

Go-to-market strategy

Entrepreneurship in Technology

Week 10

Dylan Hall

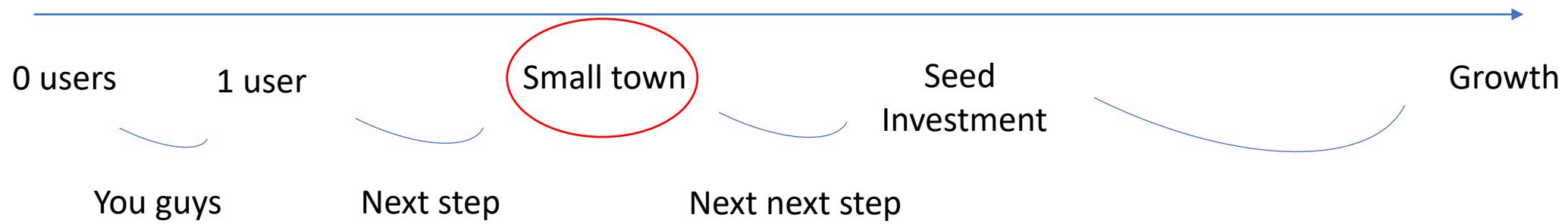
March 8th, 2018

GTMS=Who's going to embrace you?...



<https://www.youtube.com/watch?v=pAlqHc31FS8>

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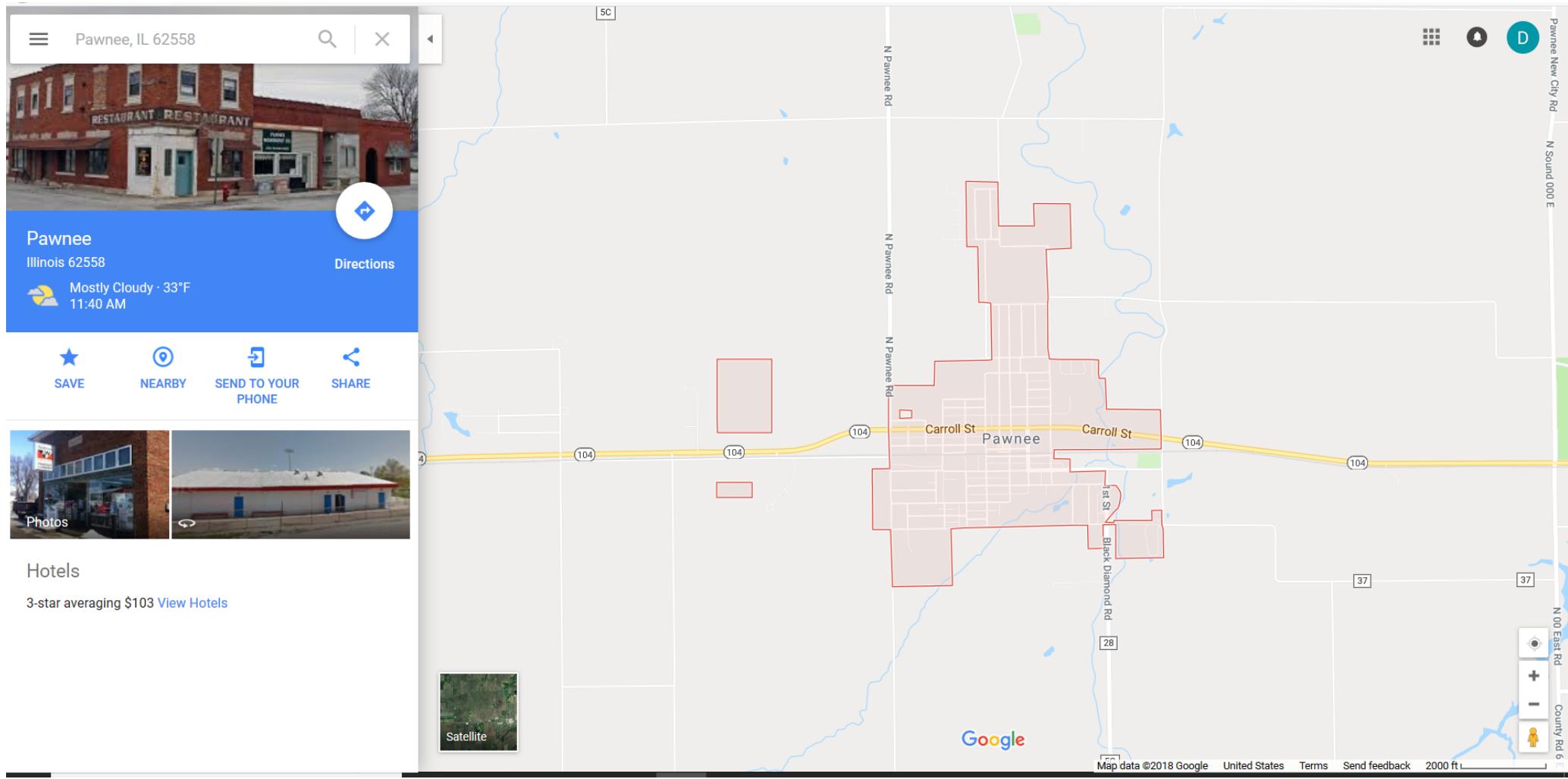
GTMS != Press releases...

