

STARTUP CLASS

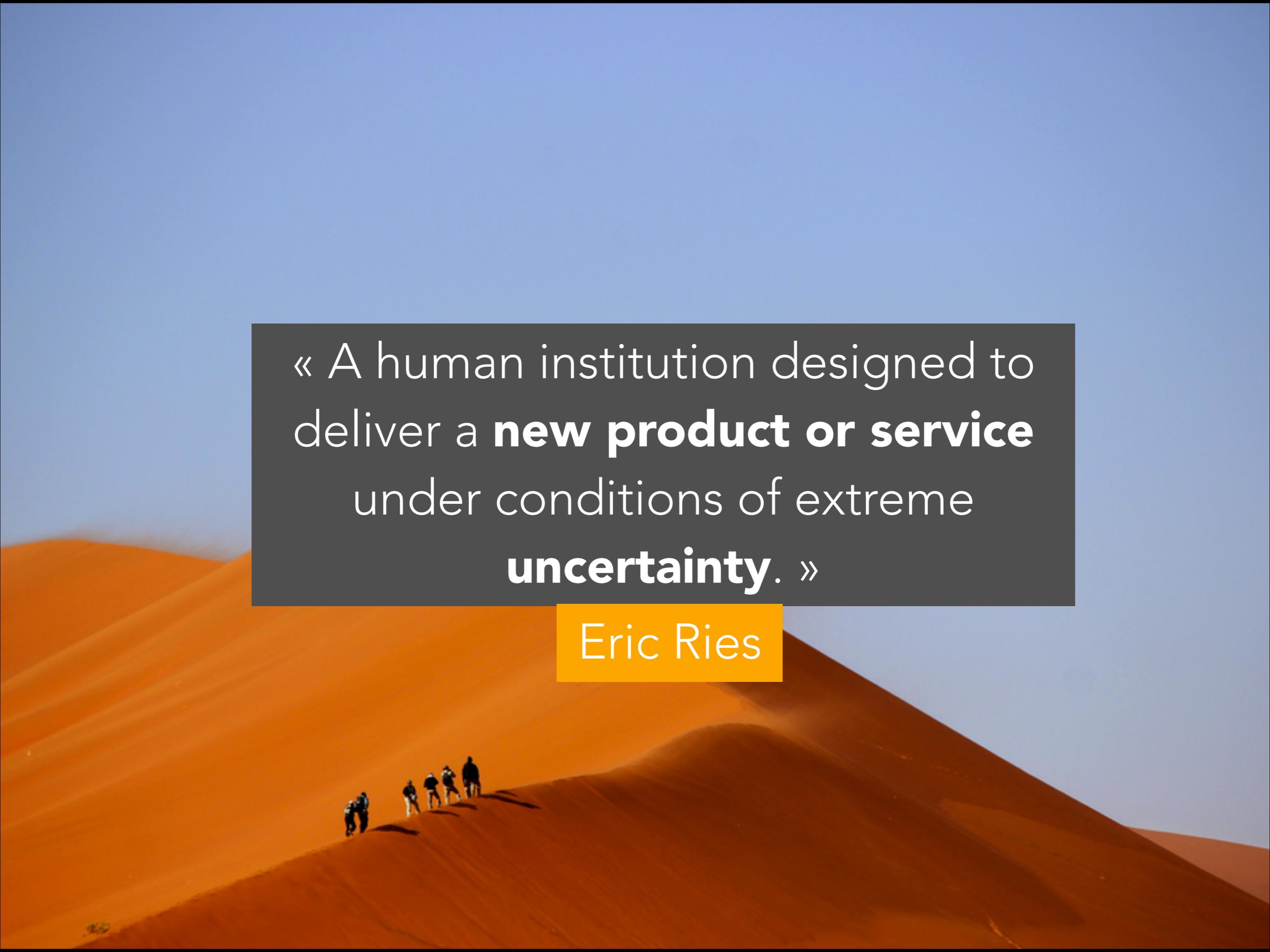
02 : Landing





UNE STARTUP N'EST PAS UNE
ENTREPRISE (COMME UNE AUTRE)

Une entreprise **exploite** un business model
— Une Startup **cherche** un business model

The background of the image is a vast, bright orange sand dune under a clear, pale blue sky. In the lower-left foreground, several small figures of people are walking across the dune, appearing as dark silhouettes.

