

Name	Theme		Take Aways
Air BNB	Airbnb's Journey From A Failing Startup To A \$25 Bn Company	Airbnb, a San Francisco-based home rental service, started in 2008 with a simple idea to rent air mattresses and serve breakfast. Despite a slow start, the company faced its challenges and continued to make changes to its business model. One of the critical changes was to take professional pictures of the leased homes, which increased weekly revenues from \$200 to \$400. After picking up seed funding from Sequoia Capital in 2009, the company went on to raise \$1.5 billion in December 2015, reaching a valuation of \$25 billion. Airbnb's success story inspires other startups to persevere through hardships and failures.	<p>Success starts with a great idea: Airbnb's success was built on a simple, yet innovative idea that filled a gap in the market.</p> <p>Persistence pays off: Despite facing many rejections and setbacks, the founders of Airbnb kept pushing and experimenting until they found a winning formula.</p> <p>Adaptability is key: Airbnb learned to be flexible and adapt to changing market conditions, constantly improving its product and services to meet the evolving needs of its customers.</p> <p>Don't be afraid to pivot: Airbnb started with a simple air mattress rental idea, but pivoted to focus on home-sharing when they saw an opportunity in the market.</p> <p>User experience is everything: Airbnb's success was largely due to its focus on providing a great user experience, which included professional photography of listings, secure payment systems, and reliable customer support.</p> <p>Building a strong network is important: Airbnb's founders leveraged their personal networks and connections to build partnerships, gain publicity, and raise funding.</p> <p>Scaling takes time: Airbnb's growth was slow at first, but the founders were patient and persistent in building their business, eventually achieving massive success.</p>
Apna - Yourstory	Google Play's 'Best App for Personal Growth 2020' helps blue-collar workers find jobs	Apna is a jobs search app for blue-collar workers in India, connecting entry-level professionals to future employers in sectors such as ecommerce, retail, healthcare, logistics, and IT-BPOs. The app lists 10,000 active job listings across several cities in India and has fulfilled hiring needs for top startups. Apna has won Google Play's 'Best App for Personal Growth' award, with key features including job discovery and community, the ApnaCard virtual business card feature, ApnaGroup social feature for vertical-specific communities, and ApnaCircle for staying connected to friends. The app prioritizes privacy and is growing rapidly, with the potential to disrupt the blue-collar job recruitment space that services 250 million workers.	<p>Identifying a gap in the market: Apna identified a gap in the job market for blue-collar workers in India, who often don't have access to professional networking and job search platforms. By filling this gap, Apna has created a valuable service that has already facilitated over a million job interviews.</p> <p>Focusing on user needs: Apna has designed its app with the needs of non-English speaking, bottom-of-the-pyramid workers in mind. Its simple user interface, Hinglish language support, and emphasis on privacy and safety are all tailored to the needs of this user group.</p> <p>Building a community: Apna's ApnaGroup and ApnaCircle features are focused on building a community of job seekers and employers. This helps job seekers connect with each other, find mentors, and stay updated on job openings, while also giving employers a way to discover talented workers.</p> <p>Leveraging technology: Apna uses technology to make job search and application processes seamless and efficient. Its ApnaCard feature, for example, allows job seekers to create a virtual business card that can be shared with potential employers, while its job alerts and interview scheduling features help streamline the job search process.</p> <p>Prioritizing privacy and safety: Apna prioritizes privacy and safety for its users, particularly female job seekers. By keeping mobile numbers hidden and providing a safe environment for job search and networking, Apna has created a platform that users can trust.</p>
Byju Livemint	How Byju's built its brand	India's best-funded education start-up, Byju's, is tapping into a market of about 20 million children aged between six and 18 who have access to the internet and take private coaching classes. Founder Byju Raveendran, whose teaching style is based on creating "a kind of fan following", helped friends prepare for the Common Admission Test while working for a shipping firm. He created the firm in 2007, initially offering test preparation but later branching into a full range of online educational offerings. The firm has 320,000 active users and its premium service is seeing growing numbers of users each month.	<p>Focus on solving a real problem: Byju's started with a clear focus on solving a problem that students faced - the lack of personalized and engaging learning resources.</p> <p>Build a strong brand: Byju's invested heavily in creating a strong brand image and differentiating themselves from their competitors. This helped them establish themselves as a leader in the edtech space.</p> <p>Leverage technology: Byju's leveraged technology to create engaging and personalized learning experiences for their users. This helped them stand out in a crowded market and attract a large user base.</p> <p>Iterate and improve: Byju's was not afraid to experiment and make changes to their product to improve the user experience. This helped them stay ahead of their competitors and continue to grow.</p> <p>Build a strong team: Byju's built a strong team of experts in education, technology, and business, which helped them create a successful product and scale their business.</p> <p>Expand strategically: Byju's expanded their product offerings and geographic reach in a strategic manner, focusing on markets where they could make the biggest impact.</p> <p>Raise funding strategically: Byju's raised funding from investors who shared their vision and could provide strategic guidance and support. This helped them scale their business and achieve their goals.</p>

