

Introduction To Entrepreneurship

[ENT 201/ENT603]

**Desai Sethi Centre for
Entrepreneurship**

Today's Session

Elements of Marketing 1

- What is Marketing
- Marketing for Startups
- Market & Segmentation
- Customer Need & Problem

- Mini Case 1 : GoQii
- Mini Case 2 : BleeTech



CLASS DISCUSSIONS

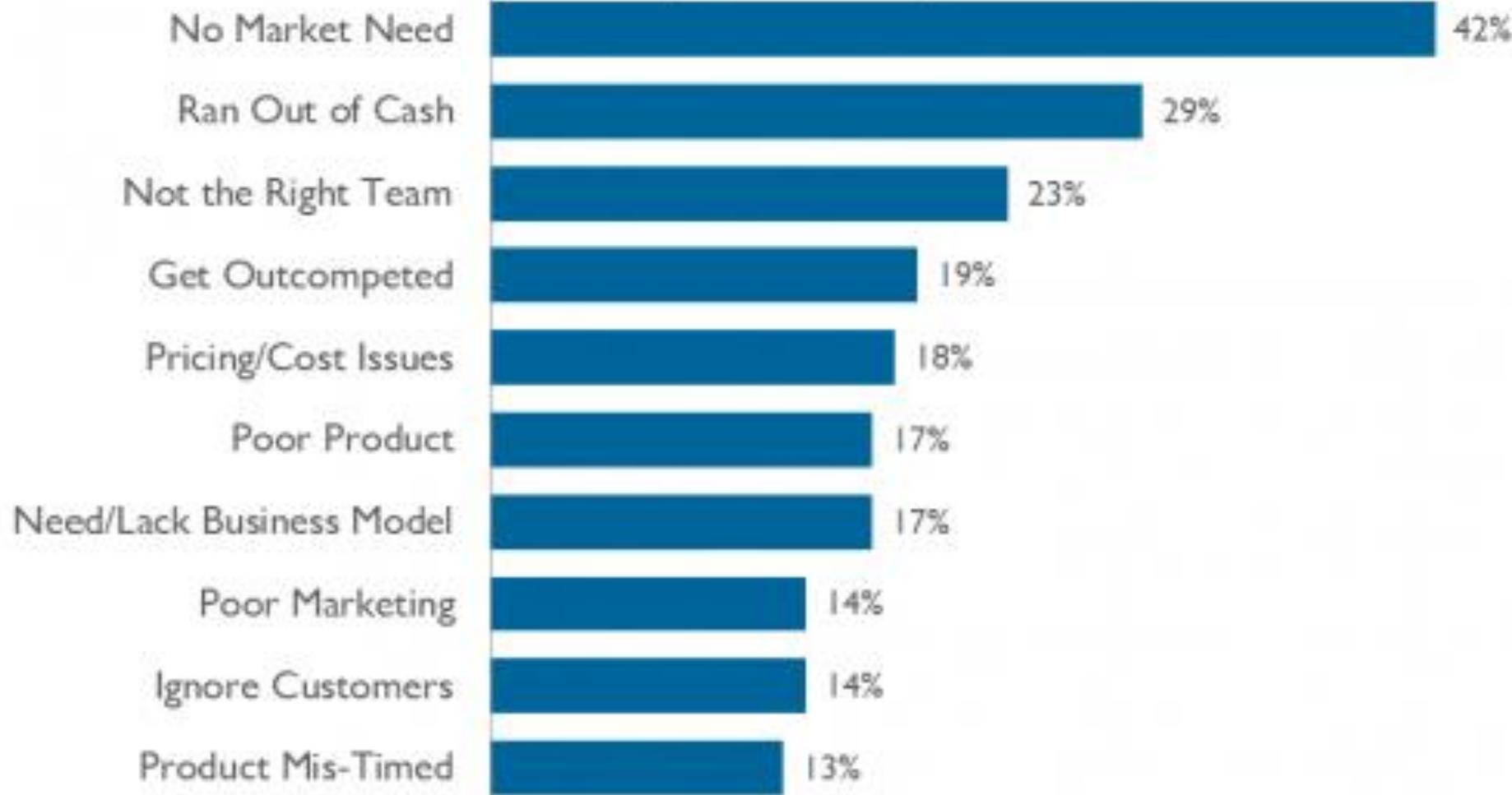
STARTUP CHALLENGES

Research by
Harvard Business School's Shikhar Ghosh* shows
up to 95% of startups
fail to meet their own projections !!

(*<http://hbswk.hbs.edu/item/why-companies-fail-and-how-their-founders-can-bounce-back>)

WHY STARTUPS FAIL ?

Based on an Analysis of 101 Startup Post-Mortems



CLASS DISCUSSION

2 Successful IIT Bombay Startups past 2 years ?

2 barriers for IIT Bombay Startups ?

2 enablers for broad based successful Startups ?



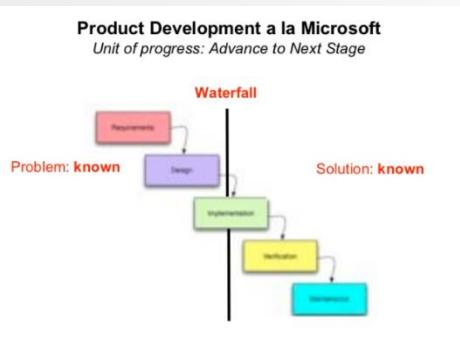
MARKETING FOR STARTUPS

market entry



**SOLUTION
KNOWN**

product upgrade

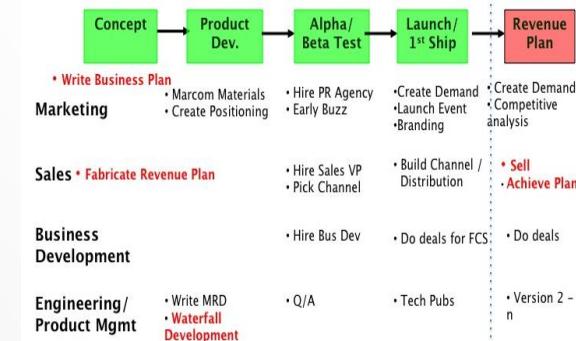


**CUSTOMER
UN-KNOWN**



**SOLUTION
UN-KNOWN**

**CUSTOMER
KNOWN**



new
product
launch



Unknown Customer?

Unknown Solution?