- Given the right connections/money, any startup can find their way into TechCrunch, Fortune, Bloomberg, the Wall Street Journal, National Public Radio, etc...
- 40 under 40s are lists of cool people that do cool things...
- These things grow your profile and your reach, so use them to press down on the accelerator, not to figure out your market and who you are...

Your early adopters are your community...

- They'll believe in you when no one else will...
- They'll give you a shot because they want something better too...
- Your success is their success...
- You can reach them because you understand them too...

Think of a small town...



And not the nation...



Think of a small town...

- Small towns are many but mostly anonymous...
- They are well defined groups of people...
- They have their watering holes and their traditions...
- They know who they are and who they aren't...

- So what would make them accept you into the town?...
- They'll want to know your perspective...
- They'll want to see you at the watering holes...
- They'll give you the time...
- They'll want to know your helping them...

Watering holes...



Traditions...

Spring 2017 Village Wide Garage Sale

The Pawnee village wide garage sale will be held on Saturday, May 13th, 2017.

If you are interested in participating, download the registration form and return it along with \$3.00 to help offset the cost of advertising, no later than May 10, 2017. Drop off at Snelling-Chevalier Real Estate or Mail to: Pawnee Prairie Days, P.O. Box 346, Pawnee, IL 62558.

 ppd_garage_sale_regist_form_spring_2017.pdf
[Download File](#)

Pawnee Prairie Days June 22 - 24, 2017

The Pawnee Prairie Days Association is pleased to announce that this year's Pawnee Prairie Days will be held June 22th - June 24th. Bands scheduled to perform are: Tennessee Borderline on Thursday, Off The Wall on Friday, and Broseph E. Lee on Saturday.



Give your product a personality...

- When we build large-scale products for large companies, we often make standardized interfaces and protocols. We pride ourselves on interoperability.
- But your startup product needs a perspective. It needs a personality. Your small town should want to be friends with it. And if they don't, you've failed.

Next Broadcaster is...



Nathan Hall

:05

[Broadcast](#)



1
IN THE QUEUE 2
VIEWERS



CurtnCall's first small town is Chicago improvisers...

- They take classes at Second City, Improv Olympic
- They already perform in their classes and at their shows...
- They usually do not get paid for their work...
- They hope to be discovered and have a hard time becoming discovered...



The World Is Watching

Perform

The Lineup

Estimated Wait Time: 4 minutes, 11 seconds

Live Now	 Nathan Hall
1	 Jimmy Fox
2	 Hannah Tall

[Add Me to the Lineup](#)[I Changed My Mind](#)**Add Your Name to the Lineup!**

Performers perform in the order that they were added

You'll be able to watch the other performers while you wait

Allowed Performance Time

2 minutes

ATTENTION

Nudity, violence, hate speech will not be tolerated

Please keep it classy, performers

Now, how will they engage with you?...

- We choose an open-mic night, a setting they are familiar with...
- We create a competition where there are real prizes that make the work with the while...
- Founder's social network consists of improvisers from the classes he's taken and the friendships he's made...

Your first small town may not be the right one...