Design Within Reach	Identifying real problems and developing a product or service that solves that problem.	<p>The case study is about a successful furniture startup, Design Within Reach, which built its business brick by brick while other online furnishing companies, such as Furniture.com and Living.com, flamed out despite having millions of dollars in investor capital. Unlike its dot-com counterparts, Design Within Reach founder, Rob Forbes, identified a real problem in the furniture industry and developed a product that solved it. Forbes put together a print catalog of furniture, which he carried in stock and ready to ship, to provide easy access to well-designed furniture frequently found only in designer showrooms. He spent his time listening to customers and furniture designers, tuning his catalog and inventory to meet designers' needs, and scouring the world for unique furniture. Forbes approached venture capitalists to raise serious funding, but they were not interested because he did not have a website or e-commerce transactions. They wanted to fund web-based startups, and they suggested he should turn his catalog furniture business into an e-commerce site. However, Forbes stuck to his guns, believing that the dot-com furniture industry was based on a false premise that the business opportunity was simply online purchasing of home furnishings. Instead, he believed the underlying opportunity was to offer high-quality products to a select audience, which he did by building a proven business model that provided well-designed furniture to customers quickly. Ultimately, Design Within Reach was a \$180 million public company, while Furniture.com flamed out and was relegated to the dustbin of forgotten failures. The case study illustrates the importance of identifying a real problem, developing a product that solves it, listening to customers and</p>	<p>Building a successful business requires identifying a real problem and developing a product or service that solves that problem.</p> <p>It's important to listen to customers and understand their needs, even if they are different from what the market may be currently offering.</p> <p>A business model that works for one company may not work for another. It's crucial to find the right approach for your business and not just follow the latest trends or popular models.</p> <p>Taking a slow and steady approach to building a business can be just as successful as the "living fast and dying young" approach favored by some startups.</p> <p>Venture capitalists may not always understand or support your business model, but that doesn't mean it can't succeed.</p> <p>A select audience and high-quality products can be the crucial difference between success and failure in a competitive market.</p> <p>A strong brand and reputation within a specific industry or community can be more valuable than simply having a wide audience or flashy website.</p>
ID Fresh Food's	Product should be hero and other lessons in innovation	<p>The article discusses the four principles of innovation according to Musthafa, which are product innovation, business model innovation, packaging innovation, and marketing innovation. He gives examples of how he has applied these principles in his own business, including selling liquid coffee decoction instead of powder and using innovative packaging to create a unique experience for customers. He also emphasizes the importance of trust and the need to identify customer problems and solve them using simple science and common sense. Finally, he highlights the value of continuously upgrading oneself to stay ahead of the competition. In recent months, he has learned to do more with less and has seen the importance of trust as a "magical weapon" in business.</p>	<p>The key learnings from the article are:</p> <p>Innovation plays a crucial role in any business, and it can be achieved by focusing on product, business model, packaging, and marketing innovation. To innovate, one needs to identify customer problems and solve them using simple science and common sense.</p> <p>Trust is a magical weapon that can help build brand loyalty and customer satisfaction.</p> <p>Doing more with less is possible, and businesses should look for ways to improve revenue and profitability even during challenging times.</p> <p>Upgrading oneself is essential to stay ahead of the competition.</p>
KissFlow	How India's early cloud veteran Suresh Sambandam scripted a turnaround with KISSFLOW	<p>KISSFLOW is a software platform that offers more than 50 ready-to-use apps, allowing users to create custom automated applications without the need for programming. The platform also provides a drag-and-drop interface for creating forms, workflow diagrams, and triggers. KISSFLOW's core differentiator is that it is a self-service platform, simple enough for business users to configure without expensive consulting services. The company's success can be attributed to its innovative approach to technology, product management, user experience, sales, and marketing. KISSFLOW has adopted an inbound marketing model that relies on a desk selling and marketing approach, which has helped the company reach over 10,000 customers in 121 countries. The company's clients include Pepsi, Airbus, Michelin, Jet, Casio, and Disney. KISSFLOW competes with other new-age companies like Bizagi, Bitrix24, NewGen, Podio, and Workflow Max.</p>	<p>The importance of adaptability: Suresh was initially focused on building a PaaS business but had to pivot to SaaS when he realized that was where the market demand was. He also had to reinvent himself and his image as a corporate executive to fit in with the startup world. Being able to adapt to changing circumstances and market conditions is critical for success.</p> <p>Intellectual property can be valuable: Even though Orangescape, Suresh's previous venture, was not successful, the intellectual property he had created was still valuable and allowed him to sell it for a significant sum of money to keep him afloat.</p> <p>Brand building is crucial: Suresh recognized the importance of brand building and image building, not just for the product but also for the founder. When the product becomes a brand, the founder should be out there building an image too.</p> <p>Persistence pays off: Despite facing setbacks and almost running out of money, Suresh did not give up. His persistence paid off when he launched KISSFLOW and was able to capture a niche market, leading to the company's growth and success.</p>

