STRATEGY + GTM

SKILLS TESTED

→ CXO THINKING SKILLS

→ HOW WELL YOU BREAKDOWN AN AMBIGIOUS & VAGUE PROBLEM

SHOULD **X** ENTER **Y** MARKET
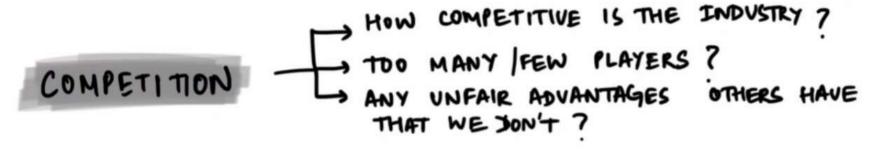
WHAT NOT TO DO ➡ DO NOT JUMP TO CONCLUSIONS

(DONT SAY YES OR NO WITHOUT AN APPROACH/FRAMEWORK)

SHOULD X ENTER Y MARKET ?

COMPETITION
- → HOW COMPETITIVE IS THE INDUSTRY ?
- → TOO MANY /FEW PLAYERS ?
- → ANY UNFAIR ADVANTAGES OTHERS HAVE THAT WE DON'T ?

CUSTOMERS
- → EXISTING CUSTOMERS
- → FUTURE CUSTOMERS IN NEW MARKET

} → SYNERGIES ?

COMPANY

COLLABORATORS

f → DATING ✓

→ CLOUD STORAGE ✗ (LIKE AWS)

CLIMATE

SHOULD X ENTER Y MARKET ?

COMPETITION
- → HOW COMPETITIVE IS THE INDUSTRY ?
- → TOO MANY / FEW PLAYERS ?
- → ANY UNFAIR ADVANTAGES OTHERS HAVE THAT WE DON'T ?

CUSTOMERS
- → EXISTING CUSTOMERS
- → FUTURE CUSTOMERS IN NEW MARKET

→ SYNERGIES ?

COMPANY
- → STRENGTHS
- → WEAKNESSES

→ DO WE HAVE WHAT IT TAKES FROM A SKILLSET STANDPOINT ?

COLLABORATORS → DO WE NEED TO PARTNER WITH ANYONE TO ENTER THIS MARKET ?

CLIMATE
- → POLITICAL
- → ECONOMIC
- → REGULATORY

WHERE & HOW TO ENTER ?

WHERE ⟶ LOOK AT CUSTOMER JOURNEY/
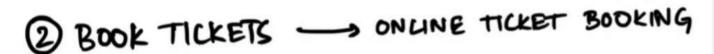VALUE CHAIN

HOW ⟶ THINK ABOUT BUSINESS
MODEL

WHERE & HOW TO ENTER ?
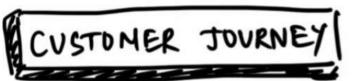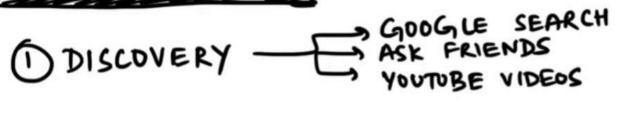
EX — FACEBOOK WANTS TO ENTER THE TRAVEL INDUSTRY

CUSTOMER JOURNEY

① DISCOVERY → GOOGLE SEARCH
ASK FRIENDS
YOUTUBE VIDEOS ✅

② BOOK TICKETS → ONLINE TICKET BOOKING ✓

③ FLY → VIA FLIGHT
(OV train/car) ✗

④ STAY → HOTELS ✗

CUSTOMER JOURNEY

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ASK FRIENDS
YOUTUBE VIDEOS ✓

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(or train/car)

④ STAY → HOTELS ✗

HOW TO OPERATE

(DEPENDS ON THE PHASE IN THE CUSTOMER JOURNEY)

TAJ   Hilton HOTELS & RESORTS — FULLY OWNED

OYO — AGGREGATOR MODEL

DESIGN AN MVP (DESIGN AN FB PRODUCT THAT HELPS USERS DISCOVER GREAT PLACES TO VISIT)

- TARGET SEGMENT
- PAIN PTS
- FEATURES
- PRIORITIZE
- METRICS

LAUNCH !

- PRODUCT, USER, AND THE PROBLEM IT SOLVES
- GOAL OF THE LAUNCH (MVP)
- BIG BANG OR LIMITED ROLLOUT ?
- GENERATING AWARENESS [TOP-OF-THE-FUNNEL ACTIVITIES]
- DISTRIBUTION CHANNELS ?
- PARTNERSHIPS