« A human institution designed to
deliver a **new product or service**
under conditions of extreme
uncertainty. »

Eric Ries



« A temporary organization designed
to search a **scalable** and **repeatable**
business model. »

Steve Blank



« Startup = Growth »

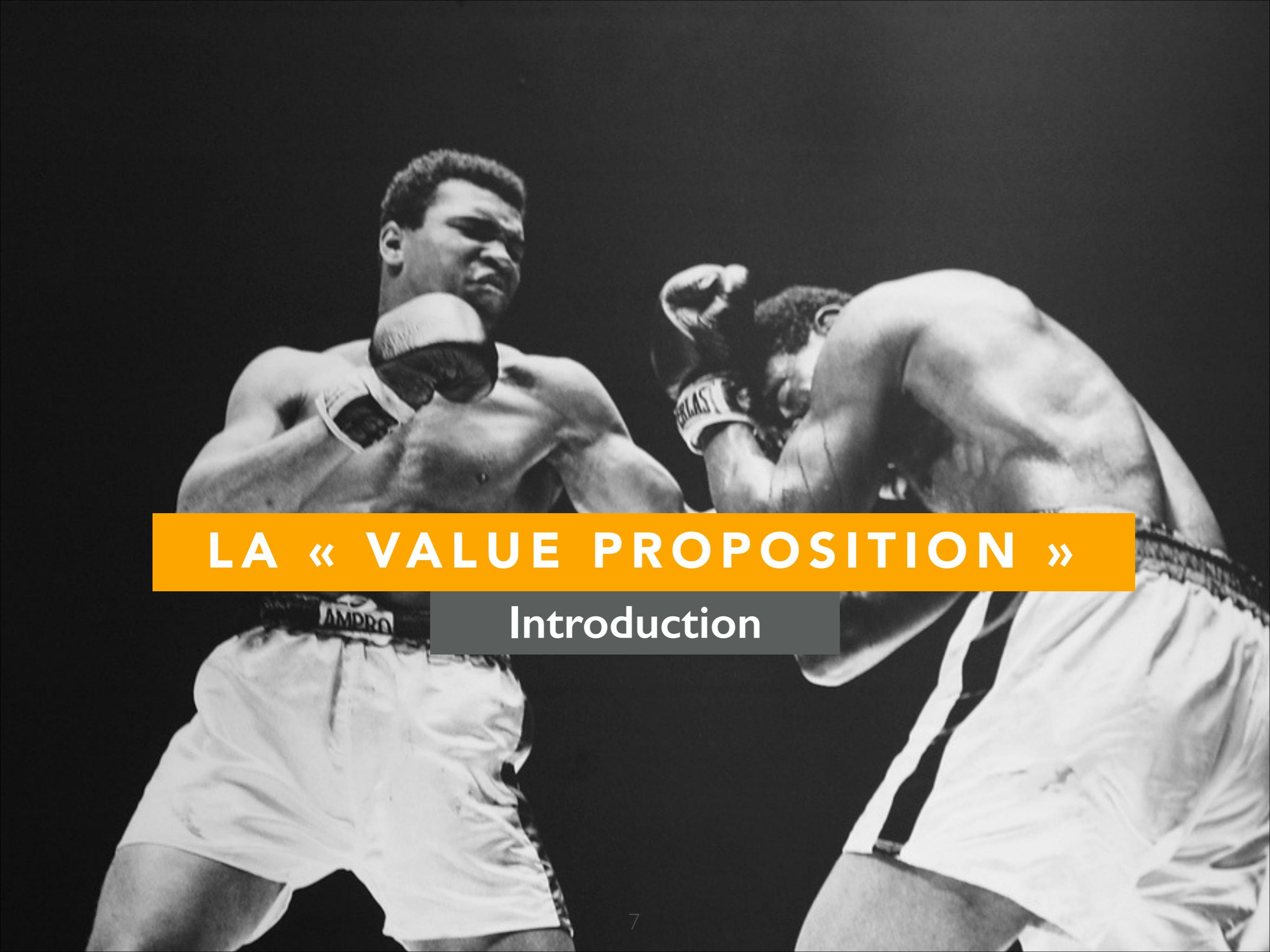
« Final **capacity** (and goal)
to serve all his market »