MakeMyTrip	How Deep Kalra Started MakeMyTrip - Our Own Startup	<p>The story of MakeMyTrip.com can be divided into three phases. In the first phase, the company started off by catering to the overseas Indian community for their US-to-India travel needs. However, within two years of its launch, the dot com market crashed, taking down everything they had begun to make. In order to save the company, the founder, Deep Kalra, had to take some harsh decisions, such as reducing employee strength by half and letting go of the salaries of top management employees for 18 months.</p> <p>In the second phase, MakeMyTrip turned out to be one of the few companies that managed to survive the tsunami of the dot com market crash. They broadened their portfolio by launching services for the Indian market, such as holiday packages and hotel bookings, and tying up with Indian Railways Catering and Tourism Corporation's (IRCTC) online business model. They also made several additions to their existing profile, such as launching a multi-city flight booking service and creating travel-related apps for all types of mobile devices. The company made awesome revenues, and in 2010, they were listed on NASDAQ, becoming one of the very few Indian dotcom companies to be listed on the US stock exchange.</p> <p>In the third phase, MakeMyTrip faced some problems, such as a decline in net revenues and booking losses. However, they were more prepared and experienced to tackle issues this time, and successfully came back by reporting a 27.7% rise in revenues. The company continued to expand its reach and revenue through</p>	<p>Start with a niche market: As seen in the case of MakeMyTrip, starting with a niche market and then expanding can be a good strategy. It helps in understanding the customer needs better and building a strong customer base.</p> <p>Be prepared for challenges: Every start-up faces challenges, and it's important to be prepared for them. Make sure you have a plan in place to tackle unforeseen situations.</p> <p>Focus on product-market fit: It's crucial to focus on building a product that caters to the needs of the market. Conduct market research and get feedback from customers to ensure that the product meets their requirements.</p> <p>Embrace innovation: In today's fast-paced world, it's important to keep innovating and stay ahead of the competition. Be open to new ideas and technologies that can help you improve your product or service.</p> <p>Build a strong team: A start-up is only as good as its team. It's important to build a team of skilled professionals who share your vision and are committed to achieving the company's goals.</p> <p>Be adaptable: Markets and customer needs can change rapidly, and it's important to be adaptable and pivot when necessary. Don't be afraid to change your strategy if it's not working.</p> <p>Keep an eye on finances: Cash flow is crucial for any start-up, and it's important to keep a close eye on finances. Make sure you have a sound</p>
NetFlix	The Fascinating History of Netflix	<p>Netflix's growth story is a remarkable example of how a company can leverage technology and innovative business models to disrupt an entire industry. When it was founded in 1997, Netflix started as a DVD-by-mail rental service, but over the years, it evolved into a streaming platform that now serves more than 200 million subscribers in over 190 countries.</p> <p>One of the key factors that led to Netflix's success was its ability to perfect the product-market fit. Netflix's founders recognized that consumers were frustrated with traditional video rental stores, which often charged late fees and required customers to physically visit the store to return their rentals. Netflix's DVD-by-mail service was a solution to this problem, offering a convenient and affordable way to rent movies from the comfort of one's own home.</p> <p>As technology advanced and internet speeds increased, Netflix recognized the opportunity to pivot to streaming. The company invested heavily in its streaming technology, and by 2007, it launched its streaming service. Initially, the streaming library was limited, but as the company gained more subscribers, it was able to negotiate better content deals and invest in producing its own original content. This led to a virtuous cycle where more subscribers led to more content, which in turn led to more subscribers.</p> <p>Another key factor in Netflix's success was its data-driven approach. The company has always been obsessed with collecting</p>	<p>Focus on creating a valuable product or service: The core of any successful start-up is the product or service it provides. You should spend time developing a product that is valuable, innovative, and solves a real problem in the market. This will not only attract customers, but also investors who are interested in supporting your business.</p> <p>Understand your target audience: Before developing your product, it is important to understand your target audience. Who are they? What do they need? What are their pain points? Conducting market research and creating customer personas can help you tailor your product to meet the needs of your audience.</p> <p>Build a strong team: Your team is critical to the success of your start-up. You need to have people who are skilled, dedicated, and passionate about your product. Building a strong team also means having a diverse group of people who bring different perspectives and ideas to the table.</p> <p>Have a clear business plan: It is important to have a clear business plan that outlines your goals, strategies, and tactics. This plan should include financial projections, marketing plans, and growth strategies. A business plan will not only help you stay on track, but also attract investors and other stakeholders.</p> <p>Be adaptable: The start-up ecosystem is constantly changing, and it is important to be adaptable. You should be open to feedback and willing to pivot your business model or product based on market demands. Being adaptable also means being agile and moving quickly to take advantage of opportunities.</p>
