

oblo

deepcover what matters

Overcoming Start-Up Challenges, Excelling in the Investment Journey, and Harnessing the Power of Value Proposition and Sales

27/11/2024

Diego Comina

Meet Diego Comina



Born in Treviso & raised in Mondovi (Cuneo)
Studied in Bocconi University in Milan



Started my career in an investment bank in NYC
Moved to a Financial leadership programm in GE



Product Leader in GE Digital... lived in 10
countries and worked in 5 business



Moved to the start up
world as Operating
partner in Obloo

WHAT WE DO AT A GLANCE

Obloo's unique approach unleashes the full potential of deep tech innovation at the service of investors, start-ups and corporation.

VENTURE CAPITAL

We manage early stage venture capital funds, capturing the best deals before any other investor

START-UPS

We boost start-ups from the foundation up to the full exploitation of their value

CORPORATION

A unique, integrated, learning platform codeveloped by Obloo with internationally recognised partners

DEEPCOVER LAB

We enable corporates in finding and deploying the most disruptive technologies

FIRST

Italian deep tech unicorn

€150M

Cumulated assets under management

4500+

Deals analysed

30+

Years in venture capital operations

50+

Investment closed

AGENDA

Is still a good time to start a Start up?

What is the journey of growth and what are the expectations

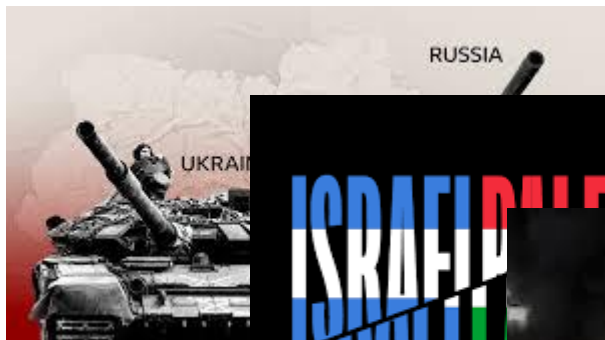
What is the most important thing when you are creating a start up?

Competitors analysis... is crucial let's not close the eyes and assume that you are alone

Price... is a mix of different variables

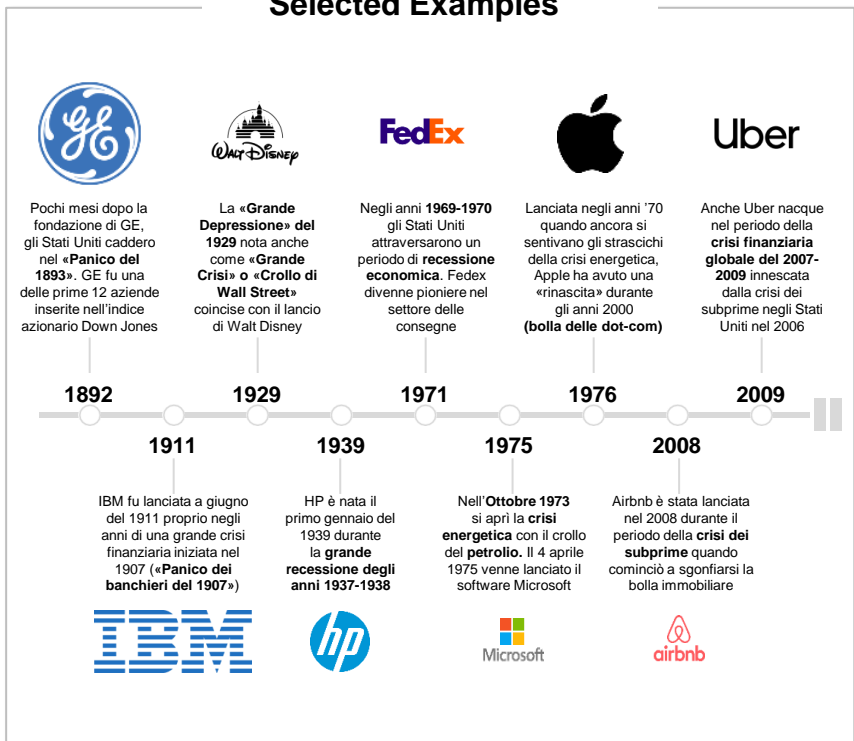
What's next ... sell it

WE ARE LIVING IN CHALLENGING POLITICAL AND ECONOMIC MOMENTS



CHALLENGING PERIODS ARE ALWAYS GOOD TIME TO LAUNCH AND SCALE NEW THINGS

Selected Examples



The Future Consumers

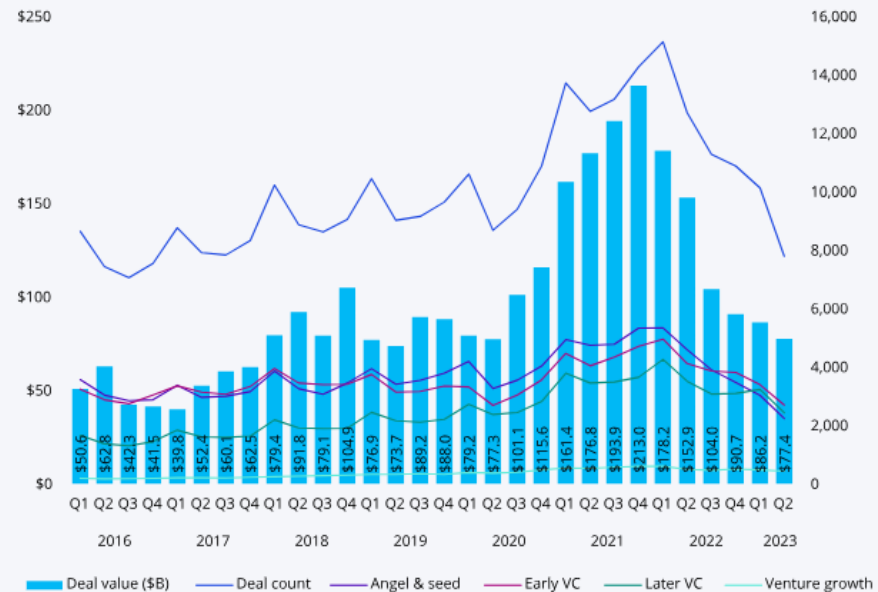
The Next Enterprises

The Role of Technologies

MARKET IS SLOWING DOWN IN THE INVESTMENT AFTER THE BUBBLE OF THE COVID PERIOD

Global venture financing

2016–Q2'23



Source: Venture Pulse, Q2'23. Global Analysis of Venture Funding, KPMG Private Enterprise. Data provided by PitchBook, July 26, 2023

