Disciplined Entrepreneurship Workbook

Step 12: Determining the Customer's Decision-Making Unit (DMU)

Worksheet

	e Decision-Making Unit (DMU) End User Persona (Step 5)			Econor	nic Buyer P	ersona	Champion Persona			
Name	Danai Kos	sh		John Doe			Jane Smith			
Title	_	ool Gradua ng Bachelo		Head of H	ousehold		Tech Enthusiast			
Demographic Summary		3 years old tudent ear ually		Male, 40 y income ho	ears old, mi ousehold	ddle-	Female, 35 years old, tech- savvy household			
Psychographic Summary		s, socially s ncing, divi		interested	entally conso in reducing I energy cos	I	Passionate about technology and smart home innovations, advocates for energy-efficient solutions			
Proxy Products	Smartpho members house	ne, gym hip, car, re	nted	Smart home devices, energy- efficient appliances			Smart home hub, energy monitoring devices			
Watering Holes	University	, work, gyı	m	Community organizations, local energy fairs			Tech blogs, social media groups			
Day In the Life	_	courses, v		Work, family time, monitoring energy usage			Testing new gadgets, comparing smart home systems			
Priorities (Top 4 in order)	1.Self-care a 2.Academic 3.Work exp 4.Saying mo	success erience	future	1.Houseld budget management 2.Energy Savings 3.Technology adoption 4.Enviromental sustainability			1.Adopting new technologies 2.Sustainability 3.Save money 4.User-friendly products			
Key Selling Points to this Person	4.Saving money for the future 1.Personalized Control of the energy cost 2.Saving money(reductions in energy bills) 3.Compatibility with other smart decives			1.Return on 2.Ease of Us	investment e in the future	-	1.Advanced control through Aidriven automation 2.User experience with personal features 3.Easily integrates with smart home devices			
	Primary Influencers	Secondary Influencers	<u>Veto</u> Power	Primary Influencers	Secondary Influencers	Veto Power	Primary Influencers	Secondary Influencers	Veto Power	
People	Family	Friends	Parents	Family	Household members	Household	Family	Friends	Household	
Organizations	University	Fitness club	Leader	Financial advisors	At work	No-one	Financial advisors	Blogs	No-one	
Info Sources	University	Social media		Advertising	Social media		Advertising	Social media		

Qualitative Summary: How would you qualitatively summarize the DMU in three sentences or less?

The Decision-Making Unit (DMU) consists of an end user, Danai Kosh, who prioritizes smart energy management to reduce costs while enhancing convenience, a financially-conscious economic buyer seeking tangible returns on energy savings, and a tech-savvy champion enthusiastic about Al-driven smart home technology. Each persona is influenced by their respective circles, including family, tech blogs, and financial advisors, all seeking a solution that is easy to use, compatible with existing smart devices, and capable of significant long-term savings. Their combined priorities and influences underscore the importance of a product that is cost-effective, user-friendly, and offers advanced energy control features.

Note that one of the limitations of this worksheet is that it is static, as the roles in an acquisition process can change over time. As you map out the Process to Acquire a Paying Customer in Step 13, you may find it necessary to create additional persona profiles to encompass the multiple stages inherent in some decision-making processes.