Unknown Business Model?

Clip slide

What is a startup?

STARTUP

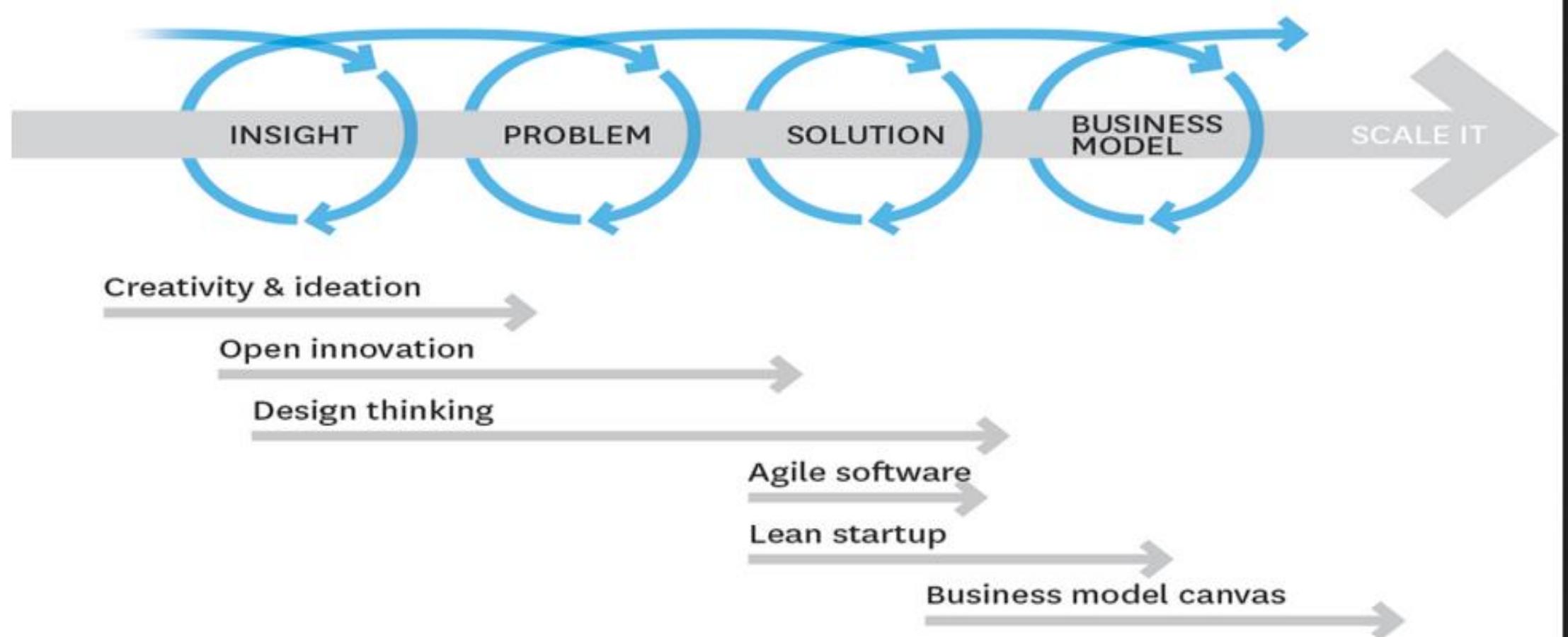
=

EXPERIMENT

LIFECYCLE MARKETING

AN END-TO-END INNOVATION PROCESS

Adapting the tools honed by start-ups.



