



## LECTURES

Acid Test for Entrepreneurs

Business Models

Market analysis, marketing,  
and sales

Partnerships and Distribution

Financing

Course wrap-up

## COURSE INFORMATION

Syllabus

Proprietary information

Team Management

Mentors and Mentoring

Statement of Accomplishment  
Criteria

## Market analysis, marketing, and sales

## Key Concepts

This week we are talking about how your market analysis and positioning will inform how you go about your marketing, go-to-market, and sales strategies.

- First video: concepts of market analysis, target customers, market segmentation, examining the competitive dynamics of the industry, determine size and growth potential of the market, Geoff Moore's "technology adoption life cycle".
- Second video: demand creation, how to feed the potential/target customers into your sales funnel, viral marketing (with the example of Jack Dorsey, co-founder of Twitter), customer lifecycle.
- Third video: elevator pitch, sales research and experiments (goal is replicable and scalable sales process), getting your first customers.
- Fourth video: last of our serie "how to start a startup".

## Videos

Market analysis and positioning ~14 min



Marketing, Demand Creation and Sales ~16 min



Entrepreneurial Sales ~22 min



How to Start a Startup - Lecture 3 ~48 min



## Reading

- Technology Ventures, from Idea to Enterprise: Part 1 [Chapter 4 & 5](#), [Part 2 Chapter 9](#)

## Assignment

In this assignment, you will be creating a marketing page for your business. You will also think about a basic prototype/beta version or launch page with email collection for your business, that will allow you to conduct your first sales experiments.



Marketing Page and Sales Experiments

Due on May 3rd at 8:00pm

## Additional Resources

- William A. Sahlman, [Three Most Critical Elements of Venture Success: People, Customers and Sales](#)
- Katie Rodan, [The Value of Effective Market Research](#)
- Guy Kawasaki, [Tell a Story and Plant Many Seeds](#)

[← Business Models](#)

[Partnerships and Distribution →](#)