Netflix Teaches Us More than Binge-Watching:	Product Development and Innovation Lesson from the News	<p>Netflix's growth story offers several valuable lessons for other startups in the ecosystem. The first key lesson is identifying customer demands and problems and finding innovative solutions to meet those needs. In Netflix's case, they recognized the limited shelf space of video rental storefronts and created a dot-com model that allowed for unlimited shelf space, which appealed to thousands of customers.</p> <p>The second lesson is that partnerships can lead to profits. Netflix partnered with DVD player manufacturers and retailers to generate interest in both the equipment and the service, which helped grow their business. Carefully crafted partnerships can help startups grow their ideas into profitable services through mutual cooperation.</p> <p>The third lesson is to solve problems before they become problems and not give up. Netflix innovated by rolling out movie streaming in 2007, which met the small but growing trend of instant video viewing before it became mainstream. Though they faced fluctuations before landing on a successful model, they continued to identify the problems to be solved before their customers were even aware of them.</p> <p>The fourth lesson is that innovation does not always have to reinvent the wheel. Netflix released several award-winning series produced in-house and available only through their streaming service. The idea of a pay-channel creating their own original content is not new, but Netflix took a risk and produced quality</p>	<p>Identify customer demands: Identify the problems that your potential customers face and come up with innovative solutions to solve those problems. This will not only help you to build a product that satisfies the needs of your customers but also differentiate you from your competitors.</p> <p>Partnership can lead to profit: Partnerships with other businesses or organizations can help startups to grow their brand and generate interest in their products or services. Collaborating with industry leaders and influencers can help startups to gain exposure and credibility.</p> <p>Solve problems before they become problems: Anticipate the needs of your customers and come up with solutions to their problems before they even know they have a problem. By providing customers with a solution before they ask for it, you can create a loyal customer base that trusts and relies on your business.</p> <p>Innovation does not re-invent the wheel: Innovation is not always about creating something entirely new. It can also involve improving or modifying an existing idea or product. By building on what has already been done, startups can create products or services that are more efficient, effective, and customer-focused.</p> <p>Keep winning at innovation: Innovation is an ongoing process, and startups need to continually adapt and evolve to stay ahead of the competition. By staying attuned to the needs of their customers, experimenting with new ideas, and taking calculated risks, startups can continue to innovate and grow their business.</p>

Paytm	From the unbanked to struggling MSMEs, Paytm wraps up 2020 with a focus on financial inclusion	Paytm, a fintech giant in India, has achieved significant growth in 2020, despite the COVID-19 pandemic, by expanding into the insurance sector, providing more wealth management services, and supporting the small and medium-sized business (SMB) sector. The company has built its growth by keeping its finger on the pulse of evolving consumer needs and demands and keeping financial inclusion at the core of everything it does. Its launch of stockbroking services and its initial public offering investing service, which provides heuristic approaches to mutual funds, stocks, and IPO trading, has helped democratize finance and made these tools accessible to the common man. Paytm has also supported SMBs by launching an Android all-in-one POS machine that enables contactless payments and has waived off all charges on merchant transactions, absorbing Rs 600 crore in MDR to support MSMEs. Additionally, Paytm aims to disburse Rs 1,000 crore in collateral-free loans under its 'merchant lending program.' Paytm's suite of services is expanding, and it is heavily targeting the lower-tier markets where it has a considerable presence.	<ol style="list-style-type: none"> 1. Identify a problem and solve it: Paytm identified a problem in the Indian market for digital payments and provided a solution by creating a mobile wallet app that allowed users to make payments quickly and easily. 2. Focus on user experience: Paytm placed a strong emphasis on creating a user-friendly interface and improving the customer experience. This helped them attract and retain a large user base. 3. Be adaptable: Paytm started as a platform for mobile recharges, but the company was quick to adapt to the changing market and expanded into other areas, such as bill payments, ticket bookings, and e-commerce. 4. Develop strategic partnerships: Paytm formed strategic partnerships with other companies, such as Uber and IRCTC, which helped the company grow and reach new customers. 5. Raise capital effectively: Paytm was successful in raising capital from investors by presenting a strong business model and demonstrating a clear path to profitability. 6. Embrace technology: Paytm leveraged technology to offer a seamless and efficient payment experience, which helped them stay ahead of competitors and attract new users. 7. Build trust and brand loyalty: Paytm prioritized building trust with its customers through security measures and transparency. This helped the company build a strong brand and loyal customer base.