SOURCE NATHAN FURR AND JEFF DYER

HBR.ORG

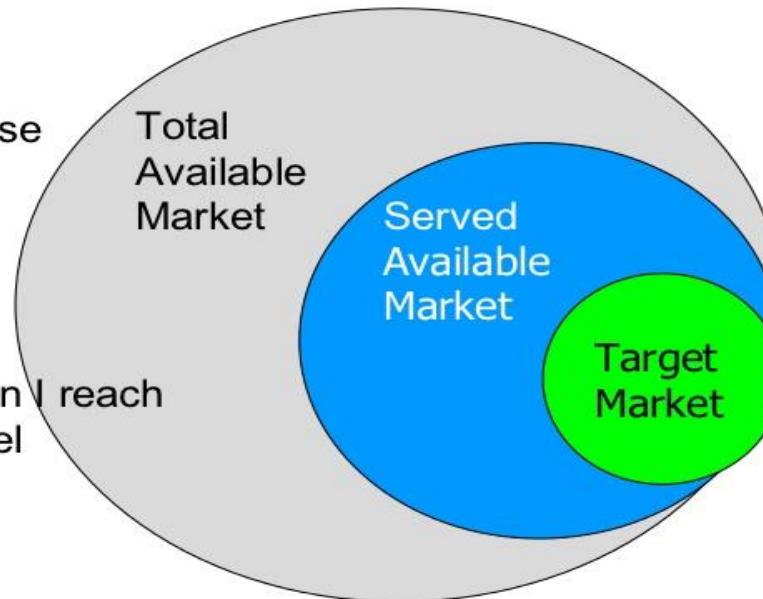


MARKET & SEGMENTATION

Total Available Market, Served Available Market, Target Market

TAM = how big is the universe

SAM = how many can I reach
with my sales channel

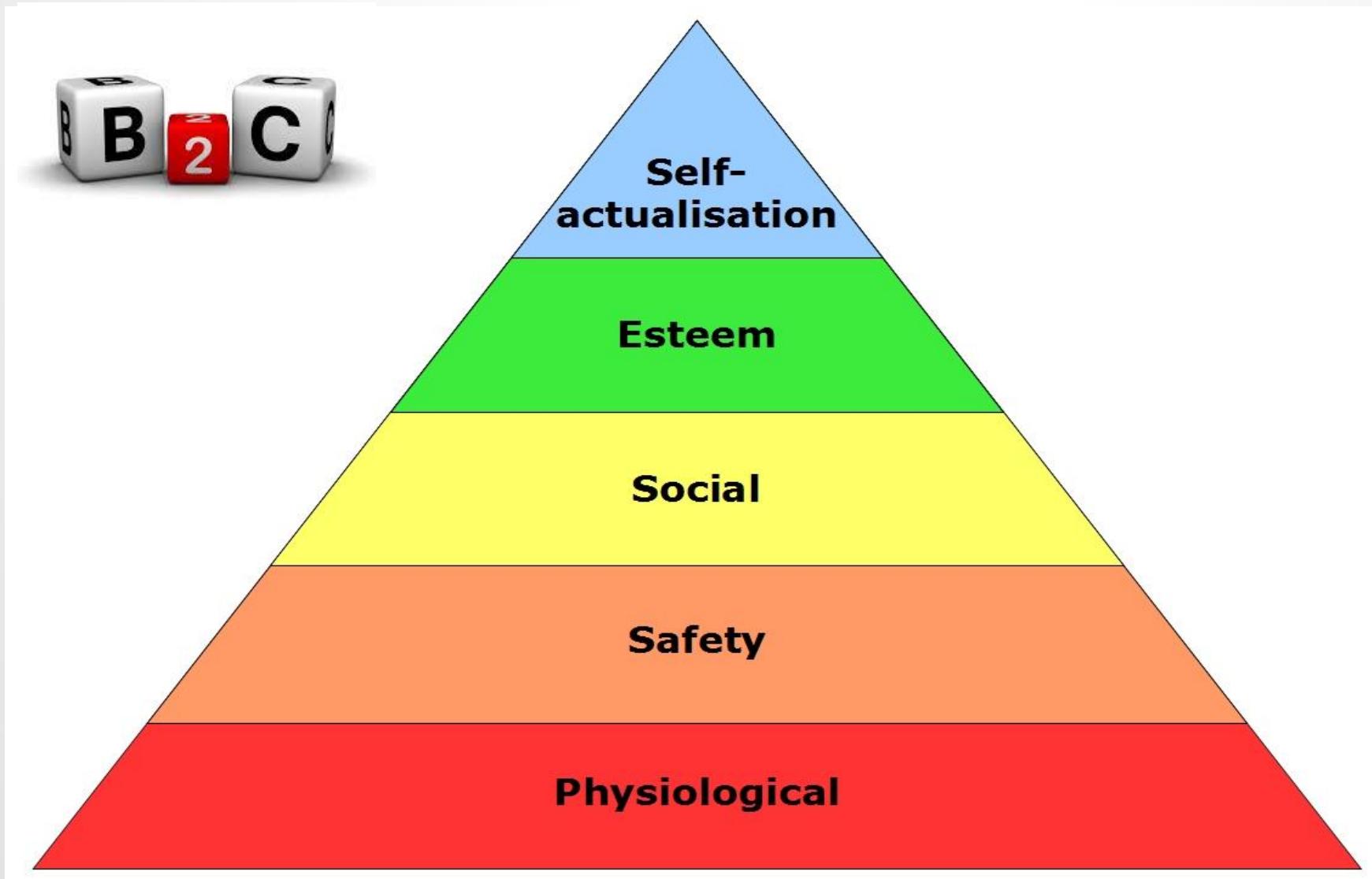


Target Market (for a startup) =
who will be the most likely buyers



CUSTOMER PROBLEM

PROBLEM = UN-FULFILLED NEED







DIESEL
FOR SUCCESSFUL LIVING





1+ | amazon exclusive

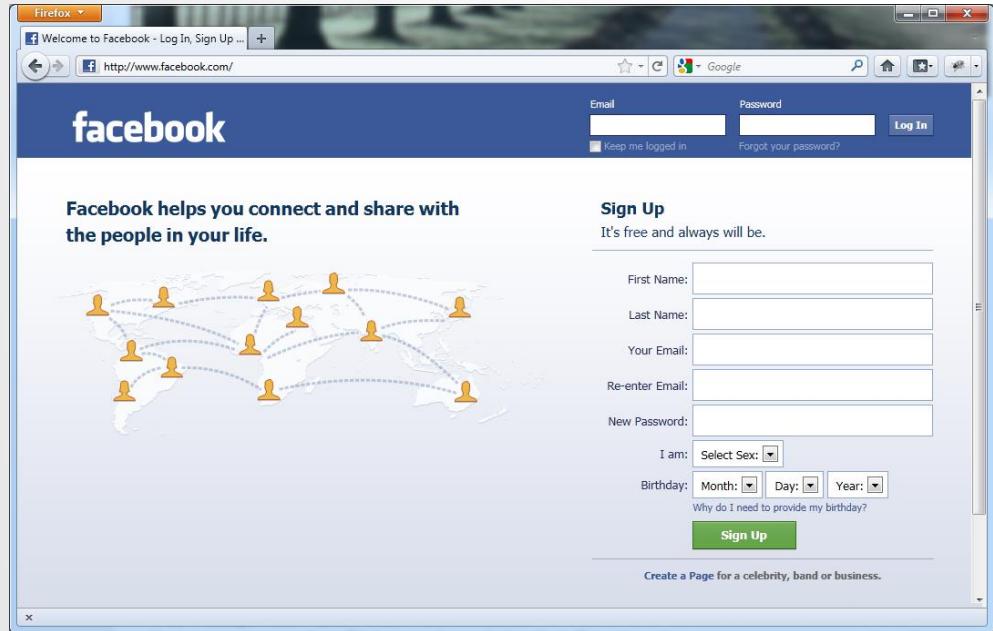
OnePlus 5

Dual Camera. Clearer Photos.