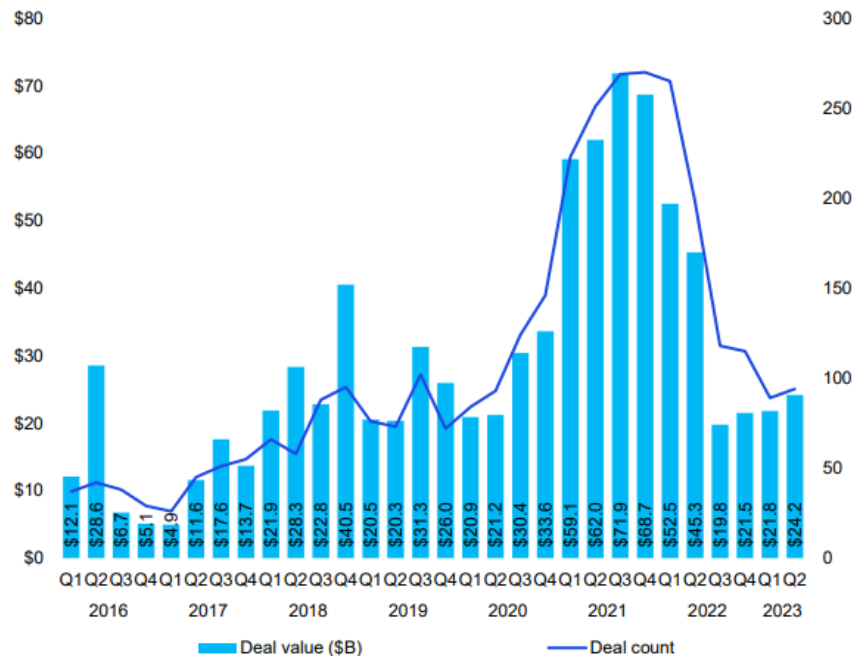
By now, the softening in venture financing activity is well established. An array of key factors that venture players are facing and must consider remain intact, namely:

- Ongoing concerns and mixed indicators pertaining to the health of the global economy, especially among key countries
- Complexities in cross-border transactions as political tensions remain taut and growth in exposure can be questioned
- Necessary increases in hurdles to funding and proving out of timelines for revenue generation if not profitability, and related implications for fund return timelines

EXIT REMAIN A SLUMP ... PUBLIC LISTING REMAINS THE BIGGEST DRIVER OF EXIT ... SHIFT INTO B2B VS B2C

Global unicorn rounds

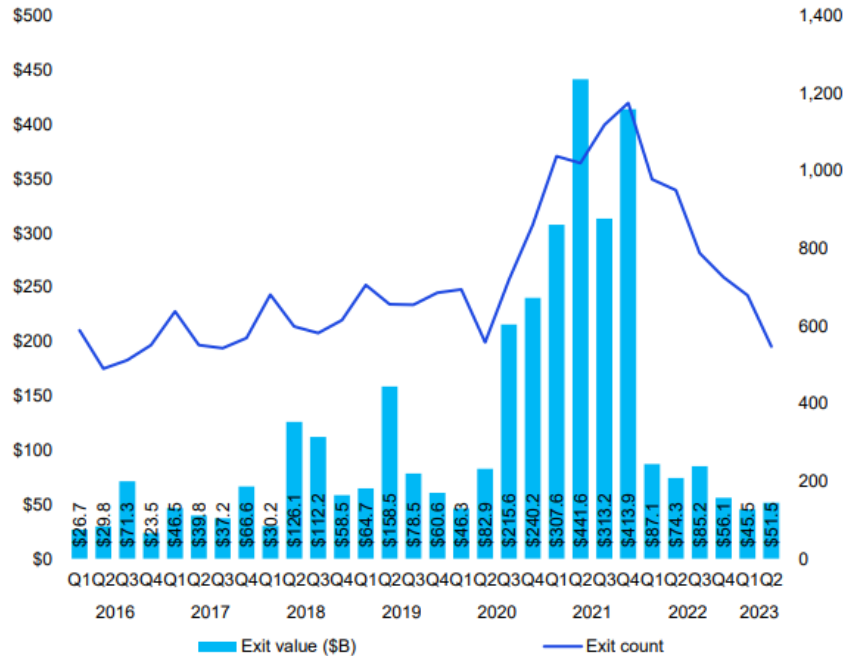
2016–Q2'23



Source: Venture Pulse, Q2'23, Global Analysis of Venture Funding, KPMG Private Enterprise. *As of June 30, 2023. Data provided by PitchBook, July 26, 2023
Note: PitchBook defines a unicorn venture financing as a VC round that generates a post-money valuation of \$1 billion or more. These are not necessarily first-time unicorn financing rounds, but also include further rounds raised by existing unicorns that maintain at least that valuation of \$1 billion or more.

Global venture-backed exit activity

2016–Q2'23



Source: Venture Pulse, Q2'23, Global Analysis of Venture Funding, KPMG Private Enterprise. *As of June 30, 2023. Data provided by PitchBook, July 26, 2023
Note: Exit value for initial public offerings is based on pre-IPO valuation, not the size of the offering itself.