Postman	From Basti to San Francisco: The untold story of Postman CEO who built a \$2B startup	Abhinav Asthana, the founder of Postman, wanted to solve the problem of API debugging for himself and that's how Postman started as a side project. Abhinav, who had a passion for entrepreneurship, had been founding things since his school days. After he left his first startup, TeliportMe, he began consulting on the side to pay the bills. He lived in Indiranagar, an upscale neighbourhood in Bengaluru, and realized that Postman had everything he was trying to intentionally build as products in previous generations. Postman had user love, a community that was coming around it, and people wanted the product. The company had a "donate button" and people would send in "some money". The trio launched the startup formally in 2014. Abhinav believes that the process of building is very iterative, and staying true to the project and taking the tough calls that were needed were key in building a sustainable product. In the software space, especially the developer tools segment, there are no secrets, and people can very well go ahead and build exactly the same version of Postman. However, a week after the said product is out, Postman would still be better because it is constantly listening to developers across the world and updating its platform. Abhinav said that Postman never went to investors; instead, they came calling.	<p>Understand Your Customers' Pain Points: Postman's success was largely due to its ability to identify a key pain point for developers: API testing. By understanding this pain point, Postman was able to create a solution that met the needs of its target market.</p> <p>Focus on User Experience: Postman prioritized creating a user-friendly experience for developers. This focus on user experience helped differentiate Postman from other API testing tools, and contributed to its success.</p> <p>Build a Strong Community: Postman's community of users played a significant role in the company's growth. By creating a forum for users to share tips and best practices, Postman was able to build a loyal user base and drive product adoption.</p> <p>Be Open to Feedback: Postman's product team was always open to feedback from users, and used this feedback to improve the product over time. This helped ensure that the product remained relevant and valuable to users.</p> <p>Prioritize Integration: Postman recognized the importance of integrating with other tools and platforms that developers use. By prioritizing integration with popular developer tools, Postman was able to increase its value proposition and attract more users.</p> <p>Iterate Quickly: Postman's product team was able to iterate quickly and make changes to the product based on user feedback. This helped ensure that the product continued to meet the evolving needs of its target market.</p>
Qalara Cross border wholesale commerce	This woman went from being a Reliance employee to an entrepreneur funded by it	Qalara is a Bengaluru-based startup that provides a wholesale e-commerce marketplace for small businesses to export their products across the world. The startup, which is backed by Reliance Industries Ltd, acts as an intermediary platform, facilitating the discovery of mutual parties while enabling them to do business in a reliable and convenient way. It takes care of the end-to-end supply chain from the producer till the buyer anywhere in the world. Currently, Qalara focuses on home and lifestyle categories, but it plans to be a 'category agnostic' platform. Using OpenStack, an open-source cloud computing infrastructure, Qalara helps calculate in real-time the landed price for small business buyers by determining freight and duties in real-time seamlessly in a checkout flow. The market opportunity for Qalara is large, considering that the market in lifestyle categories in retail is worth well over a trillion dollars.	<p>The growth strategy adopted by Qalara, as described in the case study, was focused on four key areas:</p> <p>Expanding the customer base: Qalara aimed to expand its customer base beyond early adopters and tech-savvy users by targeting larger enterprises and mid-sized companies. To achieve this, the company invested in sales and marketing efforts, including attending industry conferences and events, creating targeted advertising campaigns, and building partnerships with other companies in the space.</p> <p>Improving product features: Qalara made continuous improvements to its product based on customer feedback and insights, adding new features and functionalities to better serve the needs of its target customers. This included improving the platform's reporting capabilities, enhancing its data analysis tools, and streamlining workflows for customers.</p> <p>Enhancing customer experience: Qalara focused on delivering a superior customer experience by providing responsive customer support, offering personalized training and onboarding for new customers, and soliciting customer feedback regularly to identify areas for improvement.</p> <p>Increasing pricing: As the product matured and gained a stronger foothold in the market, Qalara increased its pricing to better reflect the value it was delivering to customers. This allowed the company to generate more revenue per customer and reinvest those funds into further product development and growth initiatives.</p> <p>Overall, Qalara's growth strategy was centered around improving its</p>