6GB + 64 GB ₹32,999	8GB + 128 GB ₹37,999
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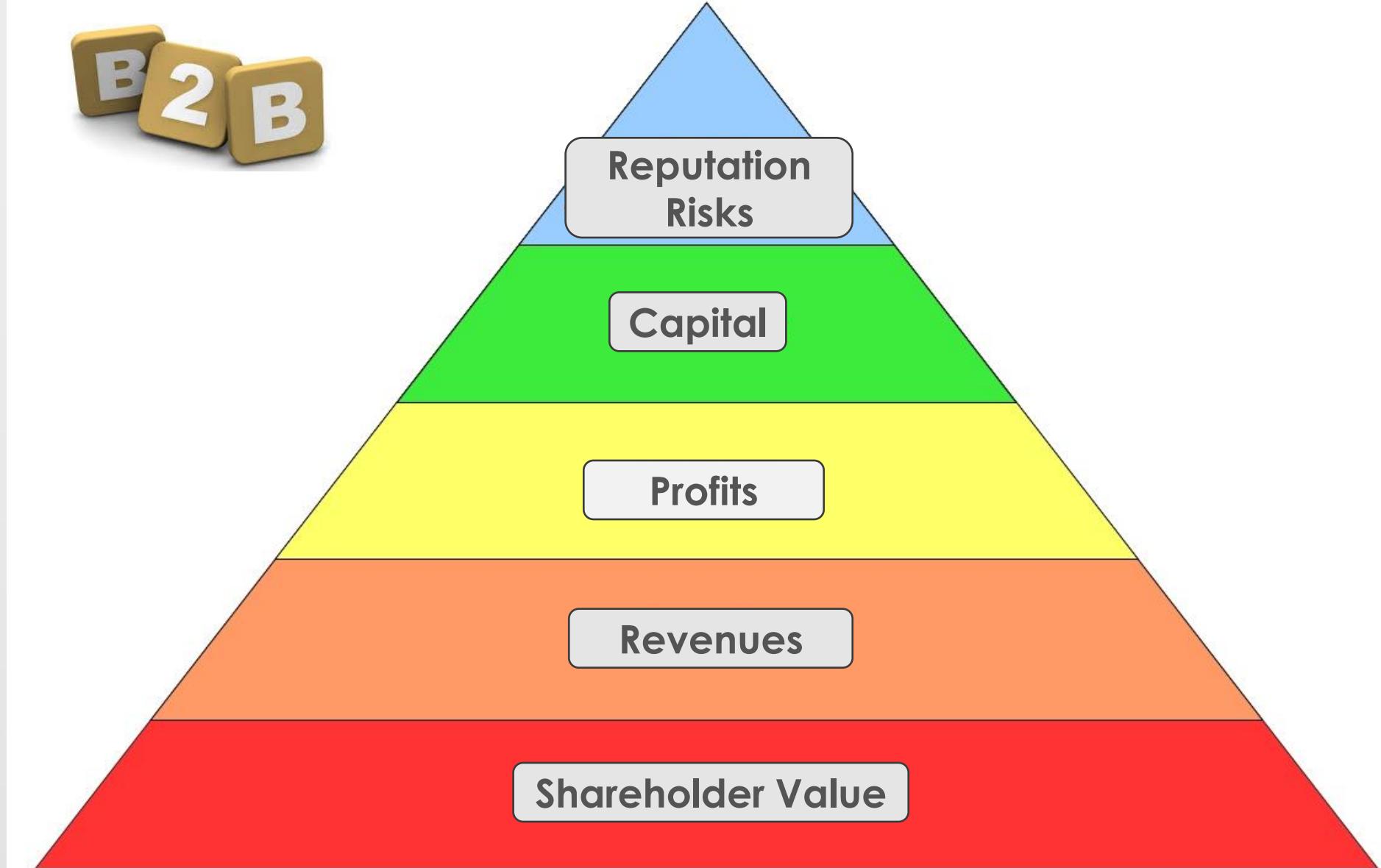
[Shop Now ▶](#)

The advertisement features the OnePlus 5 smartphone. It shows the device from both the front and back. The front view displays the screen with a colorful abstract wallpaper and the text "NEVER SETTLE". The back view shows the camera module and the OnePlus logo. The OnePlus logo is also present in the top left corner of the ad.