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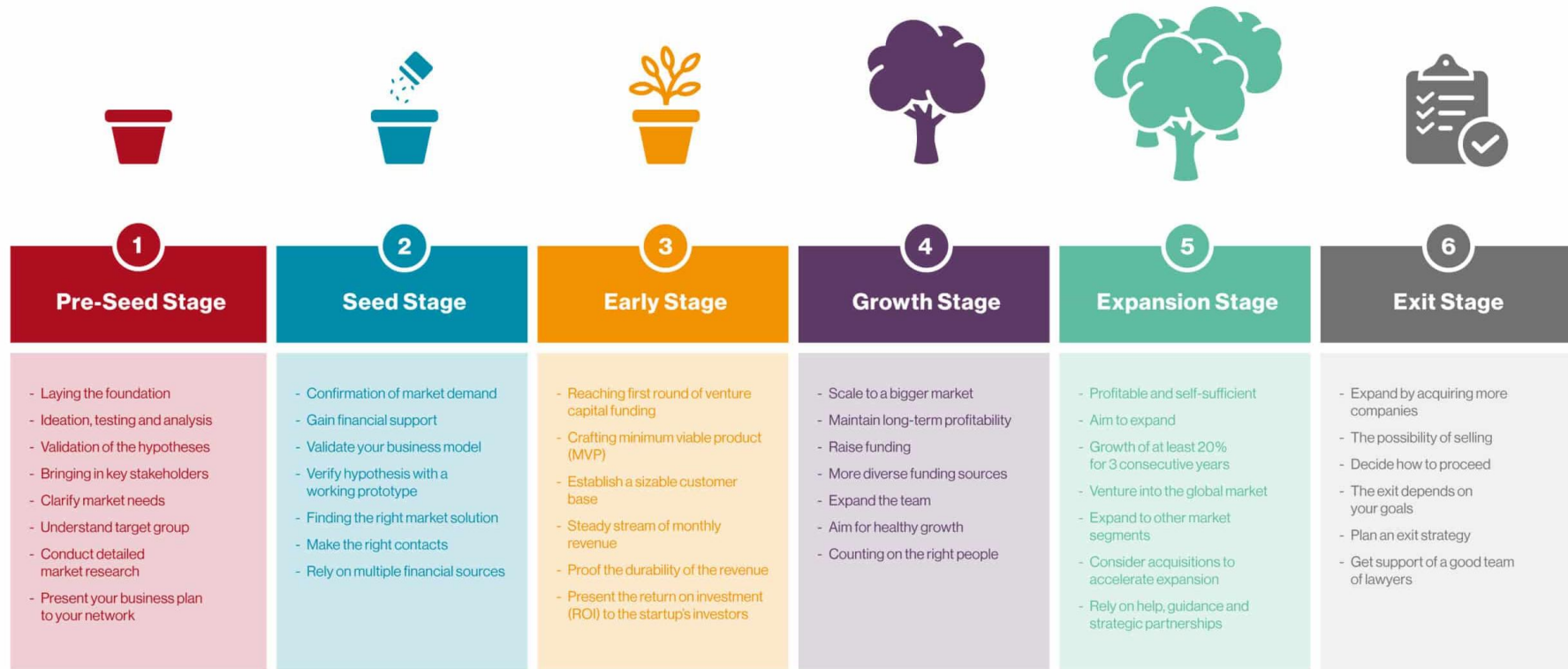
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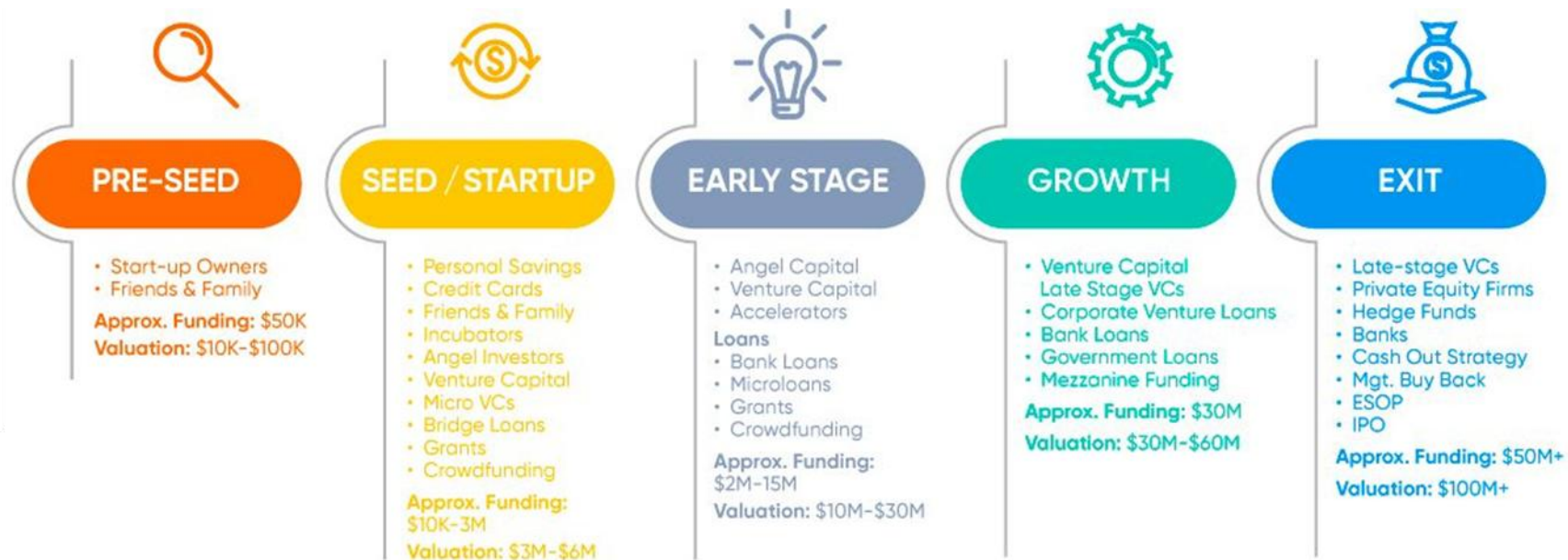
What's next ... sell it

