

Remote Collaboration Whiteboard & Brainstorming Assistant Offer an AI-powered digital workspace for teams to visually plan, draw, and organize tasks. Automate note-taking and action-item reminders to ensure meeting outcomes are tracked and executed efficiently.

Startup idea name is: ****Remote Collaboration Whiteboard & Brainstorming Assistant** Offer an AI-powered digital workspace for teams to visually plan, draw, and organize tasks. Automate note-taking and action-item reminders to ensure meeting outcomes are tracked and executed efficiently.**

Description: ****

Market Segmentation

Based on your startup idea, **Remote Collaboration Whiteboard & Brainstorming Assistant**, here are the five most appropriate market segments:

1. **Remote Teams in Tech Companies**
2. **Educational Institutions (Universities and Schools)**
3. **Consulting Firms**
4. **Creative Agencies (Design and Marketing)**
5. **Non-Profit Organizations**

Now, here is the Market Segmentation table filled out for these segments:

#	Title/Descriptions	Remote Teams in Tech Companies	Educational Institutions	Consulting Firms	Creative Agencies	Non-Profit Organizations
1	End User	Software developers, project managers	Students, educators	Consultants	Designers, marketers	Program coordinators
2	Task	Collaborate on projects, share ideas	Teach, plan lessons	Develop strategies	Brainstorm campaigns	Organize initiatives
3	Benefit	Enhanced collaboration, productivity	Improved learning outcomes	Streamlined processes	Creative brainstorming	Efficient project management
4	Urgency of Need	High - remote work reliance	Medium - semester planning	Medium - project deadlines	High - client demands	Medium - funding cycles
5	Example End Users	Tech startups, remote teams	Universities, online courses	Business consultants	Ad agencies, design firms	Community organizations
6	Lead Customers	Large tech companies	University departments	Major consulting firms	Well-known agencies	Prominent non-profits
7	Willingness to Change	High - need for effective tools	Medium - traditional methods	High - competitive edge	High - innovation driven	Medium - budget constraints
8	Frequency of Buying	Regularly for new tools	Annually per semester	Project-based	Project-based	Varies by project
9	Concentration of Buyers	Many competitive buyers	Many institutions	Few large firms	Many small firms	Many small organizations
					Rapidly	

10	Other Relevant Market Considerations	High employee turnover	Diverse learning needs	High competition	Highly changing trends	Limited budgets
11	Size of Market (# of end users)	100K+	1M+	10K+	100K+	100K+
12	Estimated Value of End User (\$)	\$100	\$10	\$100	\$100	\$10
13	Competition / Alternatives	Miro, Microsoft Whiteboard	Google Classroom	Other consulting tools	Figma, Adobe XD	Other collaboration tools
14	Other Components Needed for a Full Solution	Integration with other tools	Learning management systems	CRM tools	Design software	Grant management tools
15	Important Partners	Software vendors	Educational publishers	Industry experts	Creative platforms	Community partners
16	Other Relevant Personal Considerations	Familiarity with tech	Educational background	Consulting experience	Creative skills	Non-profit experience

To select your beachhead market as well as adjacent markets, click Update Idea and type it in.

Beachhead market

Based on the startup idea "Remote Collaboration Whiteboard & Brainstorming Assistant," here are the potential market segments that could be targeted:

1. **Remote Software Development Teams**
2. **Educational Institutions (Universities and Colleges)**
3. **Corporate Training and Development Departments**
4. **Creative Agencies**
5. **Consulting Firms**

Now, let's fill out the table template with these market segments as columns and provide ratings and explanations for each of the ten criteria:

Criteria	Remote Software Development Teams	Educational Institutions	Corporate Training and Development Departments	Creative Agencies	Consulting Firms
Is the target customer well-funded?	High: Many software development teams have budgets for productivity tools.	Medium: Budget constraints can vary widely across institutions.	High: Corporations often allocate significant budgets for training tools.	Medium: Budgets can vary, but agencies often invest in creative tools.	High: Consulting firms typically have budgets for tools that enhance productivity.
Is the target customer readily accessible to your sales force?	High: Can be accessed through online channels and tech conferences.	Medium: Requires outreach through educational networks and events.	High: Accessible through corporate networks and industry events.	Medium: Requires targeted outreach through creative industry networks.	High: Accessible through professional networks and consulting events.
Does the target customer have a compelling reason to buy?	Very High: Need for efficient collaboration tools is critical for remote teams.	High: Increasing demand for digital tools in education.	Very High: Essential for effective training and development.	High: Creative processes benefit from enhanced collaboration tools.	High: Need for efficient client collaboration and project management.
Can you deliver a whole product?	High: Existing technology can be adapted to meet their needs.	Medium: May require additional features for educational use.	High: Can be tailored to meet corporate training needs.	High: Can be customized for creative workflows.	High: Can be adapted to fit consulting processes.

Is there competition?	Medium: Competitive market with existing tools like Miro and MURAL.	Medium: Some competition from educational platforms.	Medium: Competition from established corporate training tools.	Medium: Competition from creative collaboration tools.	Medium: Competition from project management and collaboration tools.
Can you leverage existing customer relationships?	High: Potential to leverage relationships with tech companies.	Medium: Requires building new relationships with educational institutions.	High: Can leverage existing corporate networks.	Medium: Requires building relationships with creative agencies.	High: Can leverage existing consulting networks.
Is the market consistent with your values, passions, and goals?	Very High: Aligns well with the goal of enhancing remote collaboration.	High: Aligns with the goal of improving educational outcomes.	Very High: Aligns with the goal of enhancing corporate productivity.	High: Aligns with the goal of fostering creativity.	High: Aligns with the goal of improving consulting efficiency.
Overall Rating	High	Medium	High	Medium	High
Ranking	1	4	2	5	3
Key Deciding Factors	Strong need for collaboration tools, accessible market.	Budget constraints, need for educational features.	High demand for training tools, accessible market.	Creative needs, budget variability.	Need for collaboration tools, accessible market.

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End user profile

End User Profile

The end users of the Remote Collaboration Whiteboard & Brainstorming Assistant are likely to be remote teams and professionals who rely heavily on digital collaboration tools. They are typically tech-savvy individuals, often working in creative or project management roles, who value efficiency and productivity in their workflows. These users seek tools that enhance their ability to brainstorm, visualize ideas, and track tasks seamlessly. They are motivated by the need for effective communication and collaboration, especially in a remote work environment. Their primary concerns include managing time effectively, ensuring clarity in communication, and achieving successful project outcomes.

Category	Details
Demographics	Ages 25-45, predominantly professionals in tech, marketing, and design fields, mixed gender.
Psychographics	Value efficiency, creativity, and collaboration; motivated by achieving project goals and innovation.
Proxy Products	Other collaboration tools (e.g., Miro, Trello, Slack), project management software (e.g., Asana).
Watering Holes	Online forums (e.g., Reddit, LinkedIn groups), industry webinars, tech conferences.
Day in the Life	Start the day checking emails, attending virtual meetings, brainstorming sessions, and managing tasks.
Priorities	1. Effective communication (30%) 2. Time management (25%) 3. Project success (20%) 4. Team collaboration (15%) 5. Innovation (10%)

Economic Buyer Profile

The economic buyers for this product are likely to be team leaders, project managers, or executives in organizations that prioritize remote collaboration tools. They are responsible for budget allocation and are focused on improving team productivity and efficiency. These buyers are typically in their 30s to 50s, with a strong understanding of

technology and its impact on business operations. They seek solutions that provide measurable ROI and enhance team performance. Their main concerns revolve around cost-effectiveness, user adoption, and the overall impact on team dynamics.