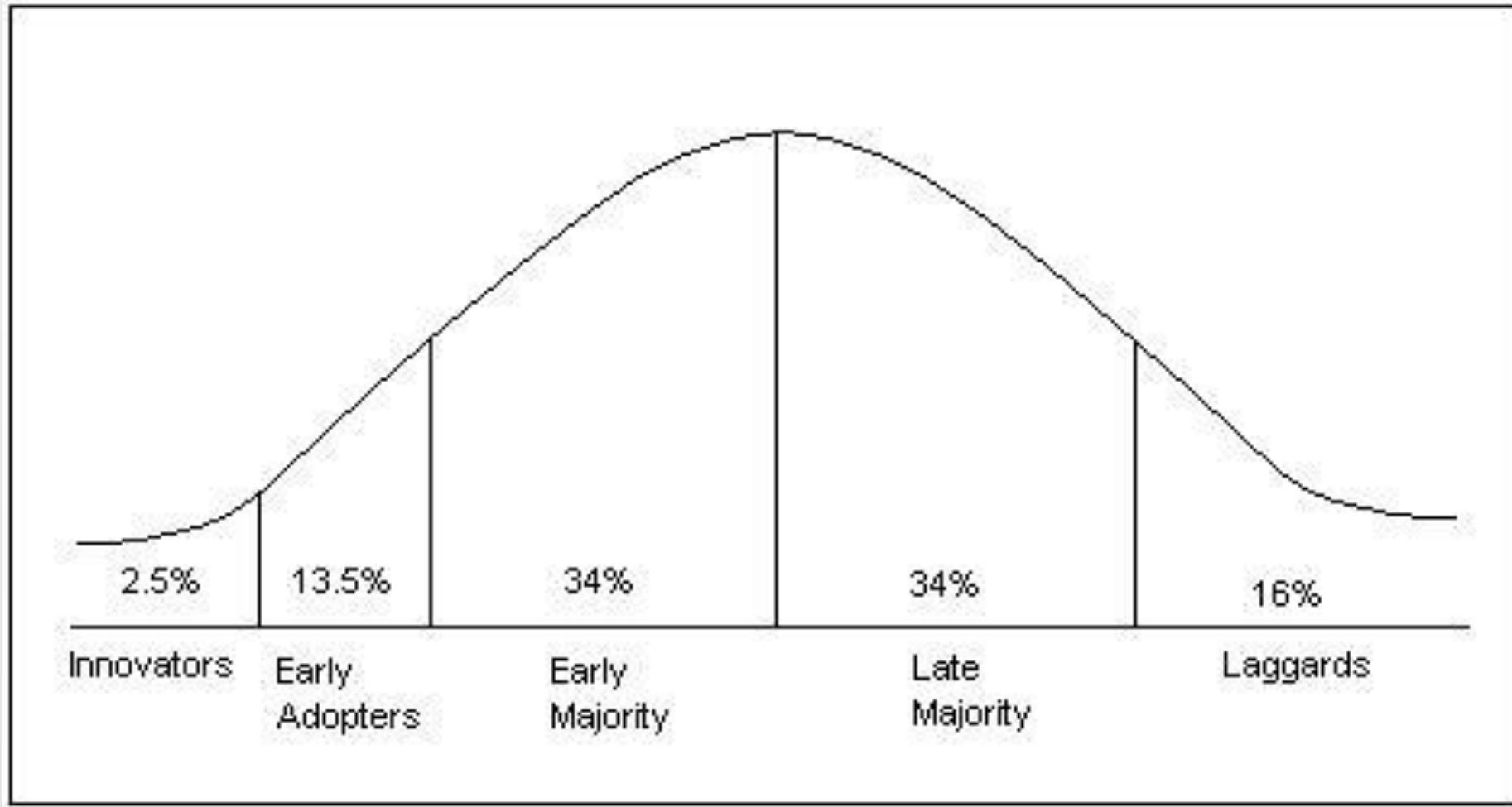




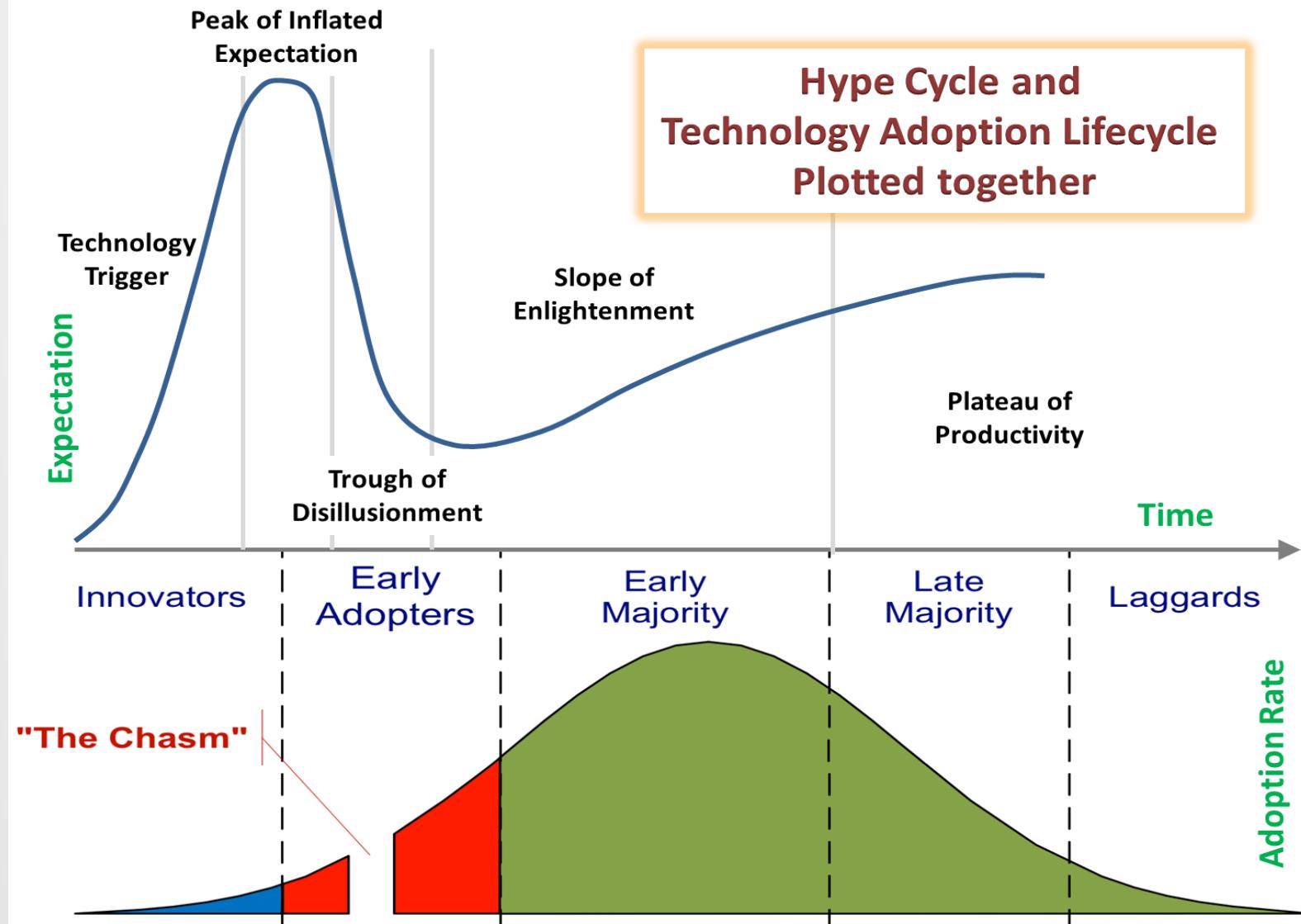
B2B



CUSTOMER ADOPTION







<https://setandbma.files.wordpress.com/2012/05/technology-adoption.png>

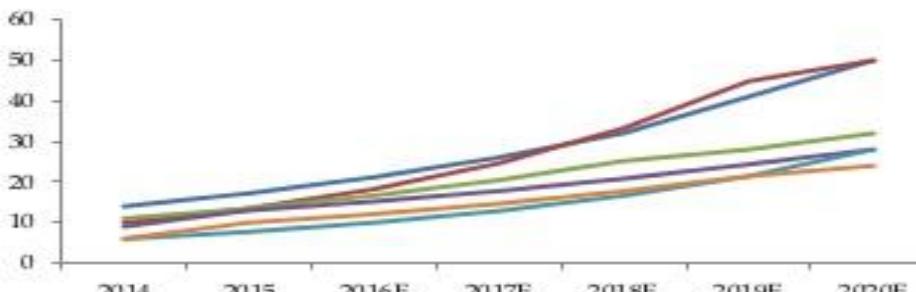


MARKET ANALYSIS : IOT

Executive summary

IoT Market Size

Number of connected devices forecast (bn.)