Rivigo	How a road trip and coffee led to the birth of billion-dollar logistics startup Rivigo	<p>Rivigo, the Indian logistics startup, has changed the way trucks travel across the country with its relay model, which aims to improve the conditions of truck drivers. The Gurugram-based company has 3,000 customers across 20 sectors and has recently become India's latest unicorn after raising \$65m from Warburg Pincus and SAIF Partners. Its founders, Deepak Garg and Gazal Kalra, created the company in 2014 with the goal of creating a relay truck model where drivers would not drive for more than four to five hours at a stretch and could return home the same day. The company now plans to expand its footprint across India.</p>	<p>Focus on customer pain points: Rivigo identified the inefficiencies in the traditional trucking industry and designed a solution that addressed the pain points of customers. As a start-up, it is important to identify customer pain points and design solutions that address them.</p> <p>Leverage technology: Rivigo leveraged technology to create a platform that optimized trucking routes and reduced transit times. Start-ups should leverage technology to create innovative solutions that can disrupt traditional industries.</p> <p>Build a strong team: Rivigo built a strong team with a diverse set of skills that were aligned with the company's vision. Start-ups should prioritize building a strong team with the right skills and mindset to execute the company's vision.</p> <p>Iterate and improve: Rivigo iterated on its business model and technology platform based on customer feedback and data analytics. Start-ups should focus on continuous improvement and be open to feedback from customers and stakeholders.</p> <p>Be financially disciplined: Rivigo was financially disciplined and focused on profitability from an early stage. Start-ups should focus on sustainable growth and prioritize financial discipline.</p> <p>Establish partnerships: Rivigo established partnerships with truck owners and drivers to create a network of reliable transportation providers. Start-ups should focus on building partnerships and collaborations that can create a strong ecosystem for their products or services.</p>
SalesForce	The History of Salesforce	<p>Salesforce is the #1 CRM, bringing companies and customers together in the digital age. It was founded in 1999 with a vision to be "A World-Class Internet Company for Sales Force Automation." On March 8, 2020, Salesforce incorporated and Marc Benioff, Parker Harris, Frank Dominguez, and Dave Moellenhoff began working on the first version of Salesforce's CRM. The timeline below shows the history of Salesforce over the years, illustrating their record of doing well while doing good. Salesforce.com started in 2000 with a focus on "fast, simple, and right the first time". They wear Hawaiian print shirts, brunch at Mama's, appoint Koa as Chief Love Officer, and constantly ask for feedback. After the dot-com bubble burst, 20% of the company's workforce was laid off.</p> <p>By the end of its first year, the company had expanded to 40 employees and an 8,000-square-foot office at the Rincon Center. In March, Salesforce gets a boost from major press coverage when it hires actors to stage a mock protest outside a Siebel Systems conference. Salesforce launches the 1-1-1 model, moves to a larger base, and surpasses 3,000 customers.</p>	<p>Focus on customer satisfaction: Salesforce's success is largely due to their focus on customer satisfaction. From the very beginning, they focused on building a CRM that was fast, simple, and easy to use. They also implemented the 1-1-1 model, which involves donating 1% of their equity, 1% of their employees' time, and 1% of their product to charity. This focus on customer satisfaction and giving back has helped them build a loyal customer base.</p> <p>Embrace innovation: Salesforce has always been at the forefront of innovation. They were one of the first companies to offer a cloud-based CRM, and they continue to innovate with new products and features. As a Product Manager, it's important to stay up-to-date with the latest technology and trends in your industry and be willing to take risks with new ideas.</p> <p>Build a strong company culture: Salesforce's company culture is unique and has helped them attract and retain top talent. They wear Hawaiian print shirts, brunch at Mama's, and appoint a Chief Love Officer. As a Product Manager, it's important to create a strong company culture that fosters creativity, collaboration, and innovation.</p> <p>Be adaptable: Salesforce has faced its share of challenges over the years, including the dot-com bubble burst and layoffs. However, they were able to adapt and come out stronger on the other side. As a Product Manager, it's important to be adaptable and able to pivot when necessary to stay competitive and meet customer needs.</p> <p>Give back to the community: Salesforce's 1-1-1 model has been a key part</p>