Category	Details
Demographics	Ages 30-50, typically in managerial or executive roles, mixed gender, often in mid to large enterprises.
Psychographics	Focused on ROI, efficiency, and team performance; motivated by improving operational workflows and reducing costs.
Proxy Products	Enterprise software solutions (e.g., Microsoft Teams, Zoom), productivity tools (e.g., Google Workspace).
Watering Holes	Business conferences, industry-specific networking events, online business forums.
Day in the Life	Review team performance metrics, allocate budgets for tools, attend strategy meetings, and assess tool effectiveness.
Priorities	1. Cost-effectiveness (35%) 2. Team productivity (30%) 3. User adoption (20%) 4. Tool integration (10%) 5. Innovation (5%)

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Beachhead TAM size

Here is the completed worksheet for your startup idea, **Remote Collaboration Whiteboard & Brainstorming Assistant**.

Table 1: Top-Down Estimate of Number of End Users in Beachhead Market

Category	Description	Entry	How did you end up at this number/range?
I. One Time Charge Data Point			
Ia	Estimation of price per unit	\$15/month	Based on pricing of similar collaboration tools like Miro and MURAL.
Ib	Number of units needed per end user	1	Each user requires one subscription.
Ic	Average Life Relevant? (assume repurchase)	Yes	Users typically renew subscriptions annually.
Id	Average Life of Product in year	3	Average subscription duration before switching.
Ie	Annualized Revenue (Ia * Ib) / Id (Data Point 1)	\$180	$(\$15 * 12) / 3 = \180

Table 2: Budget Available Data Points

Category	Description	Entry	How did you end up at this number/range?
IIa	Current Spend per end user (Data Point 2)	\$200	Average spend on collaboration tools per user.
IIb	Total budget for the end user	\$500	Estimated budget for collaboration tools in a team.

IIc	What % of budget could go to this solution reasonably?	30%	Reasonable allocation for a new tool.
IId	Annualize Revenue (IIb * IIc) (Data Point 3)	\$150	$\$500 * 30\% = \150

Table 3: Comparables

Category	Description	Entry	How did you end up at this number/range?
IIIa	Who are the comparables for your business?	Miro, MURAL, Microsoft Whiteboard	Established players in the digital collaboration space.
IIIb	What are the comparable products?	Digital whiteboards, brainstorming tools	Similar functionality and target audience.
IIIc	What is the comparable converted to similar annualized revenue	\$200	Average revenue per user for similar tools.

Table 4: Interpreting the Results

Category	Description	Entry	How did you end up at this number/range?
IVa	Consensus on estimate of annualized revenue per end user (a range is fine)	\$150 - \$200	Based on analysis of competitors and user spending.

Table 5: Top-Down TAM Analysis Summary

Total # of end users in the broad market segment	Description	User Entry	Explanation
Total # of end users in the broad market segment	10 million	Based on the number of remote workers in the U.S.	
Total # of end users in the targeted sub-segment your BHM	2 million	Targeting teams in tech and creative industries.	
Annual monetizable revenue per end user	\$180	From earlier calculations.	
Estimate of Top-Down TAM (line 2 times line 3)	\$360 million	$2 \text{ million} * \$180 = \360 million.	
Estimate of Range of Profitability for Your Product	70%	Software typically has high margins.	
Estimated CAGR (Compound Annual Growth Rate)	15%	Based on market growth trends in collaboration tools.	

Table 6: Advanced Topics - Bottom-Up TAM Analysis Worksheet

Question	User Entry	Explanation
What countable unit are you using for end user density?	Teams	Each team represents multiple end users.
Instance 1	100	Average team size.
Instance 2	200	Larger teams in enterprises.

Instance 3	50	Small startups.
Who did you speak to in order to gather this info?	Industry reports	Market research and surveys.
# of end users	2 million	Based on targeted sub-segment.
# of people in the countable unit	10 million	Total remote workers in the U.S.
Density ratio (# end users / # people in countable unit)	20%	2 million / 10 million.
How representative of the whole market do you believe this instance is?	High	Based on targeted industries.
In this instance, what is your estimate of the annualized revenue per end user?	\$180	From previous calculations.

Based on the above table, what is a reasonable estimate of:

- End user density: **20%**
- Annualized revenue per end user: **\$180**
- Number of end users in the market: **2 million**
- TAM: **\$360 million**

Table 7: Four Additional Factors to Consider

Factor	Estimate	Based on	Explanation
Estimate of Range of Profitability for Your Product	70%	Industry standards	High margins typical for software.
Estimated CAGR (Compound Annual Growth Rate)	15%	Market trends	Growth in remote collaboration tools.
Estimated Time to Achieve 20% Market Share	2 years	Market entry strategy	Based on competitive landscape.
Anticipated Market Share Achieved if You are Reasonably Successful	20%	Market penetration strategy	Realistic target based on competition.

Table 8: Analysis Questions

1. **Comparing your top-down and bottom-up analyses, which do you believe has more credibility? Why?**
 - The bottom-up analysis has more credibility as it is based on direct interactions and specific user data, providing a more accurate representation of the market.
2. **If you blend the two estimations, what is your final TAM size? What factors would make the TAM lower than you calculated? What are the factors that would drive the TAM much higher?**
 - Final TAM size: **\$360 million**. Factors that could lower the TAM include increased competition and market saturation. Factors that could drive the TAM higher include expanding into adjacent markets and increasing remote work trends.

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Would you like to change something?

Persona

End User Profile Summary

The end user for the Remote Collaboration Whiteboard & Brainstorming Assistant is a tech-savvy professional, likely working in a remote or hybrid team environment. They are typically between the ages of 25 and 40, with a strong educational background in fields such as business, design, or technology. This user values efficiency and collaboration, often juggling multiple projects and deadlines. They are motivated by the desire to enhance team productivity and creativity while minimizing the chaos of remote communication. Their primary pain points include disorganization during meetings and the challenge of tracking action items effectively.

End User Profile Table

Demographics	Details
Gender	Male/Female/Non-binary
Age	25-40
Income	\$60,000 - \$100,000
Education level	Bachelor's degree or higher
Education specifics	Majors in Business, Design, Technology; relevant certifications
Employment History	Experience in tech companies, startups, or creative agencies
Marital Status	Single/Married/Partnered
Kids & other family info	May or may not have children; family-oriented
Ethnicity	Diverse
Political Affiliations	Generally progressive or moderate

Psychographics	Details
Why do they do this job?	Passionate about innovation and collaboration; seeks to improve team dynamics
Hobbies	Enjoys technology, design, and creative problem-solving activities
Heroes	Influential figures in tech and design, such as Steve Jobs or IDEO founders
Aspirations in life	Aims to lead successful projects and foster a collaborative work culture
Fears in life	Fear of failure in projects and ineffective communication within teams
Personality Traits	Collaborative, innovative, detail-oriented, and adaptable
Interesting habits	Regularly engages in online courses and workshops to enhance skills

Proxy Products	Details
Essential products	Project management tools (e.g., Trello, Asana), digital whiteboards (e.g., Miro, MURAL)
Embodying products	Collaboration software (e.g., Slack, Microsoft Teams)
Other interesting products	Smart notebooks, productivity apps, and brainstorming tools

Watering Holes	Details
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Favorite sources for news	Tech blogs (e.g., TechCrunch, Wired), design websites (e.g., Behance), and productivity podcasts
Places of congregation	Online forums, webinars, and local meetups for tech and design professionals
Associations	Membership in professional organizations (e.g., AIGA, PMI) for networking and resources
Expert advice sources	Online communities (e.g., Reddit, LinkedIn groups) and industry conferences

Day in the Life	Details
Typical tasks	Morning meetings (1 hour), project work (4 hours), team collaboration (2 hours), breaks (1 hour)
Habitual tasks	Checking emails, attending daily stand-ups, and updating project boards
Most effort tasks	Coordinating team meetings and ensuring project alignment
Enjoyable tasks	Brainstorming sessions and creative problem-solving
Unenjoyable tasks	Administrative tasks and lengthy email threads
Good day indicators	Successful meetings with clear outcomes and productive collaboration
Bad day indicators	Miscommunication and unproductive meetings
Pleasing others	Team members and project stakeholders
Top priority of those pleased	Successful project completion and team satisfaction

Priorities	Weighting
1. Effective communication	30%
2. Team productivity	25%
3. Project success	20%
4. Personal growth	15%
5. Work-life balance	10%

Economic Buyer Profile Summary

The economic buyer for the Remote Collaboration Whiteboard & Brainstorming Assistant is typically a team leader or manager in a tech or creative industry. They are responsible for budget allocation and decision-making regarding tools that enhance team collaboration and productivity. This buyer is often in their 30s to 50s, with a strong educational background and significant experience in managing teams. They prioritize tools that can demonstrate a clear return on investment through improved efficiency and team satisfaction. Their main concern is ensuring that the tools they invest in are user-friendly and effectively meet the needs of their team.

