U D A C I T Y

Updated: Project 1: Get Ready to Market

Step 1: Getting Started

Describe Udacity, its products and business model by completing the table below.

Key Business Components	
Revenue sources (How does Udacity make money?)	**Online courses** **Training programs for companies** **Recruiting services** **Projects fees of Blitz Marketplace**
Costs of doing business (List what kind of expenses Udacity has to pay for to operate its business.)	**Building Maintenance** **Hardware and Software Infrastructure** **Equipment** **Staff** **Marketing Materials**
Product or service offered (What product or services does Udacity offer and how do they benefit customers?)	**Online courses** **Training programs for companies** **Recruiting services** **Blitz - freelance marketplace**
Customers (Who are Udacity's main customer groups?)	**Students interested in freelance jobs, and companies that need mobile apps, swebbsites or other software**

1. Which product did you choose? (DMND Program or Blitz) **BLITZ**

2. Provide the marketing objective for the product you chose? **Udacity Blitz have a marketing objective of increasing Nanodegree's graduates working in projects in 20% until April 2017.**

3. What is your primary KPI to measure marketing success? **The primary KPI for Udacity Blitz marketing objective will be the number of Nanodegree's graduates working in projects until April 2017.**

Step 2: Value Proposition

Write a value proposition using Geoffrey Moore's template for the product you chose:

> *For companies <u>who</u> need mobile apps, websites or other software <u>our</u> Udacity's Blitz freelance software project service <u>that</u> connects innovative companies with top engineers who develop and fully manage custom software projects you can hire afterwards. <u>Unlike</u> Upwork where you pay for pre-vetted talent that worked in your project, <u>our offer</u> is a testing ground for companies who simultaneously want to get a project done and test potential talent for full-time work without any restrictions or fees.*

Step 3: Customer Persona

1. Research who you think are the likely customers of the product you chose. Briefly, describe what research you conducted (no more than 250 words).

I've made a survey between my contacts database to understand Brazilian companies decision-makers views about software on demand and kinds of hiring people. Likewise, i've visited Blitz website and the blog comparing with Upwork Terms of Service to confirm the research i've made is correct about the target persona.

2. Interview a few potential customers (minimum of three):
   a. Marcelo Castilho
   b. Eliane Martinez
   c. Marcelo Coelho
   d. Marcus Vinicius
   e. Marcelo Gomes

3. Collect the information from your interviews and **create a single customer persona** by filling out each section of the table, and include at least three items per box where indicated.

Background and Demographics	Target Persona Name	Needs
1. Male, 45 yo 2. Married, two kids 3. Master degree in IT Management 4. Small IT Service Provider Director	Mark Benny 	1. Innovative products/services 2. Self-managed team workers 3. Negotiate solutions or alternatives
Hobbies	Goals	Barriers
1. Running 2. Travelling 3. Drinking with friends	1. Aggregate value to its clients 2. Increase Revenues 3. Maintain contracts	1. Wasting time looking for good IT professionals that match his needs 2. Expensive HR to generate innovative solutions 3. Adapted the businesses to enhanced online