Paul Graham



ÉTAPES :

1. Idée / 2. Produit / 3. Entreprise



LA « VALUE PROPOSITION »

Introduction

>

REMEMBER THAT ?



IDEA

PROBLEM

The background of the image is a photograph of a sunset or sunrise over a body of water. The sky is filled with wispy clouds, transitioning from deep blue at the top to warm orange and yellow near the horizon. In the dark silhouette of the land in the foreground, a few small boats are visible on the water.

Quelle valeur que vous créez ?

Amour

Argent

Pouvoir

Sécurité

Décision

?



ET
POUR QUI ?

Commencer par une niche

(la gagner)

Ensuite, idéalement : **Faire grossir son propre marché**

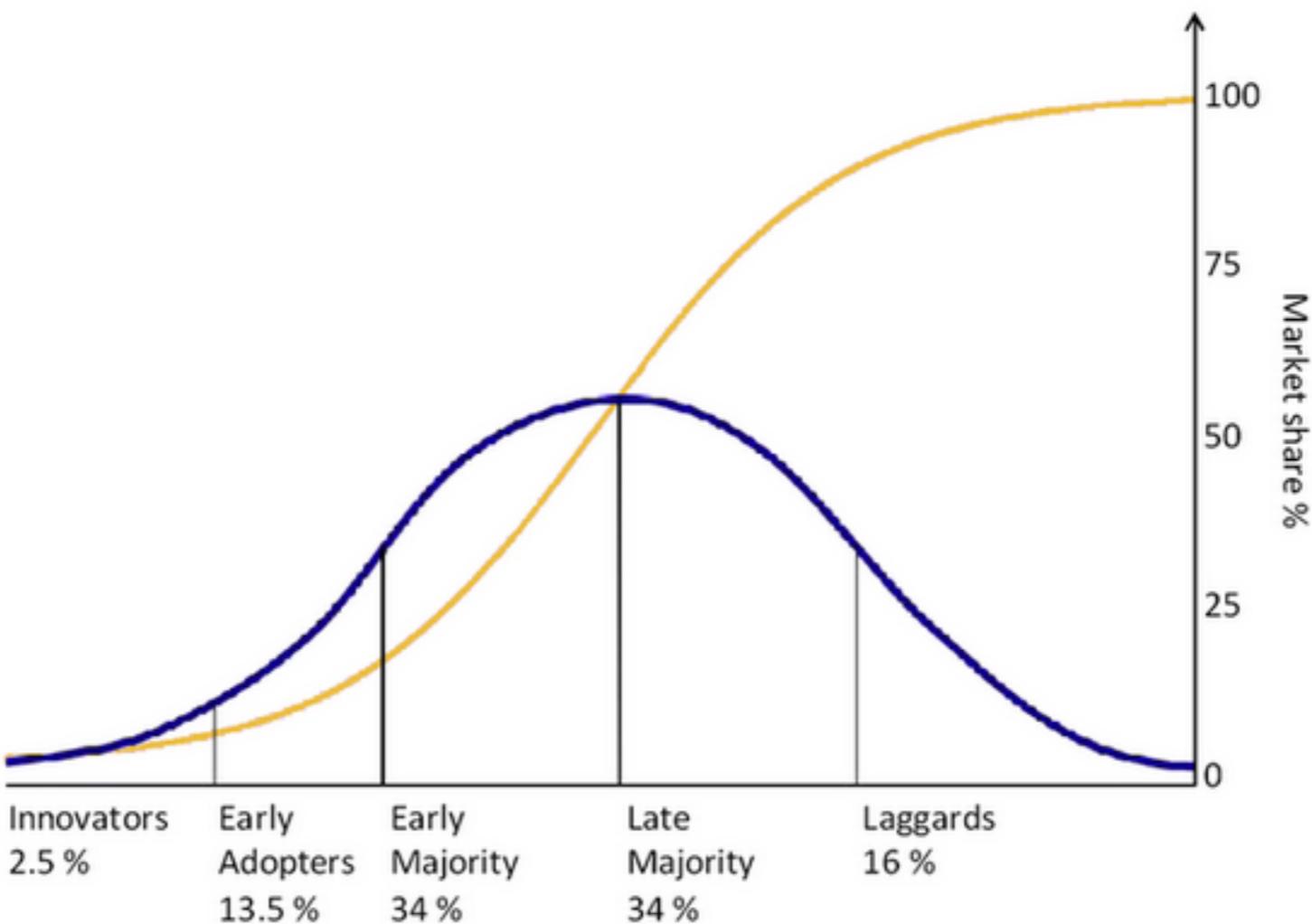
(Airbnb et l'Hôtellerie; Google et la Publicité...)