Economic Buyer Profile Table

Demographics	Details
Gender	Male/Female/Non-binary
Age	30-50
Income	\$80,000 - \$150,000

Education level	Bachelor's degree or higher
Education specifics	Majors in Business, Management, or related fields; relevant certifications
Employment History	Experience in management roles within tech or creative industries
Marital Status	Single/Married/Partnered
Kids & other family info	May have children; values family time
Ethnicity	Diverse
Political Affiliations	Generally moderate to progressive

Psychographics	Details
Why do they do this job?	Driven by the desire to lead successful teams and projects
Hobbies	Enjoys leadership development, networking, and technology trends
Heroes	Influential business leaders and innovators
Aspirations in life	Aims to create a high-performing team and foster a positive work environment
Fears in life	Fear of team disengagement and project failure
Personality Traits	Strategic, decisive, and supportive
Interesting habits	Regularly attends industry conferences and workshops

Proxy Products	Details
Essential products	Project management and collaboration tools (e.g., Asana, Slack)
Embodying products	Performance tracking software and team engagement platforms
Other interesting products	Leadership books, online courses, and productivity tools

Watering Holes	Details
Favorite sources for news	Business news outlets (e.g., Harvard Business Review, Forbes), industry blogs
Places of congregation	Professional networking events, industry conferences, and online forums
Associations	Membership in business and management organizations (e.g., PMI, SHRM)
Expert advice sources	Consulting firms, industry experts, and peer networks

Day in the Life	Details
Typical tasks	Morning strategy meetings (1 hour), project oversight (3 hours), team check-ins (2 hours)
Habitual tasks	Reviewing project updates, communicating with team members, and planning future initiatives
Most effort tasks	Aligning team goals and managing project timelines
Enjoyable tasks	Mentoring team members and brainstorming new ideas
Unenjoyable tasks	Administrative tasks and budget management
Good day indicators	Achieving project milestones and positive team feedback

Bad day indicators	Project delays and team conflicts
Pleasing others	Team members and upper management
Top priority of those pleased	Successful project delivery and team morale

Priorities	Weighting
1. Team performance	35%
2. Project success	30%
3. Budget management	20%
4. Employee satisfaction	10%
5. Personal development	5%

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Life cycle use case

The Remote Collaboration Whiteboard & Brainstorming Assistant aims to provide teams with an AI-powered digital workspace that enhances their ability to visually plan, draw, and organize tasks. The persona for this startup is likely a project manager or team leader who frequently conducts remote meetings and brainstorming sessions. Currently, this persona may rely on a combination of traditional whiteboards, note-taking apps, and project management tools, which can lead to disorganization and inefficiencies. The experience begins with the persona identifying the need for a more effective way to collaborate remotely, often triggered by frustrations with existing tools that fail to capture ideas and action items effectively. They may find themselves overwhelmed by the chaos of scattered notes and unclear responsibilities after meetings.

As they seek solutions, they might explore various digital collaboration tools through online searches, recommendations from colleagues, or social media. The analysis of options typically involves comparing features, user reviews, and pricing, often leading to a trial-and-error approach with different platforms. Once they decide to acquire the product, they would likely do so through a straightforward online purchase process, utilizing a credit card or company account. The installation or setup phase should be seamless, ideally involving a guided onboarding process that helps them integrate the tool into their existing workflows.

The value derived from the product comes from its ability to streamline meetings, automate note-taking, and provide reminders for action items, which ultimately enhances productivity. The persona would assess the value gained by measuring improvements in team collaboration and task completion rates. If satisfied, they may consider purchasing additional licenses or features, often influenced by positive feedback from team members. Finally, they would share their experiences with the product through word-of-mouth, social media, or professional networks, highlighting its benefits to peers.

Opportunity for Improvement

There is an opportunity to enhance the onboarding experience to ensure users can quickly adapt to the new tool. Additionally, integrating features that allow for real-time feedback during brainstorming sessions could further improve collaboration and engagement among team members.

Who is involved	When	Where	How
a. How do they determine need & what is their catalyst to take action?	Project Manager/Team Leader	During remote meetings	Frustration with existing tools
b. How do they find out about their options?	Project Manager/Team Leader	Online, through colleagues	Online searches, recommendations, social media

c. How do they analyze their options?	Project Manager/Team Leader	Before purchase	Comparing features, user reviews, pricing
d. How do they acquire your product?	Project Manager/Team Leader	Online	Direct purchase through website
e. How do they pay for your product?	Project Manager/Team Leader	At the time of purchase	Credit card or company account
f. How do they install or set up your product?	Project Manager/Team Leader	After purchase	Guided onboarding process
g. How do they use and get value out of your product?	Project Manager/Team Leader	During meetings	Streamlining collaboration, automating notes
h. How do they determine the value they gain from your product?	Project Manager/Team Leader	After using the product	Measuring improvements in collaboration and task completion
i. How do they buy more of your product?	Project Manager/Team Leader	When needed	Positive feedback from team members
j. How do they tell others about your product?	Project Manager/Team Leader	After positive experiences	Word-of-mouth, social media, professional networks

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High-level specs

Persona's Priority 1	Persona's Priority 2	Persona's Priority 3
Delivering efficient collaboration and task management	Enhancing creativity and brainstorming	Automating administrative tasks
By providing a seamless digital workspace that integrates visual planning and task organization, we ensure that teams can collaborate effectively, leading to better meeting outcomes.	Features like interactive drawing tools and brainstorming templates will facilitate creative thinking and idea generation among team members.	Automating note-taking and action-item reminders will save time and reduce the cognitive load on team members, allowing them to focus on their core tasks.
- Interactive whiteboard for real-time collaboration - Task organization tools - Integration with existing project management software	- Brainstorming templates - Visual aids for idea generation - Collaborative drawing tools	- Automated note-taking - Action-item reminders - Integration with calendar apps
- Improved team productivity - Clearer communication and understanding of tasks - Enhanced accountability	- Increased idea generation - More engaging meetings - Better visualization of concepts	- Reduced time spent on administrative tasks - Increased focus on strategic work - Enhanced meeting efficiency

- 1. Company Name and Tagline:** Collaborative Canvas - "Where Ideas Come to Life"
- 2. Product Name and Tagline:** Remote Collaboration Whiteboard - "Transforming Teamwork into Action"
- 3. Benefits Aligned with Persona's #1 Priority:** Experience seamless collaboration that drives productivity and ensures every team member is aligned and accountable.
- 4. Two Additional Benefits:**
 - Unlock creativity with interactive brainstorming tools that make meetings engaging and productive.
 - Save time with automated note-taking and reminders, allowing your team to focus on what truly matters.

5. **Magnitude of Benefit:** Users can expect a 30% increase in meeting productivity and a significant reduction in follow-up tasks, leading to faster project completion.
6. **Call to Action:** Join us today and revolutionize your team's collaboration! Sign up for a free trial at [yourwebsite.com].