Slack	From 0 to \$1B - Slack's Founder Shares Their Epic Launch Strategy	<p>The Slack team started small and iterated, testing their product with a few small teams before gradually expanding their user base and using user feedback to improve the product. They focused on traditional media for launch, generating coverage before and after the release, and leveraged social media to amplify their story. Slack's success can also be attributed to their emphasis on usability, making the product fast, reliable, and easy to use.</p> <p>Slack's private beta period was crucial to the company's success, as it allowed them to learn from feedback and refine their product for team use. During this time, Slack aimed to minimize the risk of rejection by providing resources for team administrators and educating customers on the need for their product. Slack's focus on selling to teams rather than individuals also proved beneficial, as it made adoption simpler and more affordable for mid-level managers. The six-month beta period was used to improve the new-user experience and refine the product for launch.</p> <p>The author focuses on Slack's success story and highlights how the company's leaders embraced user feedback to improve their product. Butterfield and his co-founders made sure that users could respond to every email they received, and they approached every help ticket as an opportunity to solidify loyalty and improve the service. They listened to their growing user base and made changes to the product based on their feedback. Butterfield sees every customer interaction as a marketing opportunity and stresses the importance of going above and beyond on the</p>	<p>Start small and iterate: The Slack team started by testing their product with a few small teams before gradually expanding their user base. This approach allowed them to identify and fix issues before they became bigger problems.</p> <p>Listen to user feedback: The Slack team actively sought feedback from their users and used it to improve the product. They also shared the product with progressively larger groups to get more feedback.</p> <p>Focus on traditional media for launch: Slack's successful launch was largely due to the team's efforts to generate traditional media coverage before and after the release. They worked closely with their PR firm to find their hook and pull strings to get their story out there.</p> <p>Leverage social media for amplification: Getting the story out doesn't end when an article is published. The Slack team recognized that social media can be a powerful tool for amplifying coverage and engaging with interested parties to broaden their reach.</p> <p>Emphasize usability: Slack's success can be attributed in part to its focus on usability. By focusing on making the product fast, reliable, and easy to use, Slack was able to attract and retain users.</p> <p>Beta testing is a crucial phase in a product's development, and startups should take advantage of this time to gather as much feedback as possible.</p> <p>It can take time to learn what you need from your beta testers, and it's important to be patient and flexible with the process.</p>

Case study Tally Marketing strategy	How to create a powerful digital marketing strategy that tells your story to the right audience at the right time	<p>Crafting a digital marketing strategy for an IT company in the B2B ecosystem can be challenging, especially with the plethora of options available. However, the fundamental approach to B2B digital marketing is consistent, and it can be customized based on the company's specific goals. Tally, a top provider of ERP and accounting software, is an excellent example of a successful digital marketing strategy. They conducted an elaborate market survey to understand their target audience's GST-specific problem areas before creating a content-rich approach that focused on simplifying the concept of GST and providing solutions. Tally established themselves as expert solution providers in GST, resulting in exponential sales growth. To plan the perfect digital marketing strategy, it's critical to research your market landscape and your competitor space, define your target audience and their persona, plan your content distribution avenues and formats, create a digital marketing calendar, and define your source of analytics for assessing performance. Review and regroup to make changes based on the response to your initiatives.</p>	<p>Conduct thorough market research: Before embarking on any product or marketing strategy, it is essential to conduct extensive market research to understand your target audience's needs and pain points.</p> <p>Focus on solving customer problems: Rather than simply promoting product features, focus on providing solutions to your target audience's problems. This approach can help establish your brand as a reliable and expert solution provider.</p> <p>Stay informed about industry trends: Keep a close eye on industry trends and regulatory changes that may affect your target audience. Stay up-to-date with the latest developments and adjust your product and marketing strategies accordingly.</p> <p>Customization is key: Customization can help differentiate your brand from competitors and make your products more appealing to your target audience. Consider customizing your products or services to meet specific customer needs, and create targeted marketing campaigns accordingly.</p> <p>Consistency and quality of content: Developing a content-rich approach is essential to establish your brand as an expert and build trust with your target audience. Ensure that your content is high-quality, consistent, and relevant to your target audience's needs.</p> <p>Plan your digital marketing strategy: Plan your digital marketing strategy with a focus on content, SEO, distribution, and data. Research your market landscape and competitor space, define your target audience and their persona, and plan your content distribution avenues, formats, and themes.</p>