- Peter Thiel

[Monopoly Approach - VIDEO](#)



Customer Segment



link: <http://www.ondigitalmarketing.com/learn/odm/foundations/5-customer-segments-technology-adoption/>



Votre cible est plus importante que vous croyez

POURQUOI ?

1

« Talk to Users »

2

« Build a Product »

A photograph showing the lower halves of a row of identical men standing in a line. They are all wearing dark blue suits, white shirts, and dark blue ties. The most striking feature is their socks, which are all different colors and patterns of horizontal stripes. The colors range from various shades of blue, green, and yellow. They are all wearing black leather dress shoes. The background is a plain, light-colored wall.

Votre produit va évoluer



DEUIL

Votre produit **est une des**
solutions à un problème existant.



Ca doit cogner.

| *[Group of people] have a problem [their problem]*

<https://hitenism.com/business-ideas/>

RAPPELEZ-VOUS



Make
something
people
want.



stripe



airbnb

zapier*

mixpanel

PROPOSITION DE VALEUR

Square



GitHub

“Build software better, together.”

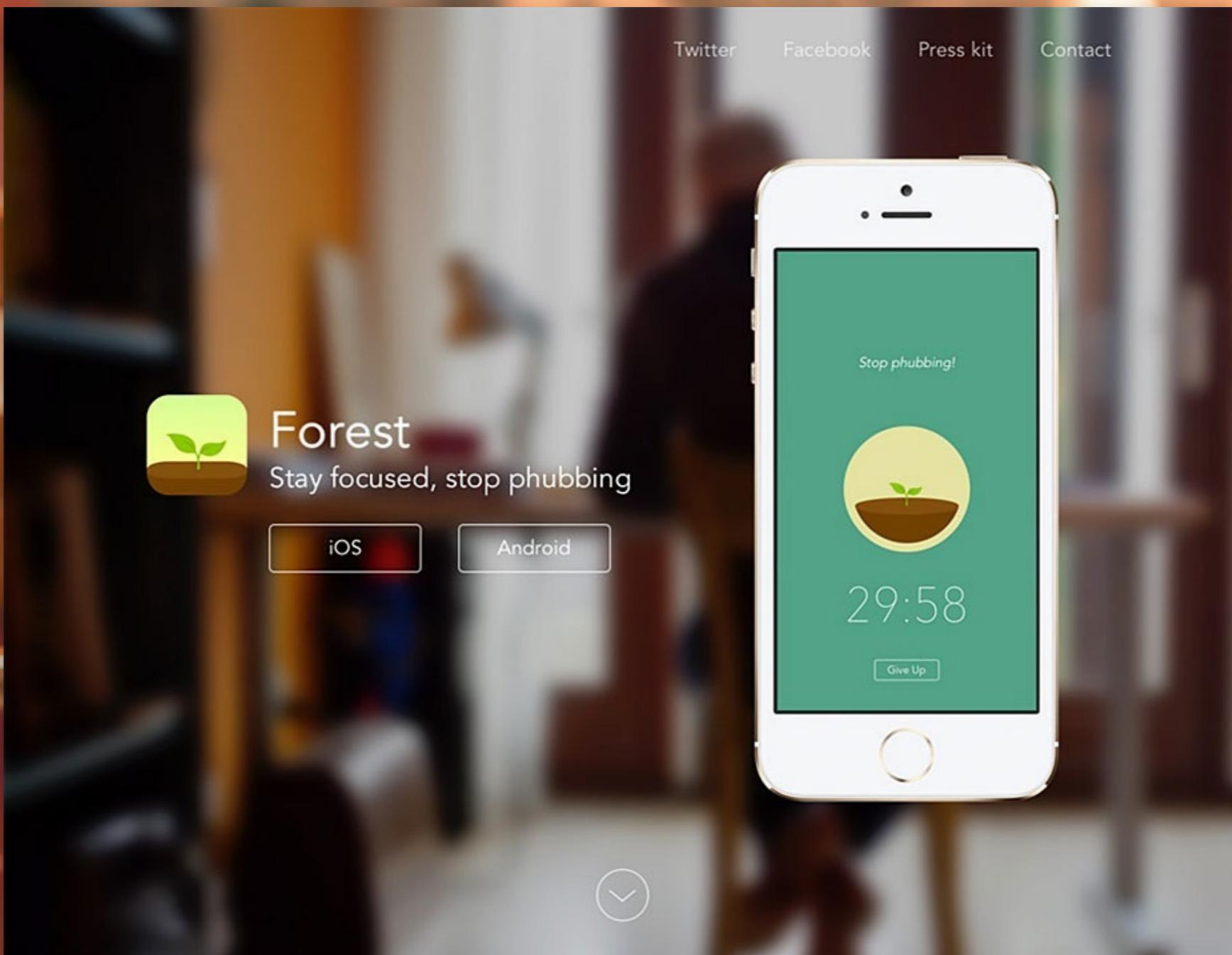
Strikingly

“Gorgeous, mobile-friendly websites in minutes.”

NOUVEAU PARADIGME VENDRE AVANT DE PRODUIRE

FORDISM IS DEAD

LANDING PAGE



Landing Page VS Homepage

CODECADEMY.COM

1

Learn to code interactively, for free.



- One action
- One audience
- Benefits. Not features.

- A/B Testing - Vittel

Sign up Login

Email

Username

Password

I'm not a robot reCAPTCHA
Privacy - Terms

GET STARTED!

Or sign up with:

By signing up, you agree to our [Terms of service](#)

CODECADEMY.COM

2

How can coding help you?

Hear how Tommy went from knowing nothing about code to building one of TIME's '50 Best Websites' after learning with Codecademy.



Codecademy Stories



Sam Fellig
New York, US

From a non-technical guy with an idea to building one of TIME's Top 50 sites of 2013, Sam Fellig's story is nothing less than magical. But the founder of Outgrow.me says anyone can learn, as long as they stay positive.



Liz Beigle-Bryant
Seattle

Liz Beigle-Bryant was laid off from her job in November 2012. After a couple of months' hard work she now has a new position.