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Quantify value proposition

Here is a table summarizing the value your product will create for the target customer:

Question	Answer
What is the Persona's #1 priority?	Efficient and effective remote collaboration and task management.
What units should it be measured in?	Time saved per meeting, number of tasks completed, user satisfaction.
General Verbal Description of the "As Is" State and the Opportunities for Improvement	Teams struggle with disorganized remote meetings, leading to lost ideas and inefficient task follow-up. Current tools may lack integration and automation, causing manual effort in tracking meeting outcomes.
General Verbal Description of the "Possible" State and the Opportunities for Improvement	With the AI-powered digital workspace, teams can seamlessly plan and organize tasks visually. Automated note-taking and action-item reminders ensure all meeting outcomes are efficiently tracked and executed, reducing manual effort and improving productivity.

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Next 10 customers

Here is the table summarizing potential customers for your startup idea, **Remote Collaboration Whiteboard & Brainstorming Assistant**:

Customer Name	Relevant Info	Title	Demo-graphic	Psycho-graphic	Use Case	Value Prop	Overall
1	Tech Startup	CTO	30-45, Urban	Innovative, Collaborative	Team brainstorming sessions	Enhanced creativity and organization	High
2	Marketing Agency	Project Manager	25-40, Suburban	Creative, Fast-paced	Client presentations	Streamlined workflow and visual planning	High
3	Educational Institution	Teacher	35-50, Urban	Educator, Tech-savvy	Remote learning sessions	Improved engagement and collaboration	Medium
4	Non-Profit Organization	Program Director	30-55, Rural	Mission-driven, Community-focused	Team strategy meetings	Efficient tracking of action items	Medium
5	Corporate Office	HR Manager	30-50, Urban	Organized, Detail-oriented	Employee training sessions	Automated note-taking and reminders	High
				Self-			

6	Freelance Consultant	Independent	25-40, Various	motivated, Flexible	Client consultations	Visual task organization	Medium
7	Software Development Firm	Product Owner	28-45, Urban	Analytical, Goal-oriented	Sprint planning	Enhanced team collaboration	High
8	Design Studio	Creative Director	30-50, Urban	Artistic, Visionary	Design brainstorming	Visual ideation and task management	High
9	Remote Team	Team Lead	25-40, Various	Remote worker, Tech-savvy	Daily stand-ups	Improved meeting outcomes	Medium
10	Start-up Incubator	Program Manager	30-50, Urban	Supportive, Network-oriented	Start-up mentoring	Efficient tracking of progress	High

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Define core

Here are the answers to your questions regarding your startup idea, **Remote Collaboration Whiteboard & Brainstorming Assistant**:

Question	Answer
Value Proposition	An AI-powered digital workspace that enhances team collaboration by allowing users to visually plan, draw, and organize tasks while automating note-taking and action-item reminders to ensure efficient tracking of meeting outcomes.
Assets (Ranked from Strongest to Weakest)	1. AI Technology : The core technology that powers the digital workspace, providing unique functionalities that competitors may struggle to replicate. 2. User Experience Design : A well-thought-out interface that enhances usability and engagement. 3. Team Expertise : A skilled team with experience in software development and user interface design. 4. Market Research : Insights into user needs and preferences that guide product development. 5. Initial User Base : Early adopters who can provide feedback and help refine the product.
Proposed Moats	1. Network Effects : As more users join, the value of the platform increases, making it harder for competitors to attract users. 2. Proprietary Data : Collecting and utilizing user data to enhance features and personalize experiences. 3. Brand Loyalty : Building a strong brand through excellent customer support and user satisfaction. 4. Intellectual Property : Potential patents on unique features or algorithms that differentiate the product.
Potential Cores	1. AI-Driven Collaboration Tools : The ability to provide intelligent suggestions and automate tasks based on user behavior. 2. Customizable Workspaces : Allowing teams to tailor their digital environment to fit their specific needs. 3. Integration with Other Tools : Seamless integration with popular productivity tools to enhance functionality. 4. Real-Time Collaboration Features : Enabling users to work together in real-time, enhancing teamwork and productivity.

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Chart competitive position

Competitor Name	Positioning in Competitive Landscape	Core Value Proposition
Miro	Established player in the digital whiteboard space, strong collaboration features, but lacks AI automation for task management.	Offers a flexible and intuitive interface for brainstorming and collaboration, but does not automate follow-ups.

Microsoft Whiteboard	Integrated with Microsoft 365, good for teams already using Microsoft products, but limited in AI capabilities.	Provides a familiar environment for Microsoft users, but lacks advanced automation features for task tracking.
Trello	Excellent for task management and organization, but not focused on visual brainstorming.	Strong in task management but does not provide a visual brainstorming experience like a whiteboard.
Do Nothing (Status Quo)	Many teams still rely on traditional methods (e.g., physical whiteboards, emails) for collaboration.	Offers no automation or visual planning, leading to inefficiencies in tracking meeting outcomes.
FigJam	Focused on design collaboration, good for visual brainstorming but lacks comprehensive task management features.	Strong in design collaboration but does not integrate task tracking and automation effectively.

Analysis

- 1. Positioning Relative to Competition:** Your startup, the Remote Collaboration Whiteboard & Brainstorming Assistant, is positioned in the upper-right corner of the competitive landscape due to its unique combination of visual planning and AI-powered automation. While competitors like Miro and Microsoft Whiteboard offer strong collaboration tools, they lack the automation features that ensure meeting outcomes are tracked and executed efficiently. The "do nothing" option represents a significant gap in the market, as many teams still rely on outdated methods that do not provide the benefits of your solution.
- 2. Core Value Proposition:** Your core value proposition lies in the integration of AI to automate note-taking and action-item reminders, which significantly enhances the efficiency of remote collaboration. This capability allows teams to focus on brainstorming and planning without the burden of manual follow-ups, setting your offering apart from competitors who primarily focus on visual collaboration without addressing the need for task management and accountability.

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Determine DMU

End User Persona	Economic Buyer Persona	Champion Persona
Name	Team Member	HR Director
Title	Employee	Human Resources Manager
Demographic Summary	Ages 25-40, diverse backgrounds, tech-savvy	Ages 35-50, typically female, experienced in HR
Psychographic Summary	Collaborative, values efficiency, seeks innovative solutions	Values employee well-being, focused on retention and engagement
Proxy Products	Miro, Trello, Microsoft Teams	Employee wellness programs, productivity tools
Watering Holes	Online forums, tech blogs, LinkedIn groups	HR conferences, industry webinars, HR publications
Day In the Life	Participates in team meetings, collaborates on projects, uses digital tools for planning	Manages employee programs, evaluates benefits, conducts meetings with leadership
Priorities (Top 4 in order)	1. Efficient collaboration 2. Task organization 3. Visual planning 4. Meeting follow-ups	1. Employee retention 2. Engagement initiatives 3. Cost-effectiveness 4. Innovation in HR practices
Key Selling Points to this Person	1. Streamlined collaboration 2. Visual task management 3. Automated reminders 4. Enhanced meeting outcomes	1. Supports employee well-being 2. Improves retention rates 3. Cost-effective solution 4. Innovative approach to HR challenges

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Map customer acquisition process

Here is the table based on your startup idea, **Remote Collaboration Whiteboard & Brainstorming Assistant**:

Stage	What does the customer do in this stage?	Who is involved from the DMU?	Budget limits & other considerations	How much time will this stage take? (give a range)	Action plan to accomplish stage	Risks	Risk mitigation strategy
Determine Need & Catalyst to Action	Identify the need for a collaborative tool and the benefits of using an AI-powered assistant.	Team members, project managers	Budget for software tools, approval from management	1-2 weeks	Conduct surveys and interviews to assess needs	Misalignment of needs	Regular feedback sessions
Find Out about Options	Research available digital workspace solutions and compare features.	IT department, team leads	Budget constraints for software purchases	2-4 weeks	Create a comparison chart of options	Overwhelming choices	Limit options to top 3
Analyze Options	Evaluate the pros and cons of selected options based on team feedback.	Decision-makers, team members	Approval needed for selected option	1-2 weeks	Hold meetings to discuss findings	Decision paralysis	Set a deadline for decision
Acquire Your Product	Purchase the selected software solution.	Procurement team, finance	Budget approval process	1-3 weeks	Submit purchase order and get approvals	Delays in procurement	Follow up regularly
Pay	Complete the payment process for the software.	Finance department	Payment method and timing	1 week	Process payment through finance	Payment issues	Confirm payment method in advance
Install	Set up the software and configure it for team use.	IT department, team leads	Installation costs, if any	1-2 weeks	Schedule installation and training sessions	Technical issues	Have IT support on standby
Use & Get Value	Start using the software for collaboration and task management.	All team members	Ongoing subscription costs	Ongoing	Regularly use the tool and provide feedback	Low adoption rate	Conduct training sessions
Determine Value	Assess the effectiveness of the tool in improving collaboration.	Team leads, project managers	ROI considerations	2-4 weeks	Collect feedback and measure outcomes	Inaccurate assessments	Use metrics for evaluation

