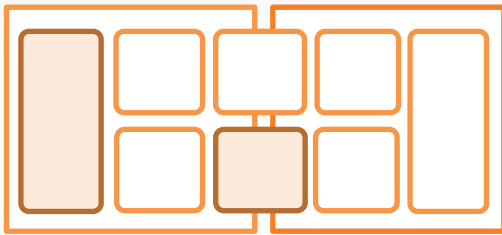
- Гипотеза = Customer Discovery
  - Don't sell. Design for the few, not for the many
  - Выявить небольшое количество earlyvangelists
  - Подтвердить что видение решения не галлюцинация
- Тестирование = Customer Validation
  - Начните с прямых продаж: sell specs & slides
  - Low sales skills -> hire 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..



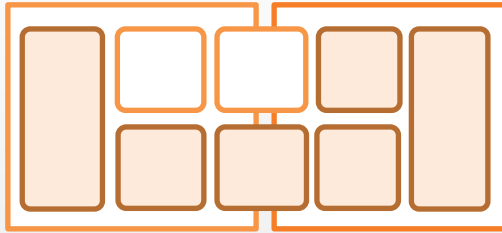


# story two

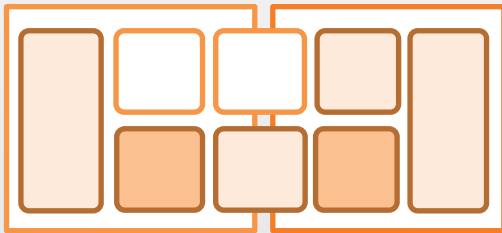
<http://software.risventures.com/2010/05/16/spisok-literatury>



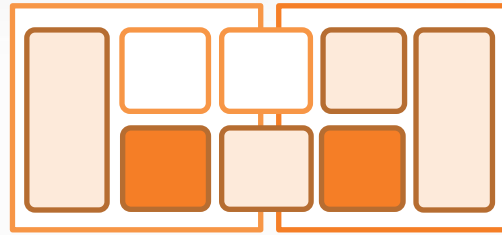
1. Problem Hypothesis First 😊



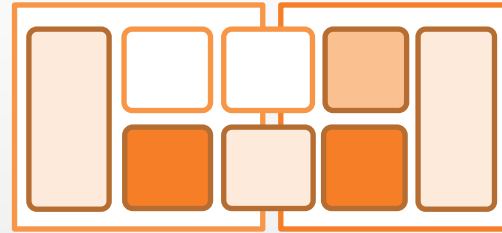
2. Build MVP. Test customer actions



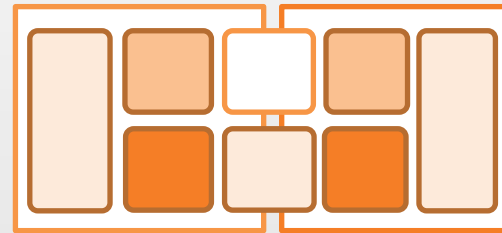
3. Groom MVP. Build customer funnel



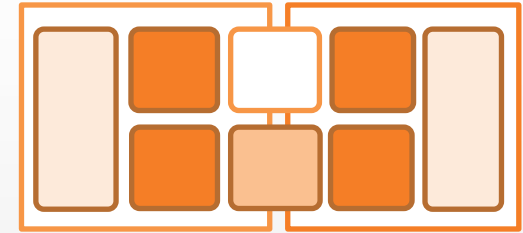
4. Iterate: product – actions



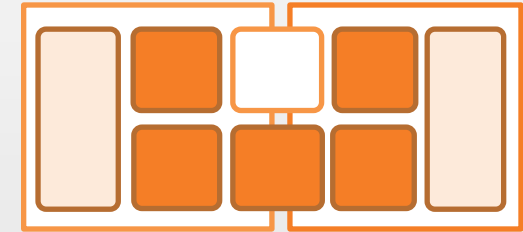
5. Build marketing channels



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.

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Next Steps



[Download free product](#)



[Live Demo](#)

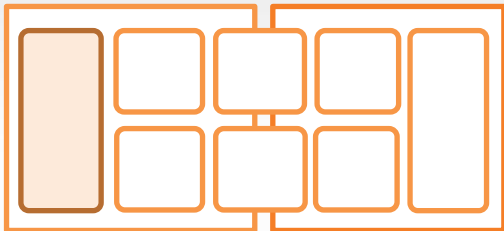
with a Systems Engineer



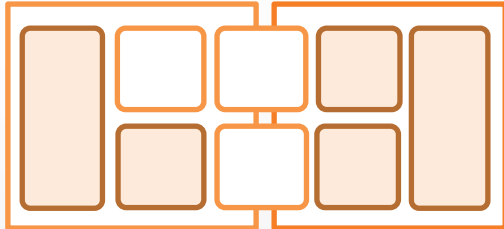
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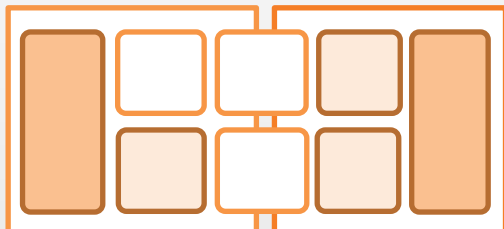
[Datasheet](#)



