

Week 2

ESE3002

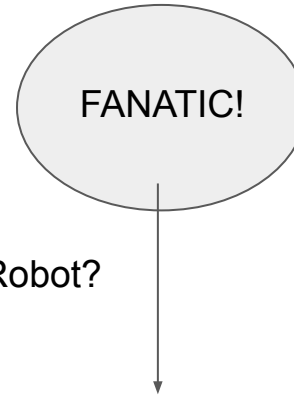
marketing technology

How does a start-up market a product?

1) how do you decide on a product to create?

- looking for “**pain points**” in our everyday life where technology could provide a **solution**
- looking for entertainment; something people dream about, something people are **passionate** about

Q: would Apple build a Pokemon Robot?



market niche

2) what is the right market size?

a market niche is necessarily a small market!

a large market is difficult for a start-up to support (customer support and manufacturing)