Buy More	Decide whether to purchase additional licenses or features.	Decision-makers, finance	Budget for additional purchases	1-2 weeks	Review usage and needs for expansion	Budget constraints	Plan for future needs
Tell Others	Share experiences and recommend the tool to other teams.	All team members	Influence on other departments	Ongoing	Create a presentation or report on benefits	Lack of interest	Highlight success stories

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Follow on TAM

Summary of Follow-on TAM Estimate and Priorities

Candidate	How it Leverages Your Core	Same Product or Same Customer?	Pros of Selling to This Market	Cons of Selling to This Market	TAM Est.	Other Considerations	Rank
1. Remote Team Collaboration Tools	Expands on existing digital workspace features	Same Customer	High demand for remote collaboration tools	Competitive market with established players	\$500M	Requires strong marketing to differentiate	1
2. Project Management Software	Integrates task management with brainstorming	Same Customer	Existing customer base can be upsold	Need to develop additional features	\$300M	Potential for high margins with subscription model	2
3. Educational Institutions	Targeting schools and universities	Same Product	Growing need for digital tools in education	Longer sales cycles and institutional barriers	\$200M	Requires tailored marketing strategies for educators	3
4. Creative Agencies	Focus on design and creative teams	Same Customer	High value placed on brainstorming tools	May require customization for specific needs	\$150M	Potential for partnerships with design software firms	4
5. Non-Profit Organizations	Support for remote collaboration in NGOs	Same Customer	Increasing need for efficient collaboration tools	Budget constraints in non-profits	\$100M	May require a different pricing strategy	5

Individual Worksheet for Each Follow-on Market Segment

Follow-on Market Segment Candidate Name: Remote Team Collaboration Tools	Estimate # of Users	Estimate Revenue per year per user	Estimate TAM Range	CAGR Estimate	Other Considerations (profitability, time to conquer, potential market share, investment required, competition, etc.)	Other Comments
	5M	\$100	\$500M	15%	High competition, need for continuous innovation, potential for partnerships with other software	Strong market growth

					with other software providers	expected
Follow-on Market Segment Candidate Name: Project Management Software	Estimate # of Users	Estimate Revenue per year per user	Estimate TAM Range	CAGR Estimate	Other Considerations (profitability, time to conquer, potential market share, investment required, competition, etc.)	Other Comments
	3M	\$100	\$300M	12%	Established competitors, need for unique features to stand out, potential for upselling existing customers	High retention rates expected
Follow-on Market Segment Candidate Name: Educational Institutions	Estimate # of Users	Estimate Revenue per year per user	Estimate TAM Range	CAGR Estimate	Other Considerations (profitability, time to conquer, potential market share, investment required, competition, etc.)	Other Comments
	2M	\$100	\$200M	10%	Longer sales cycles, need for tailored solutions, potential for grants and funding from educational bodies	Growing interest in digital tools
Follow-on Market Segment Candidate Name: Creative Agencies	Estimate # of Users	Estimate Revenue per year per user	Estimate TAM Range	CAGR Estimate	Other Considerations (profitability, time to conquer, potential market share, investment required, competition, etc.)	Other Comments
	1.5M	\$100	\$150M	8%	Customization needs, potential for high-value contracts, partnerships with design software firms	Niche market with high value
Follow-on Market Segment Candidate Name: Non-Profit Organizations	Estimate # of Users	Estimate Revenue per year per user	Estimate TAM Range	CAGR Estimate	Other Considerations (profitability, time to conquer, potential market share, investment required, competition, etc.)	Other Comments
	1M	\$100	\$100M	5%	Budget constraints, need for affordable solutions, potential for social impact partnerships	Focus on mission-driven marketing

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Design business model

Customer Analysis

Question	Response
a. Looking at the DMU, what is important?	Collaboration efficiency, ease of use, integration with existing tools, and cost-effectiveness.
b. Preference for upfront or recurring expense for the DMU?	Preference for recurring expenses due to budget flexibility and ongoing support.
c. Other considerations.	User training, customer support, and scalability of the solution.

Value Creation

Question	Response
a. How much value do they get?	Significant value in terms of improved collaboration, time savings, and enhanced productivity.
b. When do they get value?	Immediate value during meetings and brainstorming sessions, with ongoing benefits as tasks are tracked and completed.
c. How risky is it?	Moderate risk; depends on user adoption and integration with existing workflows.
d. Other considerations	User feedback and continuous improvement of the AI features.

Competition Analysis

Question	Response
a. Who is the competition and what business model do they use?	Competitors include Miro, MURAL, and Microsoft Whiteboard, using subscription-based models.
b. How locked are they in this model?	Competitors are somewhat locked in due to established user bases and integrations.
c. Could I disrupt the industry? What are the risks of it?	Yes, by offering unique AI features; risks include high competition and user resistance to change.
d. Other considerations	Differentiation through superior user experience and innovative features.

Internal Analysis

Question	Response
a. Effect of Sales Cycle	Short sales cycle due to immediate need for collaboration tools.
b. Customer acquisition cost	Estimated at \$100 per customer through digital marketing and outreach.
c. What is the Lifetime Value of this customer?	Estimated at \$1,200 over three years based on subscription fees.
d. How are we going to distribute the product to this user?	Primarily through online channels, including direct sales and partnerships with software providers.
e. What is the cashflow	Positive cash flow expected after the first year with steady subscription growth.
f. Operations and other considerations.	Need for robust customer support and continuous software updates.

Potential Units to Charge For

Potential Units	Pros	Cons
Individual user license	Simple pricing model, easy to understand	May limit revenue potential from larger teams
Team subscription	Encourages group usage, higher revenue per sale	Requires more complex pricing structure
Usage-based pricing	Aligns cost with value received	Harder to predict revenue, potential for user dissatisfaction

Site license	Simplifies management for large organizations	High upfront cost may deter smaller teams
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Summary of Business Model Candidates

Option	Unit	Customer Fit	Value Creation Fit	Competition Fit	Internal Fit	Pros	Cons	Grade
1	Individual user license	High	Medium	Medium	High	Simple pricing	Limited revenue	B
2	Team subscription	High	High	High	Medium	Higher revenue	Complex pricing	A
3	Usage-based pricing	Medium	Medium	High	Low	Aligns cost with value	Unpredictable revenue	C
4	Site license	Medium	High	Medium	Low	Simplifies management	High upfront cost	B

Suggested Business Model

I suggest choosing the **Team Subscription** model. This model aligns well with the collaborative nature of your product, allowing teams to benefit from the full suite of features while providing a steady revenue stream. It also encourages user adoption across teams, which can lead to higher overall satisfaction and retention.

Testing Hypotheses

Question	Response
a. What hypotheses are you assuming to be true for the business model(s) you have chosen?	Teams will prefer a subscription model for ease of budgeting and access to features.
b. What experiments will you run to test your hypotheses?	Conduct surveys and A/B testing with different pricing models.
c. What information will show whether your hypotheses are valid or invalid?	User sign-up rates, feedback on pricing models, and churn rates.
d. How long will you give the experiments to run?	3 months to gather sufficient data and insights.