WHAT ARE THE DIFFERENT STAGE OF LIFE OF A START UP

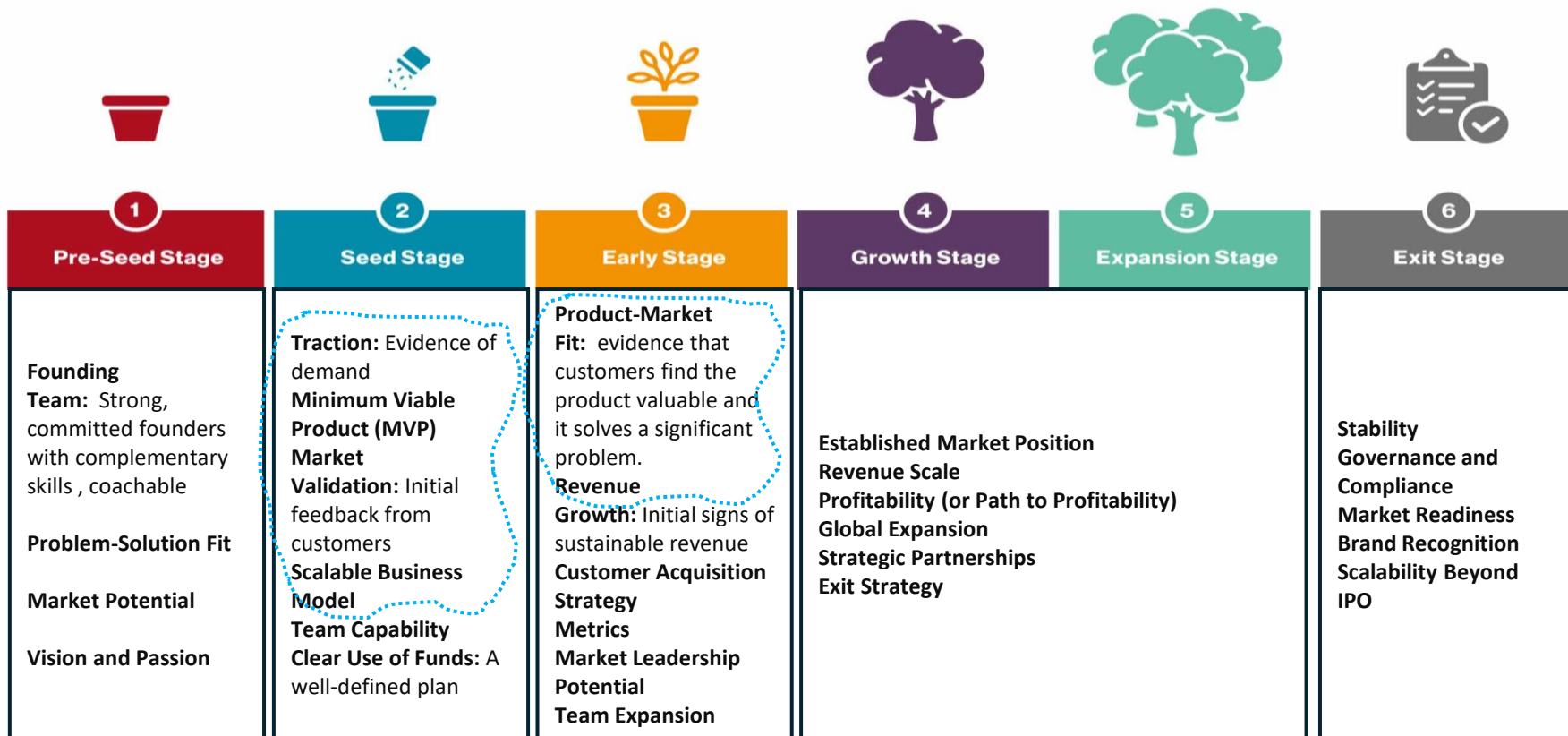


baselarea.swiss/knowledge-hub/6-startup-stages

WHO AND HOW MUCH IS FINANCED AT EACH STAGE OF LIFE OF A START UP



WHAT VC ARE LOOKING FOR INTO EACH STAGE TO DECIDE TO INVEST*



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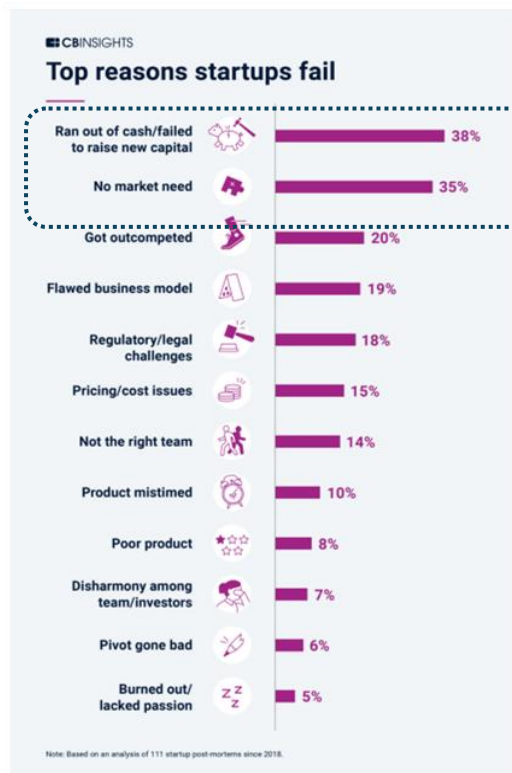
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NOT ALL THE START UPS ARE SUCCESSFUL .. ACTUALLY, THE MAJORITY OF THEM ARE FAILING MAINLY BECAUSE ?