Joah Gerstenberg and Haley Higgins
Texas

When Joah Gerstenberg, 17, and Haley Higgins, 18, first met they had no idea they'd soon become programming instructors.

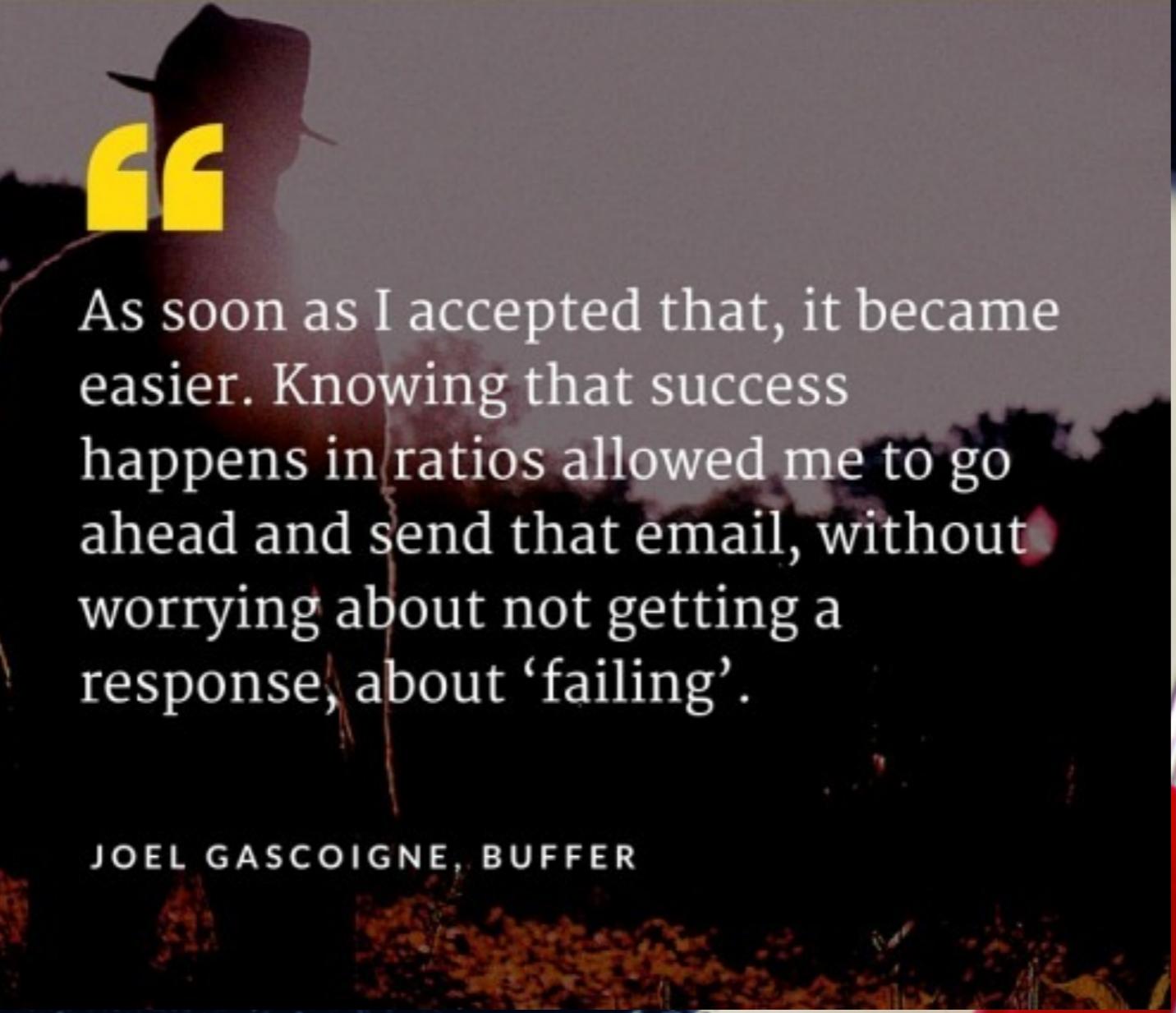
[Read more stories](#)

Join over
25 million

LEARNERS FROM AROUND THE GLOBE

TESTER. TESTER

THERE IS A RATIO FOR EVERYTHING WE DO.