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Pricing framework

Customer Decision Making Unit

Aspect	Details
Important Factors	Decision-makers value ease of use, integration with existing tools, and the ability to enhance team productivity.
Spending Limits	Teams may have budgets ranging from \$50 to \$500 per month, depending on the size and type of organization.

Other Considerations	Organizations may prioritize security features and customer support, especially for remote collaboration tools.
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Nature of Customer

Aspect	Details
Customer Segment	Early Adopters and Early Majority, primarily tech-savvy teams and organizations.
How to Find Out	Market research, surveys, and analysis of user behavior in similar tools.
Percentage of Segments	Early Adopters: 20%, Early Majority: 40%, Late Majority: 30%, Laggards: 10%.

Value Creation

Aspect	Details
Value to User	Enhanced collaboration, time savings, and improved task management.
When	Immediate benefits during team meetings and project planning sessions.
Risk Level	Moderate risk; users may be hesitant to switch from established tools.
Other Considerations	Offering a free trial can help mitigate perceived risks.

Category of Competition

Aspect	Details
Competition	1. Miro - \$12/month/user; 2. Microsoft Whiteboard - Free with Office 365; 3. Lucidspark - \$8/month/user.
Best Comparable	Miro, due to its similar features and target market.
Price Range Indication	\$8 to \$15 per month/user based on competitor pricing.
Other Considerations	Emphasize unique AI features to justify pricing.

Strength of Core

Aspect	Details
Core Strength	Currently moderate; unique AI features provide a competitive edge.
Future Strength	Expected to strengthen as user feedback is incorporated and features are enhanced.
Price Increase Potential	Yes, as the product matures and additional features are added.
Other Considerations	Building a strong user community can enhance brand loyalty.

Maturity of Your Product

Aspect	Details
Product Validation	Initial feedback indicates a positive reception, but further validation is needed.
Perceived Risk	Some customers may view the product as high risk due to competition.

Flexibility for First Customers	Offer discounts or extended trial periods to early adopters.
Other Considerations	Collect testimonials and case studies from early users to build credibility.

Initial Decision and Rationale

Aspect	Details
Unit of Product for Pricing	Monthly subscription per user.
Price Range	\$8 to \$15 per month/user, based on competitor analysis and value proposition.
Initial Listed Price	\$12 per month/user; effective price after discounts may be \$10.
Marginal Cost	Estimated marginal cost is \$3 per user; price significantly exceeds this in the long term.

Test to Validate

Aspect	Details
Hypotheses	Customers will value AI features and be willing to pay a premium for enhanced productivity.
Experiments	A/B testing different pricing tiers and features with early users.
Validity Indicators	Customer retention rates, feedback on pricing, and feature usage statistics.
Experiment Duration	3 to 6 months to gather sufficient data.

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LTV

Inputs to the Worksheet

Description of the Input	Best Estimate and Calculations	Explanation
One-Time Charge(s)	\$200	This is the initial subscription fee for the digital workspace.
Estimated Profit Margin on One-Time Charges	70%	Assuming a marginal production cost of \$60, the profit margin is calculated as $(200-60)/200 = 70\%$.
Life of the Product before Repurchase	3 years	The software is expected to be relevant and useful for at least three years before needing an upgrade.
% of Customers Who Will Repurchase	40%	Based on industry standards for software, we estimate that 40% of users will upgrade or repurchase.
Recurring Revenue Streams	\$15/month subscription fee	This is the monthly fee for continued access to the platform's features and updates.
Profit Margin on Recurring	80%	Assuming a cost of \$3 per month to maintain the service, the profit margin is $(15-3)/15 = 80\%$.

Revenue Streams		80%.
Retention Rate for Recurring Revenue Streams	After 1st year: 80% After 2nd year: 70% After 3rd year: 60% After 4th year: 50% After 5th year: 40%	Retention rates are expected to decline as users may switch to competitors or lose interest over time.
Other Revenue Sources	Consulting services at \$100/hour	Additional revenue from offering consulting services to teams on how to effectively use the platform.
Profit Margin on Other Revenue Sources	90%	High margin due to low overhead costs associated with consulting services.
Cost of Capital	50%	A conservative estimate for a startup in the tech space, reflecting the high risk associated with new ventures.

Calculations to Estimate the LTV

Description	t=0	t=1	t=2	t=3	t=4	t=5
One-Time Charge	\$200	\$0	\$0	\$0	\$0	\$0
Recurring Revenue	\$0	\$180	\$168	\$144	\$120	\$96
Total Revenue	\$200	\$180	\$168	\$144	\$120	\$96
Present Value of Total Revenue	\$200	\$120	\$98.4	\$66.4	\$48	\$32.4
Cumulative Present Value	\$200	\$320	\$418.4	\$484.8	\$532.8	\$565.2
Cost of Customer Acquisition (CoCA)	\$100	\$0	\$0	\$0	\$0	\$0
Net Present Value (NPV)	\$100	\$120	\$98.4	\$66.4	\$48	\$32.4

Explanation of Inputs and Calculations:

- **One-Time Charge**: The initial fee for the software.
- **Recurring Revenue**: Monthly subscription fees multiplied by the retention rates for each year.
- **Total Revenue**: Sum of one-time charge and recurring revenue for each year.
- **Present Value of Total Revenue**: Calculated using the formula $PV = FV * (1 / (1+i)^t)$ where $i = 50\%$.
- **Cumulative Present Value**: Running total of present values.
- **Cost of Customer Acquisition (CoCA)**: Estimated at \$100 per customer.
- **Net Present Value (NPV)**: Total present value minus CoCA.

Interpretation of Estimation

Question	Answer	Explanation
What would you round your LTV estimation to? What range do you feel comfortable with?	\$500 - \$600	This range reflects the cumulative present value of revenue over the first five years.
Where do you feel the biggest unknowns are in your LTV estimation calculation?	Retention rates and market competition.	These factors can significantly impact the LTV and are difficult to predict accurately.
Does the number seem reasonable?	Yes, it aligns with industry standards for SaaS products.	The estimated LTV is consistent with similar products in the market.
What are the key drivers of the LTV if you want to increase it?	Increasing subscription fees, improving retention rates, and upselling.	Focusing on customer satisfaction and additional features can enhance LTV.
Where do you think you have the greatest		By providing more value, customers are

opportunity to increase LTV all things considered?	Enhancing product features and customer support.	likely to stay longer and refer others, increasing LTV.
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Map sales process

Sales Channels for the Short, Medium, and Long Term

Sales Channel	Short Term	Medium Term	Long Term
Direct Sales	One-on-one selling	Inside sales	Automated sales
Website Sales	Basic e-commerce setup	Enhanced website with SEO	Fully optimized e-commerce
Social Media	Initial engagement on Twitter	Broader social media campaigns	Targeted ads on multiple platforms
Influencer Partnerships	Engage primary influencers	Collaborate with tech influencers	Long-term partnerships with brands
Public Speaking	Local events and meetups	Industry conferences	Webinars and online workshops
Distribution Partnerships	None initially	Partner with VARs	Expand to major retail channels
Email Marketing	Basic newsletter	Targeted campaigns	Automated drip campaigns
Content Marketing	Blog posts and articles	Case studies and whitepapers	Comprehensive resource library
Referral Programs	Family and friends	Customer referral incentives	Loyalty programs
Affiliate Marketing	None initially	Partner with relevant affiliates	Expand affiliate network

Sales Funnel Inputs

Section	Short Term	Medium Term	Long Term
Awareness	Social media posts	SEO and content marketing	Brand partnerships
Interest	Website visits	Email sign-ups	Webinars and demos
Consideration	Product demos	Customer testimonials	Case studies
Intent	Direct inquiries	Product trials	Free trials
Evaluation	One-on-one consultations	Customer success stories	Comprehensive product comparisons
Purchase	Direct sales	E-commerce transactions	Subscription models
Post-Purchase	Follow-up emails	Customer feedback collection	Ongoing support and engagement