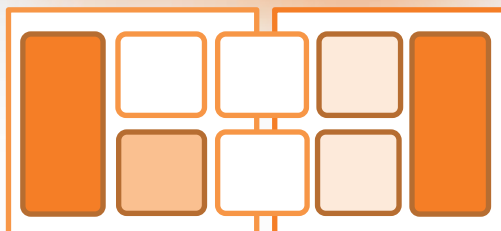
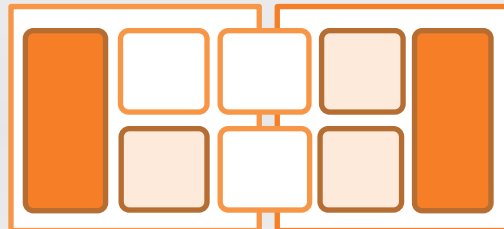
1. Start as 37 signals ☺  
Fast SCP becomes huge success



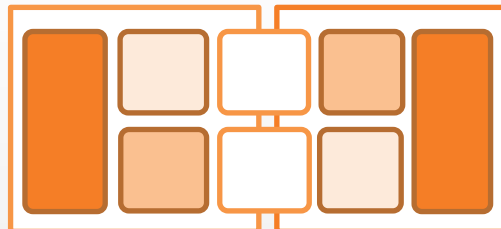
2. Collect Earlyvangelist feedback



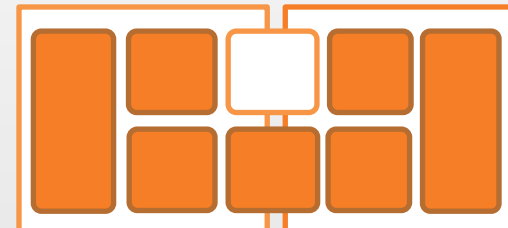
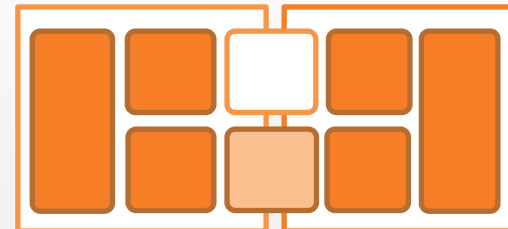
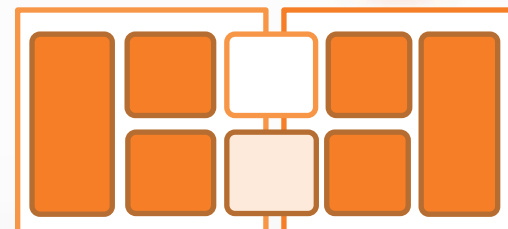
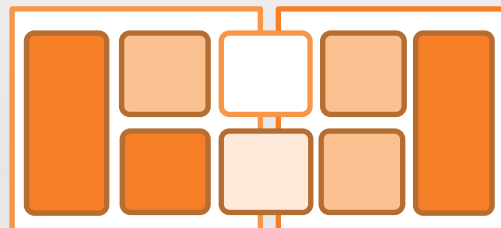
3. Understand customer problem in-depth



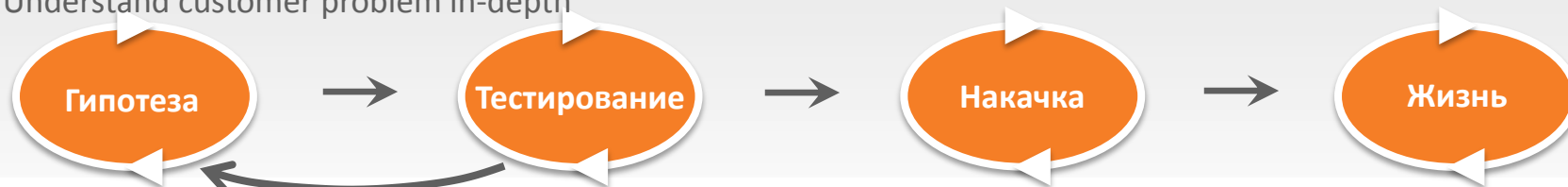
4. Release level-3 products  
Sell to Earlyvangelists



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

## 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

Core products and packaging

Рыночная стратегия

Воронки продаж, маркетинга

8

3

5

7

Deliver  
product  
offering

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

Adopt funnel process & economics

Project expert (partner, investor, founder, employee)

Основные продукты и упаковка

Рыночная стратегия

Воронки продаж и маркетинга



Knowledge transfer

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

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

Acquire customers fast!!





[www.risventures.com](http://www.risventures.com)

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

Скачать на сайте [www.risventures.com](http://www.risventures.com)