As soon as I accepted that, it became easier. Knowing that success happens in ratios allowed me to go ahead and send that email, without worrying about not getting a response, about ‘failing’.

JOEL GASCOIGNE, BUFFER



TROUVER UNE AUDIENCE

3WH : FRAMEWORK

WHO ?

Quelle est la cible ?

WHERE ?

Où est leur attention ?

WHAT ?

Proposition de Valeur

HOW ?

Quelle Technologie ?

A close-up photograph of two hands holding lit sparklers against a dark background. The hands are positioned in the upper left corner, with fingers wrapped around the sticks. Numerous bright, glowing sparks are visible, creating a festive and celebratory atmosphere.

AUDIENCE

1. QUI EST VOTRE CIBLE ?

Cible (très) Précise

On l'a vu avant

A close-up photograph of two hands holding lit sparklers against a dark background. The sparks are bright and glowing, creating a festive and celebratory atmosphere.

AUDIENCE

2. OÙ EST L'ATTENTION DE VOTRE CIBLE ?

Plateformes Web

Clubs

Associations

Blogs

Meetups

A close-up photograph of two hands holding lit sparklers against a dark background. The sparks are bright and glowing, creating a festive and celebratory atmosphere.

AUDIENCE

3. QUEL MESSAGE ?

Votre proposition de valeur

P.S: l'adapter à la cible

A close-up photograph of two hands holding lit sparklers against a dark background. The sparks are bright and glowing, creating a festive and celebratory atmosphere.

AUDIENCE

4. QUELLE TECHNOLOGIE ? QUEL PONT ?

FB ADS

Dark Posts

Mailing

Meetups

#Twitter

?