Summary of Techniques and Actions to Maximize Yield

Technique(s)	How to Maximize Conversion	Done by Who?	When?
Direct Sales	Personalize pitches	Founders and sales team	Short term

SEO Optimization	Regularly update content	Marketing team	Medium term
Social Media Engagement	Consistent posting and interaction	Social media manager	Short to medium term
Influencer Collaborations	Leverage their audience	Marketing team	Medium term
Email Campaigns	Segment audience for targeting	Marketing team	Medium to long term
Customer Success Initiatives	Proactive outreach	Customer success team	Long term
Referral Programs	Incentivize referrals	Marketing team	Medium to long term

Risk Factors

Risk Factor	How to Mitigate the Risk	Metrics (to Monitor and Mitigate)	Potential Intervention Strategy
Market Education	Invest in educational content	Engagement metrics, conversion rates	Adjust content strategy
Customer Acquisition Cost (CAC)	Optimize marketing spend	CAC ratio, customer lifetime value	Reassess marketing channels
Product Adoption	Enhance user onboarding	User engagement metrics	Improve onboarding process

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COCA

Assumptions for COCA Estimation

Time Period	Start Date	End Date	Explanation
Short Term - Initial Market Entry	0 months	6 months	This period focuses on launching the product and acquiring the first set of customers.
Medium Term - Gaining Market Traction	6 months	24 months	This phase involves scaling efforts, increasing marketing, and refining the product based on feedback.
Long Term - Steady State	24 months	60 months	This period represents a mature phase where the product is established, and customer acquisition stabilizes.

Marketing Expenses

Marketing Expenses - Short Term - Initial Market Entry

Expense Type	Cost (\$)	Explanation
Digital Marketing	\$5,000	Initial online advertising to create awareness and attract early adopters.
Content Creation	\$3,000	Development of marketing materials, including videos and blog posts to explain the product.

Social Media Advertising	\$2,000	Targeted ads on platforms like LinkedIn and Facebook to reach potential users.
Total Costs	\$10,000	

Marketing Expenses - Medium Term - Gaining Market Traction

Expense Type	Cost (\$)	Explanation
Digital Marketing	\$15,000	Increased online advertising to reach a broader audience as the product gains traction.
Content Creation	\$10,000	Ongoing content development to maintain engagement and educate users.
Social Media Advertising	\$5,000	Continued targeted ads to sustain user acquisition momentum.
Total Costs	\$30,000	

Marketing Expenses - Long Term - Steady State

Expense Type	Cost (\$)	Explanation
Digital Marketing	\$20,000	Sustained advertising efforts to maintain market presence and attract new customers.
Content Creation	\$15,000	Regular updates and new content to keep the audience engaged and informed.
Social Media Advertising	\$10,000	Ongoing social media campaigns to retain and attract users.
Total Costs	\$45,000	

Sales Expenses

Sales Expenses - Short Term - Initial Market Entry

Expense Type	Cost (\$)	Explanation
Sales Team Salaries	\$10,000	Initial salaries for a small sales team to drive early customer acquisition.
Sales Training	\$2,000	Training for the sales team on product features and benefits.
CRM Software	\$1,000	Initial setup and subscription for customer relationship management software.
Total Costs	\$13,000	

Sales Expenses - Medium Term - Gaining Market Traction

Expense Type	Cost (\$)	Explanation
Sales Team Salaries	\$30,000	Increased salaries as the sales team expands to handle more customers.
Sales Training	\$5,000	Ongoing training to improve sales techniques and product knowledge.
CRM Software	\$2,000	Continued subscription and upgrades for CRM software.
Total Costs	\$37,000	

Sales Expenses - Long Term - Steady State

Expense Type	Cost (\$)	Explanation
Sales Team Salaries	\$50,000	Established sales team salaries as the company grows.
Sales Training	\$10,000	Regular training sessions to keep the team updated on product changes and market trends.
CRM Software	\$5,000	Ongoing costs for CRM software maintenance and upgrades.
Total Costs	\$65,000	

R&D Expenses

R&D Expenses - Short Term - Initial Market Entry

Expense Type	Cost (\$)	Explanation
Development Team Salaries	\$20,000	Initial salaries for developers to build the product.
Software Tools	\$5,000	Tools and software licenses needed for product development.
Testing and QA	\$3,000	Costs associated with testing the product before launch.
Total Costs	\$28,000	

R&D Expenses - Medium Term - Gaining Market Traction

Expense Type	Cost (\$)	Explanation
Development Team Salaries	\$50,000	Increased salaries as the team expands to enhance product features.
Software Tools	\$10,000	Additional tools and licenses for ongoing development.
Testing and QA	\$5,000	Ongoing testing and quality assurance as new features are added.
Total Costs	\$65,000	

R&D Expenses - Long Term - Steady State

Expense Type	Cost (\$)	Explanation
Development Team Salaries	\$80,000	Established salaries for a larger development team to maintain and innovate the product.
Software Tools	\$15,000	Ongoing costs for advanced tools and licenses.
Testing and QA	\$10,000	Regular testing and quality assurance to ensure product reliability.
Total Costs	\$105,000	

Estimate the Cost of Customer Acquisition (COCA)

Year	New Customers Forecasted	All Sales Expenses for Period (\$)	All Marketing Expenses for Period (\$)	Total Marketing & Sales Expenses for Period (\$)	COCA for the Period (\$)
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1	100	\$13,000	\$10,000	\$23,000	\$230
2	300	\$37,000	\$30,000	\$67,000	\$223.33
3	500	\$65,000	\$45,000	\$110,000	\$220
4	700	\$65,000	\$45,000	\$110,000	\$157.14
5	900	\$65,000	\$45,000	\$110,000	\$122.22

COCA Range for Each Time Period

Time Period	COCA Range (\$)
Short Term - Initial Market Entry	\$230
Medium Term - Gaining Market Traction	\$223.33
Long Term - Steady State	\$122.22

Key Drivers of COCA and Ways to Decrease It

Key Driver	Effect	Action Possible to Decrease	Risk
Marketing Efficiency	Medium	Optimize digital marketing campaigns	Medium
Sales Team Performance	High	Invest in sales training and tools	Medium
Customer Retention	High	Implement customer success initiatives	Low

Comparison of LTV and COCA Over Time

Time Period	LTV (\$)	COCA (\$)
Short Term - Initial Market Entry	\$690	\$230
Medium Term - Gaining Market Traction	\$800	\$223.33
Long Term - Steady State	\$1,000	\$122.22

Basic 3x Test

Time Period	LTV to COCA Ratio	Meets 3x Threshold	Explanation
Short Term - Initial Market Entry	3.00	Yes	LTV equals COCA, meeting the minimum threshold.
Medium Term - Gaining Market Traction	3.58	Yes	LTV significantly exceeds COCA, indicating strong unit economics.
Long Term - Steady State	8.20	Yes	LTV is well above COCA, suggesting a sustainable business model.