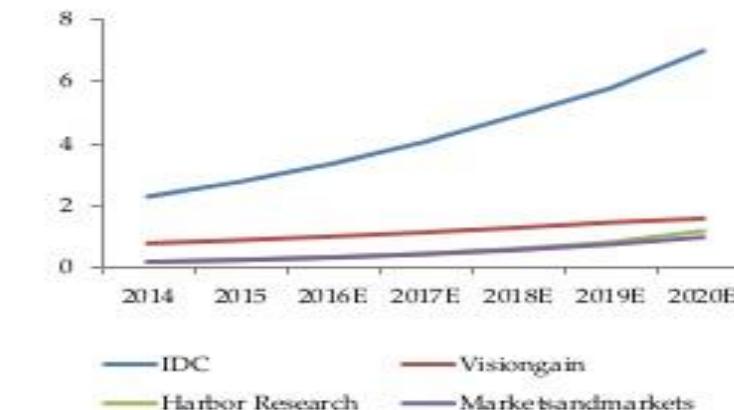
Dev. by 2020	Cisco	Ericsson	Gartner	IDC	Harbor Research	ABI
Number	50	50	32	28	28	24
CAGR, %	23	N/A	23	17	29	21

Economic value/impact forecast

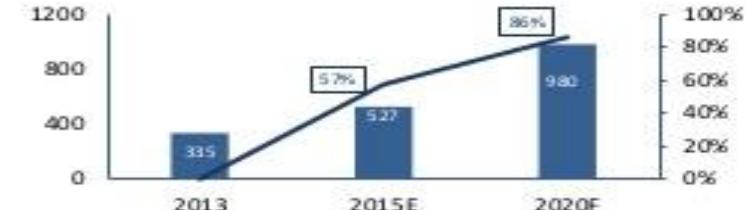
Source*	Impact, tr. \$
McKinsey	\$2.7-6.2 trln. by 2025
GE	\$10-15 trln. by 2030
Cisco	\$1.9 trln. by 2025
Gartner	\$1.9 trln. by 2020

*2012-2013 data

Revenue forecast (Tr. \$)



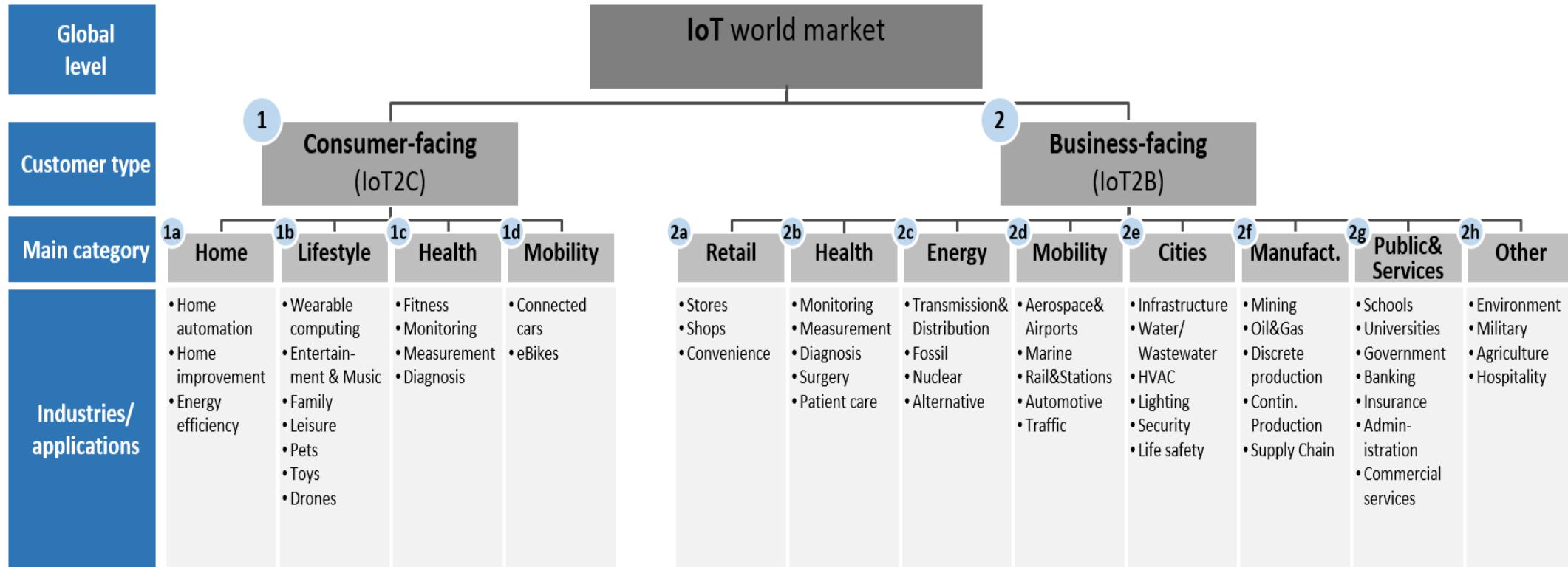
Russian IoT market will almost double by 2020



Sources: Team analysis; Jpon&Partners; Cisco; Ericsson; Gartner; IDC; Harbor research; IHC; Global Insight, ABI Research



Internet of Things – Market segmentation by industry/application



We consider the following applications as adjacent to the Internet of Things but not part of it: Car sharing, ePayment

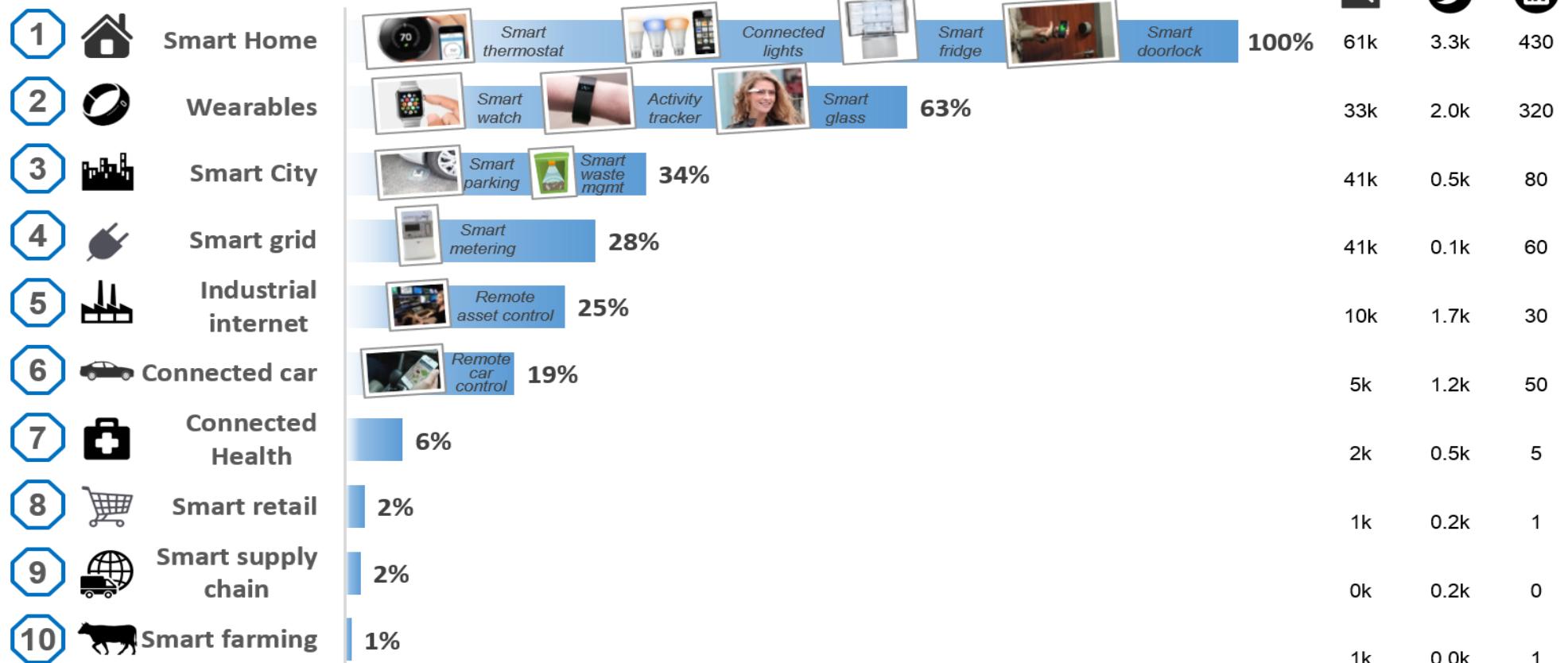
For more information, go to www.iot-analytics.com © IoT-Analytics.com 2014. All rights reserved.



