


Stanford University

Technology Entrepreneurship Part 2

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New Review

Submission



Lessons to soon to learn, but we are almost there.

Marketing and Sales Experiments Analysis and lessons learned

How many different types of marketing campaigns did your team try? Were these generated based on insights into what might work from your customers? Did your team calculate your cost of user acquisition? If so, did you try some new tactics to lower it?

Our project requires further development so that it is tangible to calculate a marketing campaign or even a cost of user acquisition. So far the technological parts as hardware; software and development are still being calculated by our team of mechatronic engineers.

Can you brainstorm several possible sales strategies and order them from cheapest and easiest to the most expensive. Start with the cheap or free ones (contacting your network). Can you try to make a few initial sales? Which strategies or tactics seem to work best? Where do potential customers get stuck and why?

Despite sales at this point are yet not possible, there is a buzz around the drone world, the tech that is involved and the applications generates a natural interest in people acquiring our products and our solutions, new medias and professional network are the best solution so far as we first give a attempt in b2b for faster and more precise feedbacks.



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