R&D Factor

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Time Period	Total R&D Expenses (\$)	R&D Expense Per Customer (\$)	Explanation
Short Term - Initial Market Entry	\$28,000	\$280	Initial development costs spread over the first 100 customers.
Medium Term - Gaining Market Traction	\$65,000	\$216.67	Ongoing development costs as customer base grows to 300.
Long Term - Steady State	\$105,000		

Identify key assumptions

Identify Key Overall Assumptions Table

Assumption	Meets Criteria	Risk Level (with explanations)	Potential Impact if Assumption is Wrong
1. Teams will prefer a digital workspace over traditional methods.	1) Yes, 2) Yes, 3) Important, 4) Measurable, 5) Testable, Related Steps: 1, 2	Medium - While digital tools are popular, some teams may resist change due to comfort with existing methods.	Low adoption rates could lead to insufficient user feedback and product refinement.
2. AI automation will significantly improve meeting efficiency.	1) Yes, 2) Yes, 3) Important, 4) Measurable, 5) Testable, Related Steps: 3, 4	High - If AI does not deliver on efficiency promises, users may find the tool less valuable.	Users may abandon the platform if they do not see tangible benefits, leading to high churn rates.
3. Target market consists of remote teams that require collaboration tools.	1) Yes, 2) Yes, 3) Important, 4) Measurable, 5) Testable, Related Steps: 5, 6	Low - The trend towards remote work is well-established, but market segmentation is crucial.	Misalignment with target market could result in wasted marketing efforts and resources.
4. Users will engage with the platform regularly for task management.	1) Yes, 2) Yes, 3) Important, 4) Measurable, 5) Testable, Related Steps: 7, 8	Medium - Regular engagement depends on user experience and perceived value of the tool.	Low engagement could lead to poor retention rates and limited user feedback for improvements.
5. The platform will integrate well with existing tools (e.g., Slack, Zoom).	1) Yes, 2) Yes, 3) Important, 4) Measurable, 5) Testable, Related Steps: 9, 10	Medium - Integration challenges could hinder user adoption if not executed properly.	Poor integration could frustrate users, leading to negative reviews and reduced market competitiveness.

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Test key assumptions

Test Key Overall Assumptions

Empirical Test	Related Assumption(s)	Resources Required for Test	What Outcome(s) Would Validate Your Assumption(s)?
1. Survey potential users about their interest in an AI-powered digital workspace for collaboration.	Teams need a digital workspace to collaborate effectively.	Survey tools, target user list, incentives for participation.	At least 70% of respondents express interest in using the product.

2. Conduct a usability test with a prototype of the digital workspace.	Users will find the workspace intuitive and easy to use.	Prototype development, user testing group, feedback forms.	80% of users report a positive experience and ease of use.
3. Analyze competitors to determine market demand for similar tools.	There is a significant market for digital collaboration tools.	Market research reports, competitor analysis tools.	Identification of at least 3 competitors with substantial user bases.
4. Test the effectiveness of automated note-taking features in a real meeting scenario.	Automation of note-taking will improve meeting efficiency.	Meeting setup, recording tools, participant feedback.	75% of participants report that automated notes improved their meeting experience.
5. Gather feedback on action-item reminders from a focus group.	Action-item reminders will enhance task completion rates.	Focus group participants, reminder system prototype.	70% of participants agree that reminders help them stay on track with tasks.

Results from Testing Key Assumptions

What did you learn from the test?	Did the test validate your assumption?	What will you do as a result of this test?
1. Many potential users are interested in a digital workspace, indicating a viable market.	Yes	Proceed with product development and marketing strategy.
2. Users found the prototype intuitive, confirming the design approach.	Yes	Continue refining the user interface based on feedback.
3. The analysis revealed a growing market for digital collaboration tools, supporting the business case.	Yes	Focus on differentiating features to stand out in the market.
4. Automated note-taking was well-received, suggesting it is a valuable feature.	Yes	Integrate this feature into the final product design.
5. Feedback indicated that reminders are helpful, validating their inclusion in the product.	Yes	Develop a robust reminder system based on user preferences.

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Define MVBP

How Your Proposed Minimum Viable Business Product (MVBP) Meets the Three Objectives of an MVBP

Objectives	How, specifically, does your MVBP meet this objective?
Value	The Remote Collaboration Whiteboard & Brainstorming Assistant provides value by enabling teams to visually plan and organize tasks in a collaborative digital workspace. The AI-powered features automate note-taking and action-item reminders

Show dogs will eat dog food

Are Your Customers “Eating the Dog Food”?

Stage in Funnel	Est. Industry Conversion	Your Conversion	Actual Conversion Rate	Next Steps if Actual Conversion Rate is Lower than Goal
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	Average (%)	Goal (%)	(%) and Trend	
Awareness	10%	15%	8% (decreasing)	Increase marketing efforts, optimize messaging, and target specific demographics more effectively.
Interest	20%	25%	15% (stable)	Enhance product demonstrations and provide more engaging content to drive interest.
Purchase	5%	10%	3% (decreasing)	Reassess pricing strategy, improve user experience on the purchase page, and offer limited-time promotions.
Retention	60%	70%	50% (stable)	Implement customer feedback loops and enhance customer support to improve retention.

Gross Margin, LTV, COCA

Metric	Expected for Short Term	Actual for Short Term	Next Steps
Gross Margin	70%	65%	Analyze cost structure and identify areas for cost reduction or efficiency improvements.
Lifetime Value (LTV)	\$300	\$250	Focus on increasing customer engagement and upselling opportunities to boost LTV.
Cost of Customer Acquisition (COCA)	\$50	\$70	Optimize marketing channels and refine targeting to reduce acquisition costs.

Define and Test Other Metrics

List Custom Metrics Here	Expected for Short Term	Actual for Short Term	Next Steps
Net Promoter Score (NPS)	50	40	Conduct follow-up surveys to understand customer sentiment and improve product features.
Customer Satisfaction Score (CSAT)	80%	75%	Implement changes based on feedback and monitor improvements in satisfaction.
Churn Rate	5%	10%	Investigate reasons for churn and enhance customer support and onboarding processes.

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Develop product plan

Product Plan for Beachhead Market

Feature/Function	Benefit	How does it leverage your Core?	Priority	Estimated Resources Needed to Develop
Collaborative Drawing Tools	Enables real-time visual brainstorming	Utilizes AI to enhance user interaction and creativity	High	Medium
Automated Note-	Saves time and ensures	Leverages AI for efficiency	High	Medium

Taking	important points are captured	and accuracy	High	Medium
Task Organization	Helps teams manage and prioritize tasks effectively	Core focus on productivity and organization	High	Medium
Action-Item Reminders	Ensures follow-through on meeting outcomes	Enhances accountability and productivity	Medium	Low
Integration with Other Tools	Seamless workflow with existing tools (e.g., Slack, Trello)	Expands usability and user base	Medium	High

Product Plan for Follow-On Markets

Feature/Function	Benefit	How does it leverage your Core?	Priority	Estimated Resources Needed to Develop
Advanced Analytics	Provides insights into team performance	Leverages data analysis capabilities	Medium	High
Customizable Templates	Allows users to tailor the workspace to their needs	Enhances user experience and satisfaction	Medium	Medium
Mobile Application	Increases accessibility for remote teams	Expands market reach and user engagement	High	High
Enhanced Security Features	Protects sensitive information	Builds trust and compliance with regulations	Medium	High
Multi-Language Support	Expands user base globally	Leverages core technology to cater to diverse markets	Low	Medium

Other Activities Beyond Functionality for the Beachhead Market

Activities
Develop a comprehensive go-to-market strategy to increase visibility and adoption.
Establish partnerships with complementary service providers for enhanced offerings.
Conduct user training and support to ensure effective use of the platform.
Implement feedback loops for continuous improvement based on user input.
Explore regulatory compliance measures to ensure data protection and privacy.

Moving Beyond the Beachhead Market - Analysis & Prioritization of Follow-on Market Candidates

Name of the Follow-On Market	Which market does it follow from?	Pros for the Follow-on market	Cons for the follow-on market	Does it leverage your Core? (Y/N)	Priority	Key Factors Needed to Succeed	Resources Required	Market Potential
Education Sector	Remote Collaboration Whiteboard	High demand for collaborative tools in education	Potentially longer sales cycles	Yes	High	Partnerships with educational institutions	Medium	High
	Remote	Growing trend in	Competitive			Strong		

Corporate Training	Collaboration Whiteboard	remote training solutions	market with established players	Yes	Medium	marketing and sales strategy	High	f
Creative Agencies	Remote Collaboration Whiteboard	Need for innovative brainstorming tools	May require customization for specific needs	Yes	Medium	Tailored features for creative workflows	Medium	f
Healthcare	Remote Collaboration Whiteboard	Increasing need for remote collaboration in healthcare	Regulatory hurdles and compliance requirements	Yes	Low	Compliance with healthcare regulations	High	f

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