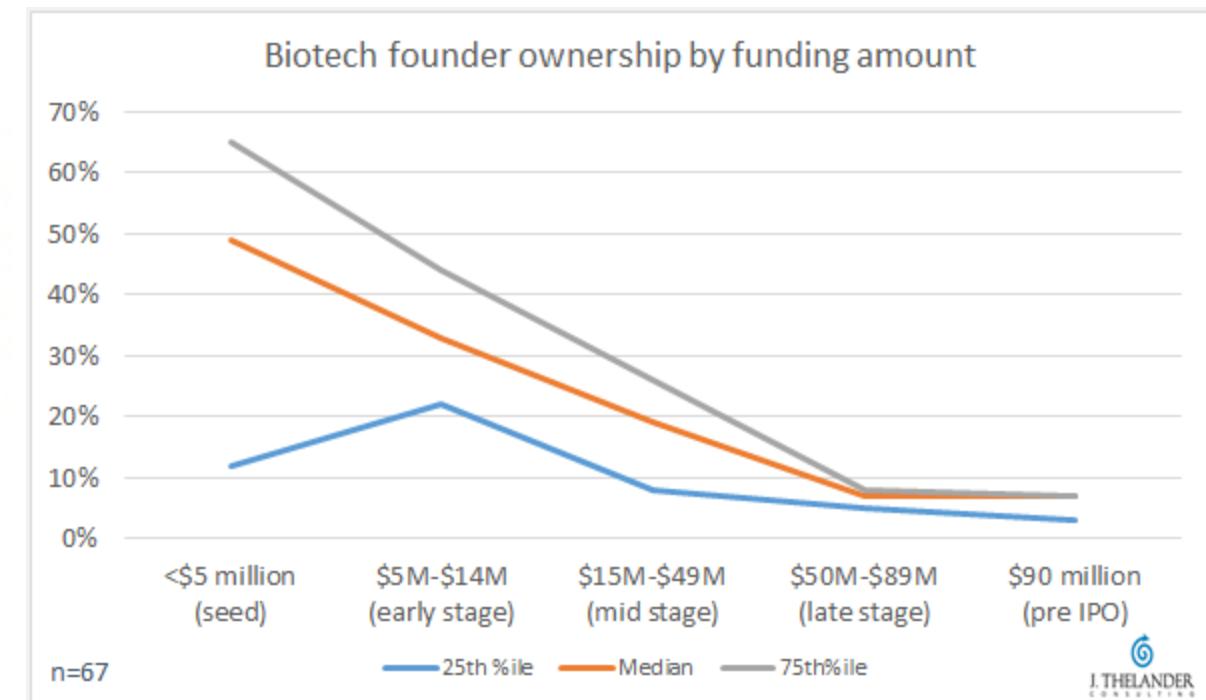
- There's nothing wrong with taking a perspective to reach a town, only to realize that it wasn't the right one...things which sound good on paper often don't work out.
- Remember, as the AirBnb founder told us, “If you launch and nobody notices, launch again...”
- There's no shortage of small-towns who will be willing to engage with your product...

Series Rounds...



Median US VC deal size by round type for 2017*						
Median Deal Size (\$M)	Seed	Angel	A	B	C	D+
Deal Count (#)	1,255	1,727	1,362	667	350	266

*As of 11/13/2017



Who are your potential investors?...

- Talk to investors now. They will tell you what they want to see. “Investors invest in a line, not a point.”
- You will only learn your preferred investor by meeting many...
- Market knowledge is perhaps the most fundamental building block of success, so prioritize those who will help you find PMF...
- Read the terms and make them justify - just because they have money doesn't make them right or useful. Your success, even with buckets of money in hand, will depend on product/market fit.

Splitting equity...

- This is the most difficult conversation because it quantifies someone's value...
- No matter the logic and reasoning, people may react negatively...
- Co-founders have >= 10%...is this person going to do the work at 3 A.M. when the value is not clear and there is no fame?
- Everyone should be able to defend the equity they request in the light of product market fit and how they will get your product there. Lead with evidence, not words...

Your pitch deck...

- You will create many decks...
- Given your current stage, we want a story deck...
- What is the problem you are solving for?
- Who has the problem?
- What is your MVP, and how does it solve the problem?
- How do you know your product creates value for others?
- How will your company extract value with your product?
- Who will be your small town and how will you reach them next?
- How are you splitting up equity right now, and why?
- What are the goals you want to accomplish to raise a seed round?

Your pitch...

- Everyone speaks...
- Tell a story first, don't just check boxes...
- Max 12 minutes...Q&A to follow...
- Keep demos simple or just go with screenshots...
- If the first time you present together is in the class, it will go poorly...
- Every attendee at the class will invest a hypothetical \$100,000 across all 5 companies using only the information they see in the pitch...
- Groups will receive extra credit according to their aggregate investment...

Don't forget...

- Your second press release...
- Your last reflection report...
- Group ratings...
- Class survey!