Google Ad Words

TESTER. TESTER

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JOEL GASCOIGNE, BUFFER

HACK YOUR BRAIN



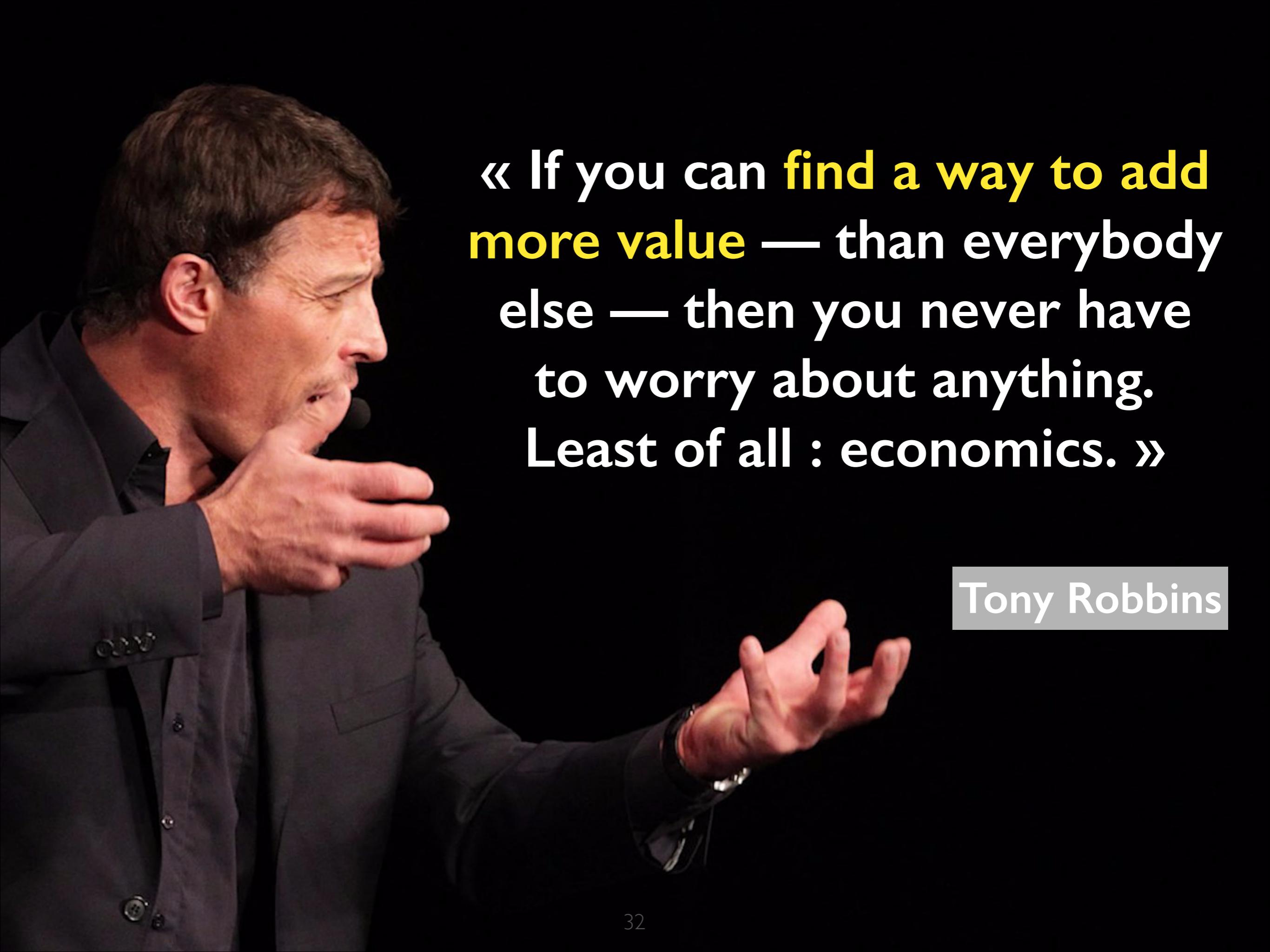
If you want something
you never had

You have to do something
you've never done

« ALL ADVERTISING IS UNWANTED, SO
IF YOU'RE GOING TO CRASH THE PARTY,
BRING SOME CHAMPAGNE WITH YOU. »



BOB THACKER

A black and white photograph of Tony Robbins in profile, facing right. He is wearing a dark suit jacket and a white shirt. A small microphone is attached to his ear. His right hand is raised, palm open, as if gesturing while speaking. The background is dark.

« If you can find a way to add
more value — than everybody
else — then you never have
to worry about anything.
Least of all : economics. »

Tony Robbins

DES QUESTIONS ?

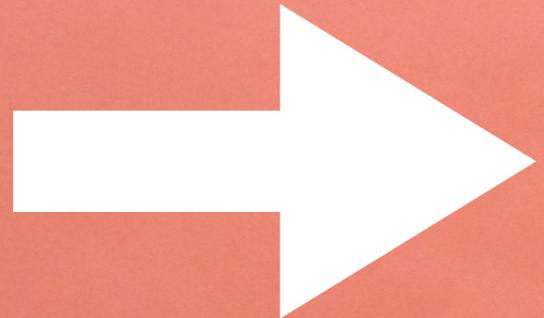
OBJECTIFS :

- Landing Page
- Proposition de valeur
- Cibler et trouver sa niche
- Vendre avant de Produire
- 3WH Framework : Tester
 - Value. Value. Value



NEXT :

Faire son MVP : 23 Novembre 2015



OUTILS

davidwise.fr/outils/

Unbounce

Optimezely

....

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