**ASSIGNMENT 2**

**GO-TO-MARKET AND FIELDWORK  
Due Monday 10/6 - 11:59pm – Please submit to** [**msande273@gmail.com**](mailto:msande273@gmail.com)

All teams come prepared to discuss the answers to the following questions. We will select 1 or 2 teams, depending on timing, to use as case examples for the class.

**Go-to-Market Planning:**

* Define your product or service. Does that definition represent a complete product?
* What are the target segments? Which one(s) are your first targets? Why?
* What is the positioning of your product or service? What is its value to the customer?
* What partners are required for your business to succeed? What’s in it for them?
* How does the product flow? Are any channels necessary? Which ones? What’s in it for them?
* What is your revenue model?
* What is your pricing model? Why have you arrived at that model? Defend the approach.
* How will you sell your product?
* What is your marketing approach?

**Fieldwork:**

* Conduct 10 interviews with potential customers. For each interview, give the following:
  + Name
  + Date
  + Title/Position
  + Company
  + Relevance to your business (Customer, partner, user, etc.)
  + Summary of interview
  + 3 key learnings using the following as guiding questions:
  + What does your ideal customer look like?
  + What are their demographics and psychographics?
  + What other things do they like to do?
  + Who influences them?
  + How are their buying decisions made?
  + How will you reach them?
  + What is their need for your product/service? Who needs you most?
  + What is it about your product/service that uniquely satisfies that customer?
* Prepare the next steps of your fieldwork plan: What will you do before Gate I (Saturday, Oct. 12th ) to convince yourselves that your product/market fit is valid?
  + What customers will you talk to? (specific names or titles).
  + Who else in the value chain will you talk to? (specific names or titles). \*Think of who else is involved in a transaction (distributor, contract manufacturer, user, advertiser, etc.) How will you reach them? What is their motivation?
  + HOW will you convince them to speak with you?
  + WHAT will you ask? Submit a list of questions. \*You should ask questions that will help convince you that you will succeed with all key players.
  + DATA: Will you collect other data via a prototype, adwords campaign, landing page, survey?
* Which elements of your business model are most concerning to you? How can you get information to overcome those concerns? Examples of possible concerns:
  + Customer need
  + Willingness to pay
  + Product differentiation
  + Customer acquisition approach
  + How to get the first X customers
  + Sustainable advantage

**Positioning:**

Create a positioning statement for your company (see slide).