Tally Ref Product Nation	Bharat Goenka(Tally Solutions) talks to us about the company's 'stubborn' decision to stay focussed on products	<p>The founder of Peutronics, the parent company of Tally, says that one doesn't really learn from the past, and that despite having made mistakes, he would still take the same decision again if the circumstances were the same. Peutronics has remained a product company, and its focus has been on changing the way millions of people do their business. The founder explains that Indian SMEs need to be "sold to" and that the self-service angle that cloud technology brings will not work in India. In his opinion, the most common thing that misleads or causes the downfall of Indian product companies is not being clear about which business they are in.</p>	<p>The importance of understanding customer needs: Peutronics' initial product launch failed because it didn't meet the needs of its target customers. By engaging with potential customers and understanding their needs and pain points, Peutronics was able to create a successful product.</p> <p>The value of continuous improvement: Peutronics' success was not just a result of creating a great product, but also continuously improving it based on customer feedback and market trends.</p> <p>The need for cross-functional collaboration: Peutronics' success was also due to the collaboration between the product management, engineering, and marketing teams. By working together and sharing insights, they were able to create a product that met customer needs and was effectively marketed.</p> <p>The importance of market research: Peutronics' success was largely due to conducting extensive market research and understanding the competitive landscape. This allowed them to create a unique product that filled a gap in the market.</p> <p>The value of effective communication: Peutronics' success was also due to effective communication with customers, investors, and the team. By listening to feedback and communicating effectively, they were able to create a successful product and company.</p> <p>Overall, the Peutronics case study emphasizes the importance of customer focus, continuous improvement, collaboration, market research, and effective communication in creating a successful product and company.</p>
Story of Twilio	The Wizard Of Apps: How Jeff Lawson Built Twilio Into The Mightiest Unicorn	<p>In October 2011, Uber sent an e-mail to its customers to alert them about a problem with its SMS provider, Air2Web. The e-mail landed in the in-box of Jeff Lawson, the CEO of a crosstown startup named Twilio, which specializes in cloud-based text and voice communications. Lawson knew just what to do with the e-mail, forwarding it to his friend Rob Hayes, an Uber board member at the time, along with a brief sentence: "For the love of God, they should be using Twilio." Hayes then introduced Lawson to Uber CEO Travis Kalanick, and within a month Twilio was powering Uber's SMS. Little by little, the relationship expanded, and Twilio now runs texts, alerts and voice calls on the Uber app in most parts of the world. When a driver and passenger call each other, they do so through a Twilio number that keeps their own phone numbers private.</p> <p>Twilio, a company founded by CEO Jeff Lawson in 2008, has grown to 30,000 customers, powering 75 billion annual connections that reach 1 billion devices. Its largest customer, WhatsApp, uses Twilio to verify customer accounts and logins. Companies such as Lyft, Expedia, Netflix, Coca-Cola, Salesforce and the New York Times all have Twilio inside. In June, Twilio went public, raising \$150 million at a \$1.2 billion valuation. Shares of Twilio nearly doubled the first day, and within two months, fueled by 70% sales growth in its most recent quarter, it doubled again.</p> <p>Its recent \$4.6 billion market capitalization dwarfs better-known tech names like Box (\$1.7 billion), Fitbit (\$3.1 billion) and Yelp (\$3 billion). Twilio's coming-out party sends a multibillion-dollar signal</p>	<p>The key takeaways from this case study are:</p> <p>Networking and making connections can lead to significant opportunities. Twilio CEO Jeff Lawson was able to leverage his relationship with an Uber board member to introduce his company to Uber's CEO, resulting in a successful partnership.</p> <p>The importance of providing solutions to customer problems. Twilio was able to quickly address Uber's SMS issue and demonstrate the value of their services, leading to an expanded partnership.</p> <p>The potential for growth in the cloud-based communication industry. Twilio's success and rapid growth demonstrate the importance of integrating communication functions into apps, which can make smartphones even smarter.</p> <p>The significance of having a forward-thinking and ambitious mindset. Twilio's CEO gave each of his employees a T-shirt with the message "Day 1," emphasizing the idea that there is always room for growth and innovation, and that the company is just getting started.</p>

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