Applications

Overall popularity (and selected examples)

Scores



1. Monthly worldwide Google searches for the application 2. Monthly Tweets containing the application name and #IOT 3. Monthly LinkedIn Posts that include the application name. All metrics valid for Q4/2014.

Sources: Google, Twitter, LinkedIn, IoT Analytics

Internet of Things Value Chain



Note, the above is not an exhaustive list of companies and any company may have play in more than one component of value chain
Copyright: Telecomcircle.com



Smart Cities- A Massive Opportunity

CASE STUDY : GOQII



Vishal Gondal

CEO and Founder

Vishal Gondal started his entrepreneurial journey at the age of 16 founding IndiaGames and is best known as the Father of the Indian Gaming Industry. Having taken the company to amazing heights, in 2012, IndiaGames was acquired by the Walt Disney Company, post which he served as Managing Director Digital, Disney UTV. He is also a notable Angel Investor. Vishal was listed among the top 50 executives in the mobile content space by the UK based 'Mobile Entertainment' Magazine alongside noted people like Steve Jobs.

He enjoys running Marathons, Ultras, Trekking & Sky Diving. His love for the outdoors and pushing oneself physically dates to his growing years when he was a national level volleyball player. Vishal is a long time TEDster, gadget & gizmo freak and a judge on two television shows 'The Pitch' on Bloomberg TV & 'Your Wish is my App' on NDTV. His passion for technology, fitness & gaming led him to his next venture GOQii which is focused on helping people make a change towards a healthier lifestyle and be the force of good.

POSITION



The image shows a screenshot of the GOQii Life website, framed by a white border with rounded corners. At the top, there's a navigation bar with icons for search, refresh, and other functions. To the right of the bar is the hashtag #BETHEFORCE. On the far right are icons for a square, a house, and a menu. Below the navigation is a large banner featuring a woman in a dynamic, forward-leaning pose against a background of colorful, glowing energy waves. The banner text includes "WELCOME TO THE" at the top left, followed by a large "GOQii LIFE" logo with "LIFE" in a bold, sans-serif font. Below the logo is the tagline "MAKE A PERMANENT SHIFT TO A HEALTHIER LIFESTYLE". A "WATCH THE VIDEO" button with a play icon is positioned next to the tagline. Below the banner, there are two call-to-action buttons: a green "EXPLORE" button with a gear icon, and an orange "BUY GOQii" button with a shopping cart icon. In the bottom right corner of the banner, there's a small "10" indicating a slide number. At the very bottom of the page, outside the main banner area, is a small "Queries? Talk to us." message with a small profile picture.

WELCOME TO THE

GOQii LIFE

MAKE A PERMANENT SHIFT TO A HEALTHIER LIFESTYLE

with a combination of advanced wearable technology,
world's leading experts, coaches and your karma.

EXPLORE

BUY GOQii

#BETHEFORCE

WATCH THE VIDEO

10

Queries? Talk to us.

PRODUCT



FITNESS TRACKER

Measure your activity and sleep



INTELLIGENT APP

Track your nutrition, lifestyle and Karma



PERSONAL COACH

Your personal guide to a healthier and more fit lifestyle



HEALTH & FITNESS EXPERTS

Passionate minds designing GOQii Life



KARMA

Live healthy and help others.

PRICING



GOQii Personal Coaching with Fitness Tracker

For Indian residents with a local shipping address

3 Month 12 Month 6 Month

₹ 1,999.00*
As low as Rs. 23/Day.

₹ 3,999.00*
As low as Rs. 11/Day.

₹ 2,999.00*
As low as Rs. 17/Day.