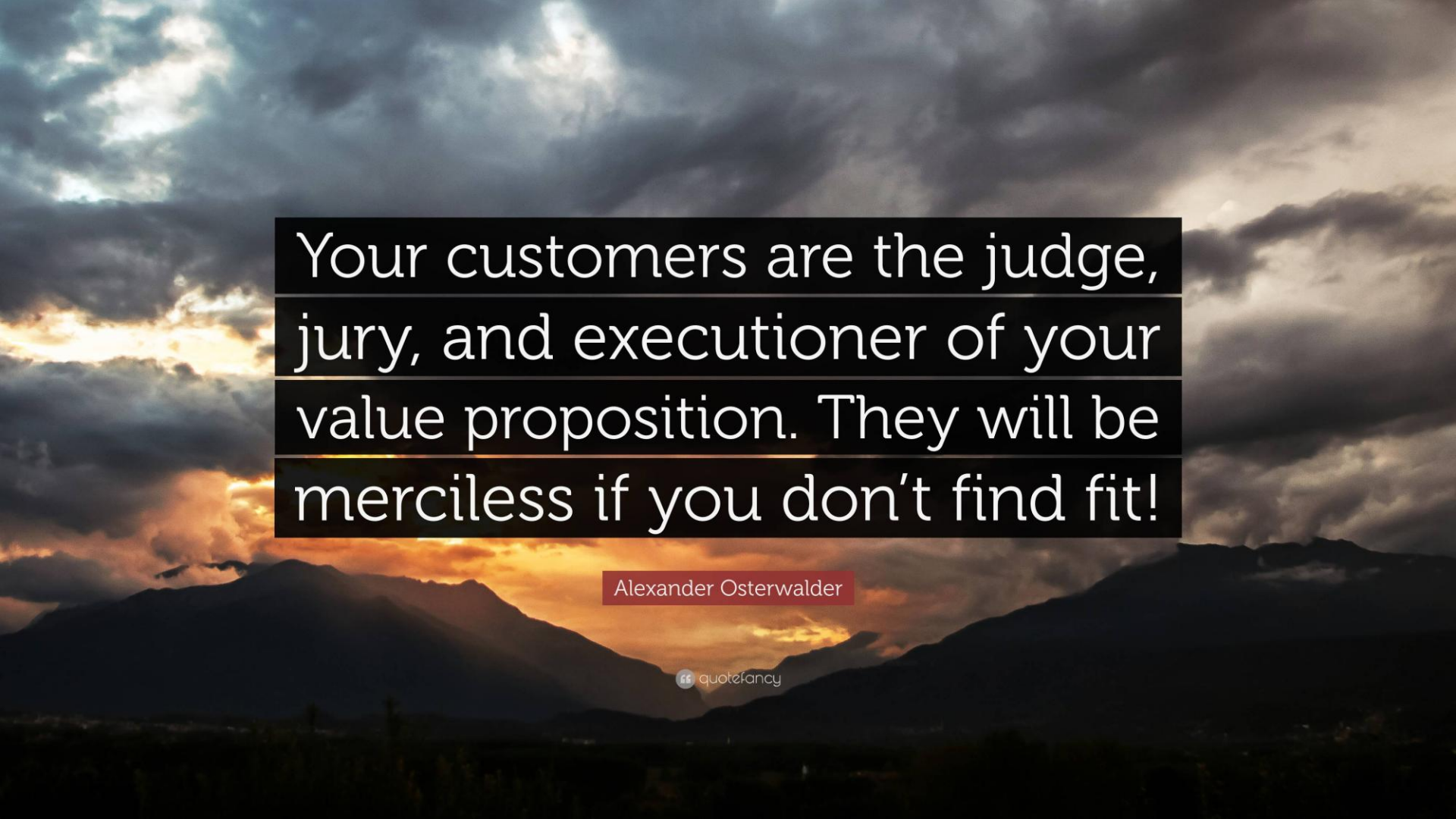


Microsoft Edge
PDF Document



73% of reason why they fail is because they are not able to define the market and /or bring value to the market





Your customers are the judge,
jury, and executioner of your
value proposition. They will be
merciless if you don't find fit!

Alexander Osterwalder

MAKE SURE YOUR VALUE PROPOSITION IS CLEAR



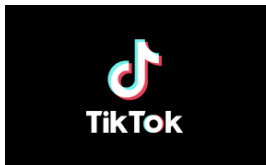
“Jeff Bezos defines that Amazon's business model is based on three value propositions: low price, fast delivery, and a wide selection of products”



“In 2013, the Facebook mission is simply to 'make the world more open and connected’



“to offer low fares that generate increased passenger traffic while maintaining a continuous focus on cost containment and efficiency operation.”



“TikTok is the leading destination for short-form mobile video. Our mission is to inspire creativity and bring joy”

DEFINE A COMPELLING VALUE PROPOSITION

A Value Proposition has 4 essential elements

It shows how products/services create value for a specific customer segment

The customer's
perspective

Customer needs and
insights

- What problems do they need to solve?
- How can they increase sales?
- How can they reduce costs?

What's in it for
them?

Promise of value that
resonates

- Benefits that add value to your customer
- Solving their urgent problems
- Why they should care about your solution

Why choose to
buy from you?

Competitive
Differentiation

- Demonstrate points of difference from your competition that matter to your customers.
- Put action plans in place to improve points of parity

Prove it

Proof and
quantification

- Create trust -why should your customer believe you?
- Quantify the benefits in your customers' language

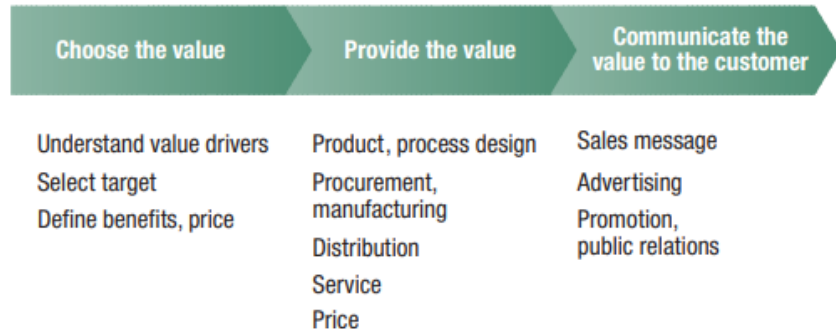
ALWAYS BRING VALUE TO THE MARKET ...IS THE KEY OF SUCESS

The value delivery system vs. the traditional model

Traditional product-oriented system



Value delivery system



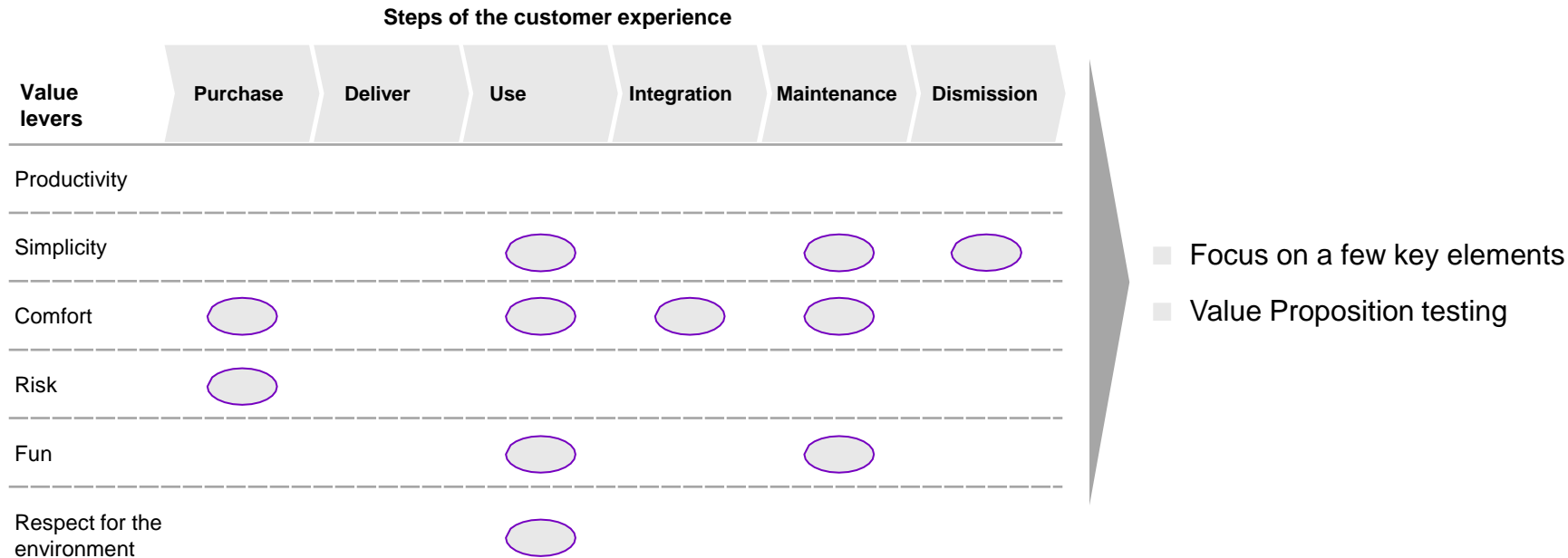
Don't build a start up based on a technology if it does not bring value to someone

