**Disciplined Entrepreneurship Workbook**

Step 3: Build an End User Profile for the Beachhead Market - Worksheets

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| End User Profile for Beachhead Market | |
| **Demographics** (be sure to determine which relevant for you situation but some general categories are gender, age, income, geography, job title, education, ethnicity, marital status, political affiliations, etc.) | -Equally effective for ages **25–65**: 31% under 45, 39% between 45–54, and 30% 55+.  - Job Titles: Professors, Associate Professors, Researchers, Postdoctoral Fellows, Graduate Students  - Education: Advanced degrees (Master’s, PhD)  - Geography: Globally distributed with concentrations in research-intensive regions (e.g., North America, Europe, Asia)  - Income: Generally moderate academic salaries supplemented by research grants  Diversity: A highly diverse group in terms of ethnicity, gender, and background reflecting the global academic community, Male (65%) and female (35%) representation can vary by region. |
| **Psychographics** (as above this needs to be customize for you situation but examples are aspirations, fears, motivators, hobbies, opinions, values, life priorities, personality traits, habits, etc.) | - Aspirations: Breakthrough discoveries, top-tier publications, competitive funding, and influential networks.  - Fears: Falling behind in research, inaccurate results, inefficiencies delaying publication or funding.  - Motivators: Recognition, innovation, and streamlined research workflows.  - Values: Scientific transparency, collaboration, and continuous learning.  - Personality Traits: Curious, analytical, tech-savvy, and resilient problem-solvers. |
| **Proxy Products** (what other products does this end user own, and which do they value the most? Which products have the highest correlation with your target end user) | - Research Management Tools: EndNote, Zotero, Mendeley  - Data Analysis Software: MATLAB, R, Python  - Literature Search Engines: Google Scholar, Semantic Scholar, PubMed  - Collaboration Platforms: ResearchGate, institutional repositories, academic social networks (e.g., Academia.edu) |
| **Watering Holes** (e.g., locations, associations, online platforms – and sequence them in priority and indicate intensity of each) | Watering Holes:  - Academic Conferences & Seminars  - University Departments & Research Labs  - Professional Networks & Online Communities: LinkedIn groups, ResearchGate, Academia.edu, and Twitter academic circles  - Digital Platforms: Preprint servers like ArXiv, Google Scholar alerts, and domain-specific blogs  - Scholarly Publications: Top peer-reviewed journals and research magazines |
| **Day in the Life** (describe a day in the life of the end user and what is going on in her head) | A typical academic researcher might start the day with a cup of coffee while scanning the latest papers and updates in their field. Mid-morning involves attending departmental meetings or academic seminars to discuss new trends. They then spend a significant portion of the day on literature reviews and data analysis—using tools like Semantic Scholar or MATLAB—while intermittently brainstorming and testing new hypotheses. In the afternoon, they might use the Agentic Reasoning Scientist to generate innovative research ideas, draft experiment designs, or even translate high-level hypotheses |
| **Priorities** (what are your end user’s priorities and assign a weighting to each so that it adds up to 100) | 1. Faster Discovery & Publication — Weighting: 30  2. AI-Assisted Hypothesis & Analysis — Weighting: 25  3. Efficient Literature & Data Management — Weighting: 20  4. Collaborative Innovation & Peer Engagement — Weighting: 15  5. Career & Funding Opportunities — Weighting: 10 |