Buy Now

Incl. of GST

PROMOTION



CASE STUDY : BLEETECH

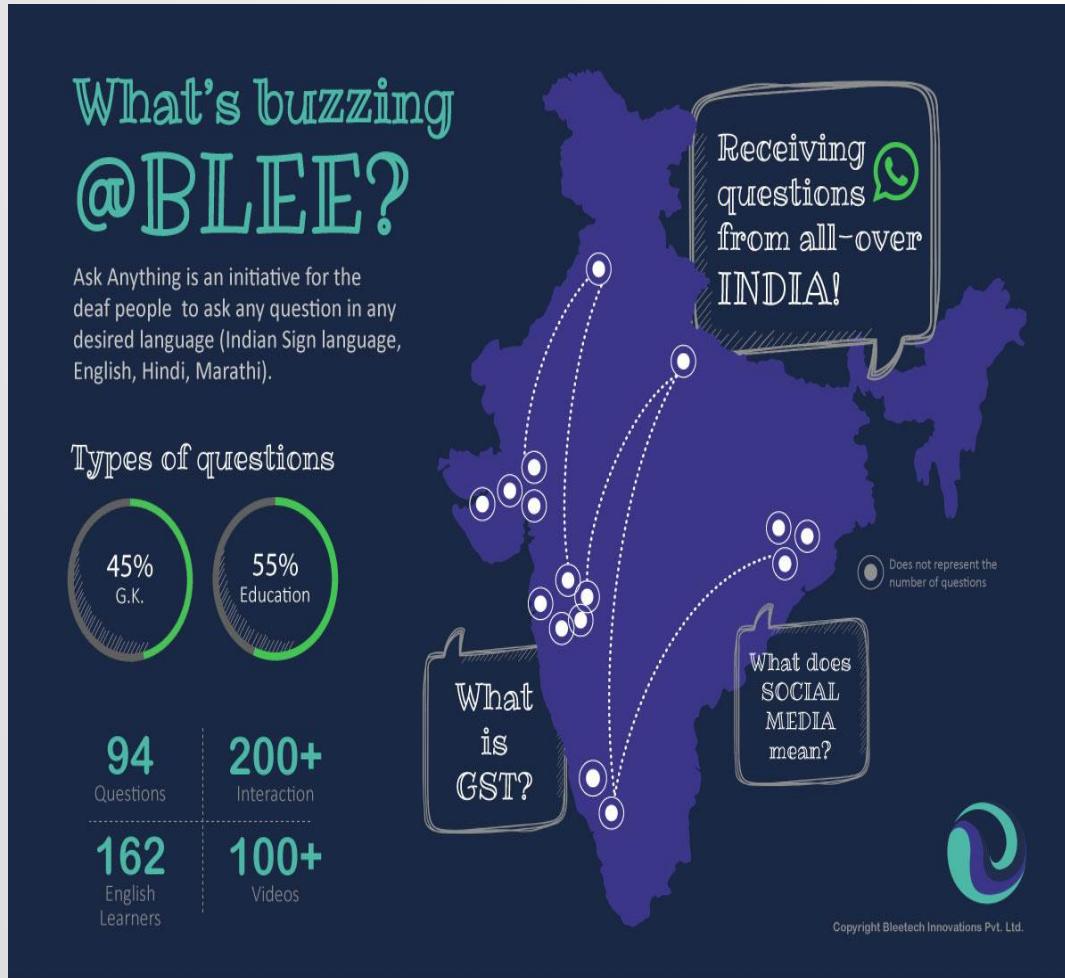
FOUNDER



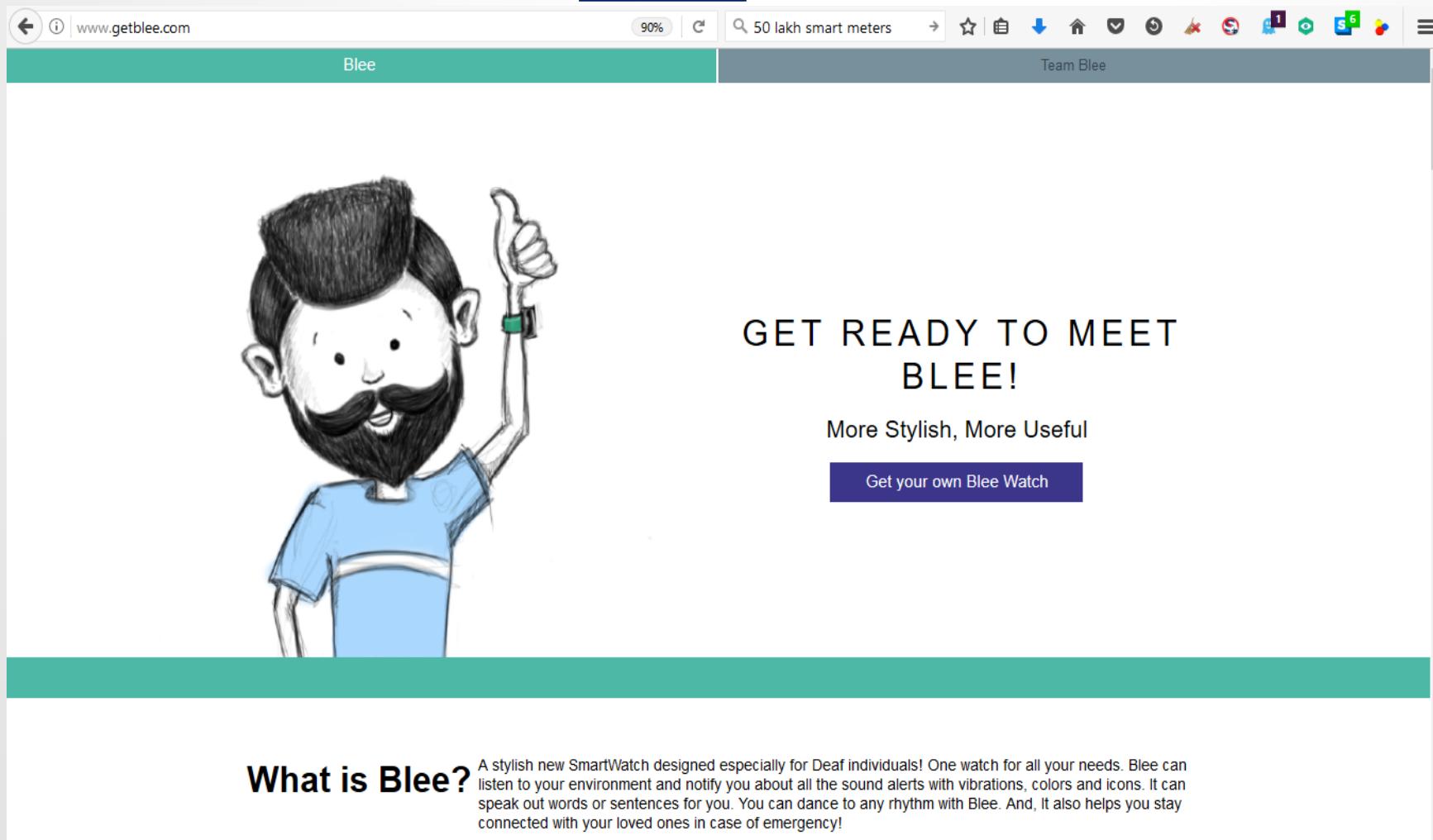
PRODUCT



PROMOTION



PRICE



RECAP

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