“This is a very complicated world, it's a very noisy world. And we're not going to get the chance to get people to remember much about us.... So we have to be really clear on what we want them to know about us.”

— Steve Jobs



BE RELEVANT PROVIDING VALUE ... AND IS BASED ON AN OFFER VALUABLE IN ALL THE CUSTOMER'S EXPERIENCE STEPS WHICH MOTIVATE CUSTOMERS TO PURCHASE IT



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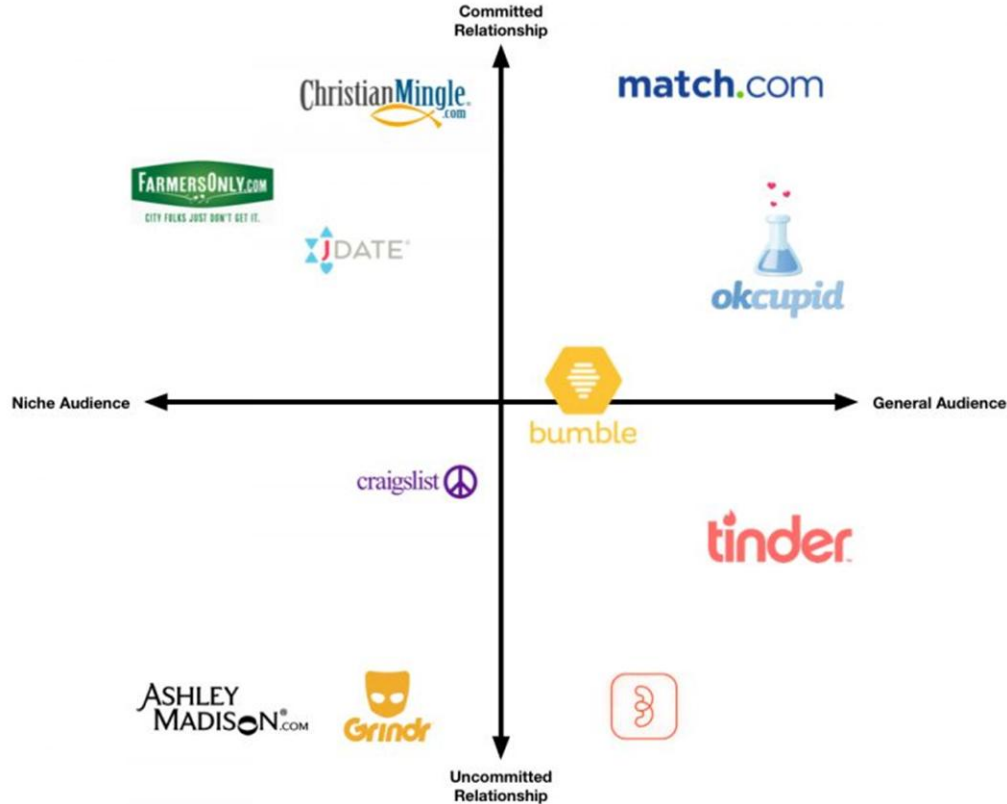
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CRUCIAL TO DEFINE YOUR COMPANY POSITIONING VS THE COMPETITORS



TWO-FEATURE COMPETITIVE LANDSCAPE CHART



KNOW YOUR COMPETITORS BETTER THAN YOURSELF ... IS HARD TO KNOW THAT THERE ARE PEOPLE THAT ALREADY HAD YOUR IDEAS ... AND YES IT MAY BE BETTER THAN YOURS

Competitor Name	Company and Solution Overview:	Competitor Updates / In the News:
	<i>[Insert a couple of sentences summarizing the competitor and/or the solutions they provide, specifically pertaining to direct competition with you.]</i>	<i>[Cover any high-level talking points about the competitor that salespeople should be able to reference, such as product updates, corporate advancement/hindrances, or major news mentions.]</i>
Fast Facts Location: Number of Employees: Year Founded: Annual Revenue: Number of Customers: Key Product(s): - - - Pricing Model: - - - -	Competitor Strengths: <i>[Outline a list of features or benefits your competitor offers that is a strength to them.]</i> - Strength #1 - Strength #2 - Strength #3 - Strength #4 Competitor Weaknesses: <i>[Outline a list of competitor weaknesses prospects should know about.]</i> - Weakness #1 - Weakness #2 - Weakness #3 - Weakness #4	How We Win: <i>[Outline the response for when one of these competitors is brought up during a sale.]</i> - Response to Competitor Strength #1 - Response to Competitor Strength #2 - Response to Competitor Strength #3 - Response to Competitor Strength #4 Relevant Case Studies and/or Customer References: <i>[List and link all case studies or customer references that would help win the sale against this competitor.]</i> - Reference / Case Study #1 - Reference / Case Study #2 - Reference / Case Study #3 Last Updated: <i>[Insert Last Updated Date]</i>

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PRICE IS THE MOST IMPORTANT FACTOR TO USE IN RELATION TO VALUE

WALTER SCHLOSS

PICTUREQUOTES.com

SHIFT PRICING FROM "COST PLUS" TO "PERCEIVED VALUE" WITH MORE INNOVATIVE PAYMENT SOLUTIONS, AND VALUE SOURCES MOVING TO THE AFTER-SALES PHASE

New pricing models

Cost Plus



Value
perceived



Pay per
Unit



Pay per Use
Pay per Results
Value Based
Deals



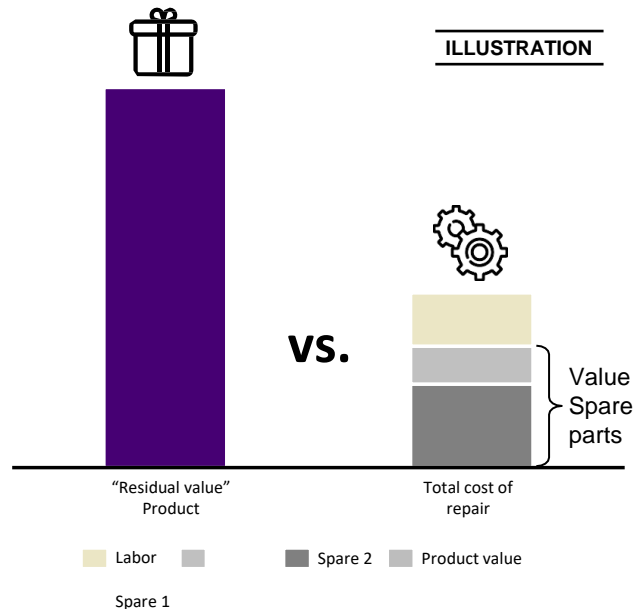
Price
Management



Regular Price Management
Promotion Management
Markdown Management



Comparing the product's value vs. spare parts



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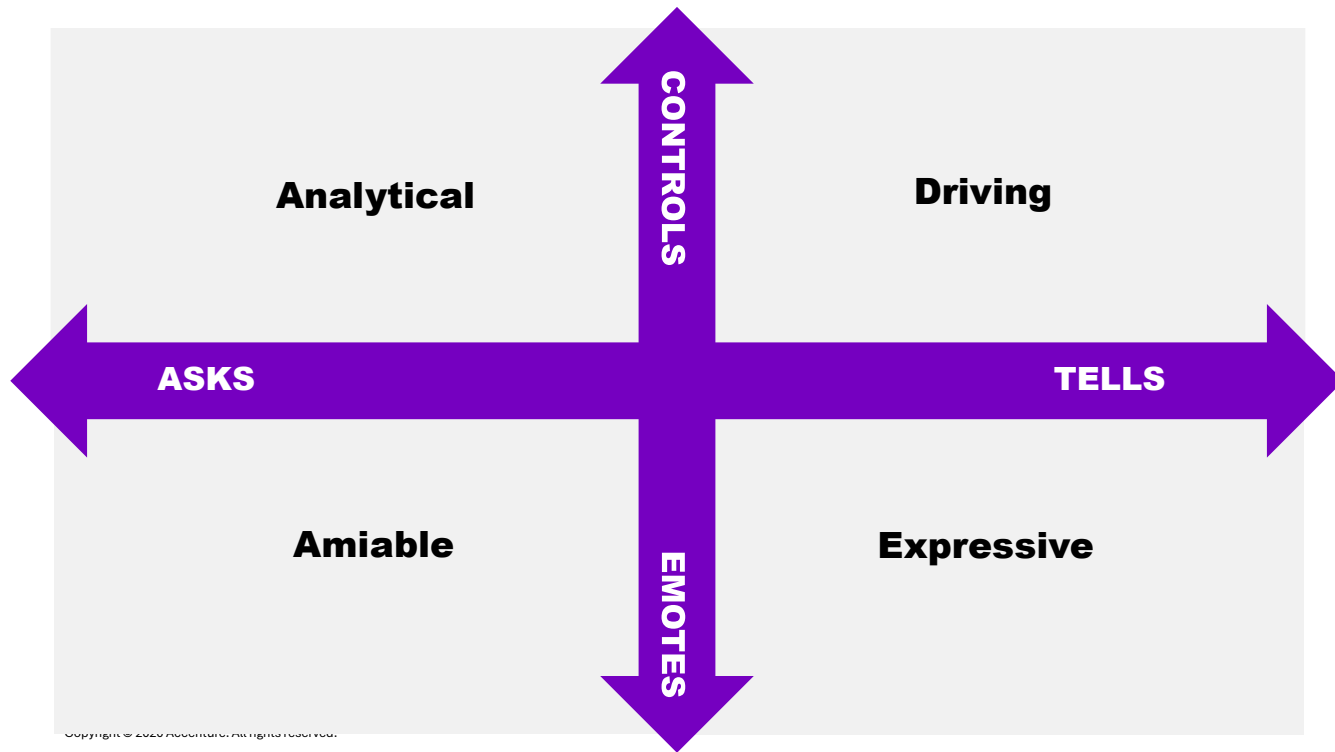
What's next ... sell it

No matter how exceptional
your product, you won't benefit
financially if you can't sell it.

Grant Cardone

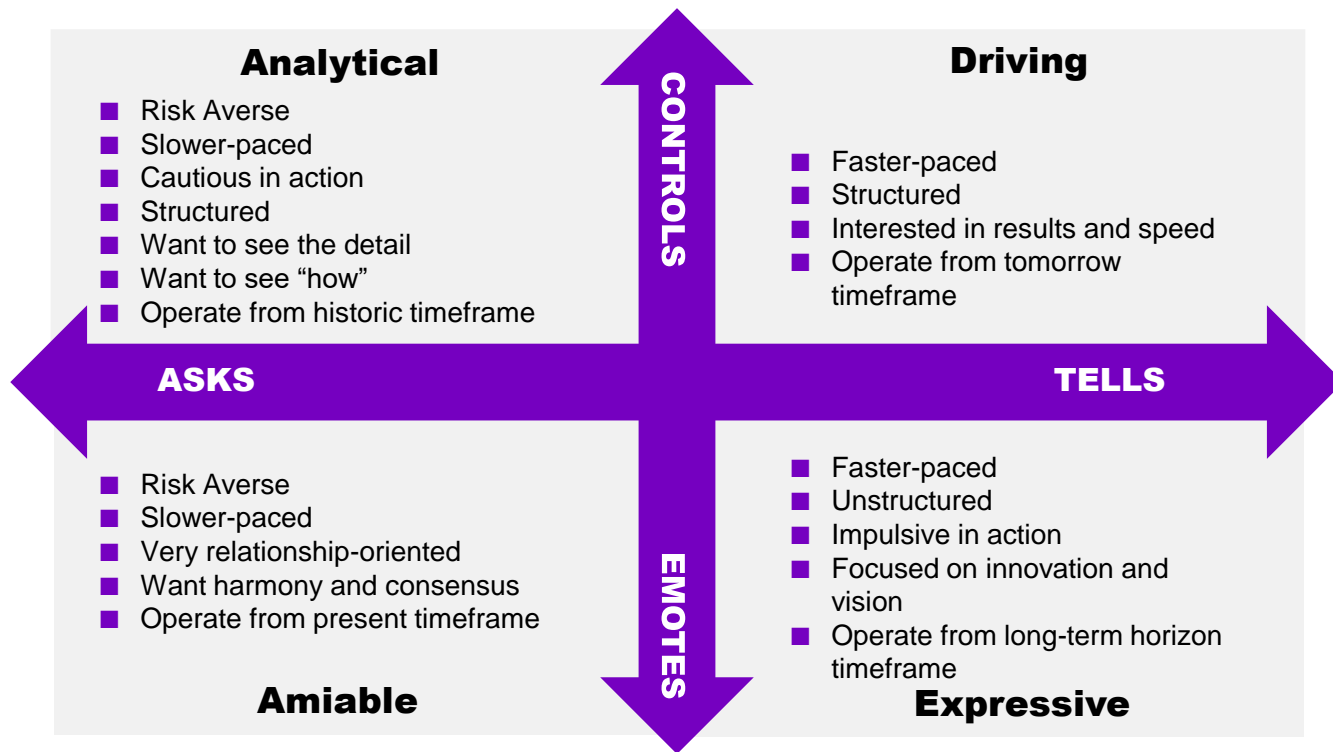
BUSINESS TO BUSINESS IS ABOUT MANAGING RELATION WITH PEOPLE, UNDERSTAND THEIR STYLE

3. Social Style Framework



BUSINESS TO BUSINESS IS ABOUT MANAGING RELATION WITH PEOPLE, UNDERSTAND THEIR STYLE

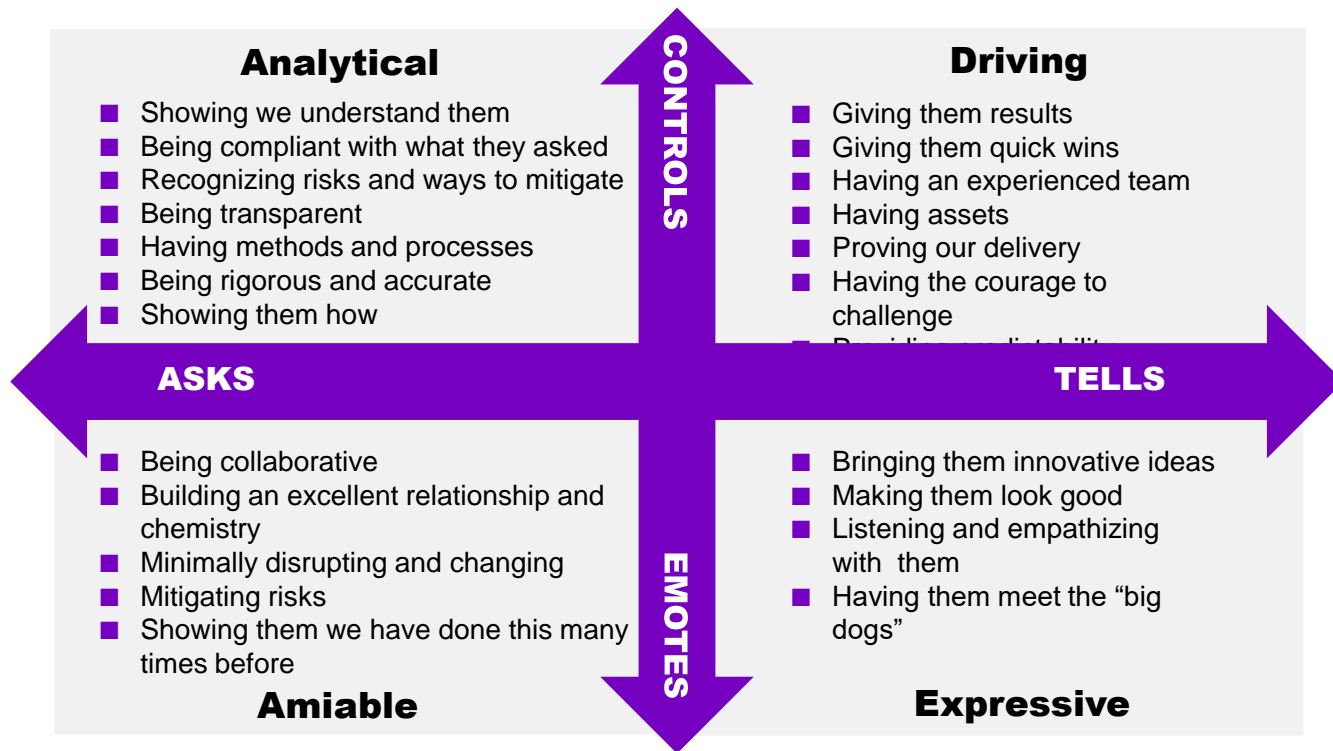
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SALES STATISTICS

48% OF SALES PEOPLE NEVER FOLLOW UP WITH A PROSPECT

25% OF SALES PEOPLE MAKE A SECOND CONTACT AND STOP

12% OF SALES PEOPLE ONLY MAKE THREE CONTACTS AND STOP

ONLY 10% OF SALES PEOPLE MAKE MORE THAN THREE CONTACTS

2% OF SALES ARE MADE ON THE FIRST CONTACT

3% OF SALES ARE MADE ON THE SECOND CONTACT

5% OF SALES ARE MADE ON THE THIRD CONTACT

10% OF SALES ARE MADE ON THE FOURTH CONTACT

80% OF SALES ARE MADE ON THE FIFTH TO TWELFTH CONTACT

GRANTCARDONE.COM

SUMMARY

- ☐ Is always a good time to start a “start up” if you have the right idea ... execution is key
- ☐ Unless you solve a problem or make somebody else life better will be hard to monetize on your idea
- ☐ Be extremely clear on what you would like to be remembered for
- ☐ No matter how good is your idea you will always have some competition ... understand who they are
- ☐ Price is not cost +
- ☐ No Matter What Business You're In, You Are In The Business of Selling



Thank you

obl~u

