

Markets...

Entrepreneurship in Technology

Week 02

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Why do we care about markets?...

The Curious Case of Clinkle...

Demo Video

<https://www.youtube.com/watch?v=H2BuqpJ11lI>

Article

<http://www.businessinsider.com/inside-story-of-clinkle-2014-4>

What can we learn from Clinkle?...

Lots of things. Your thoughts...

My simple takeaway...

- Even with \$25 million in seed funding...
- The right connections...
- A great pitch...
- Compelling technology...
- Proven executives...
- You still need to think about the marketplace...

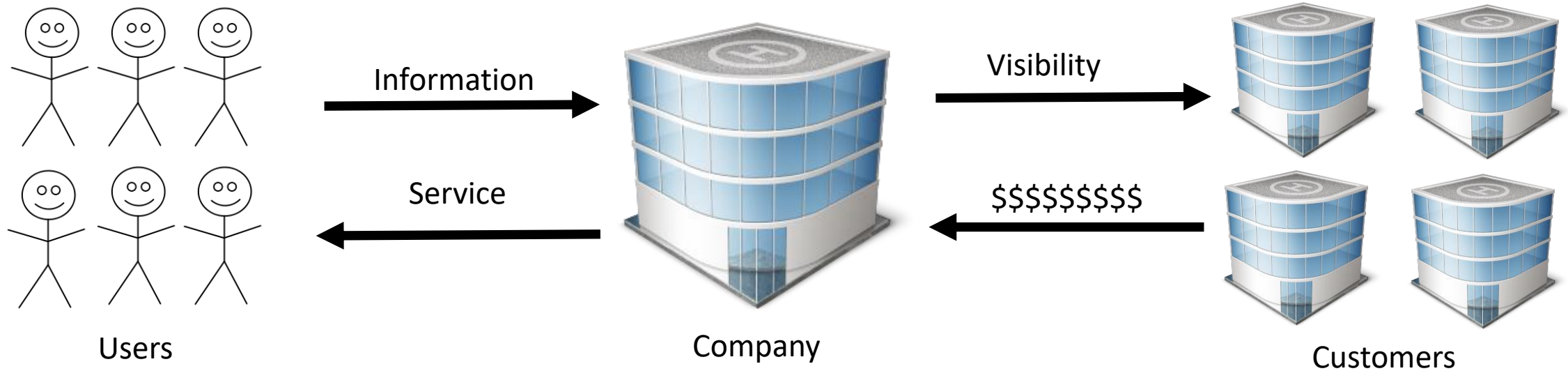
How to make the “right” product...?



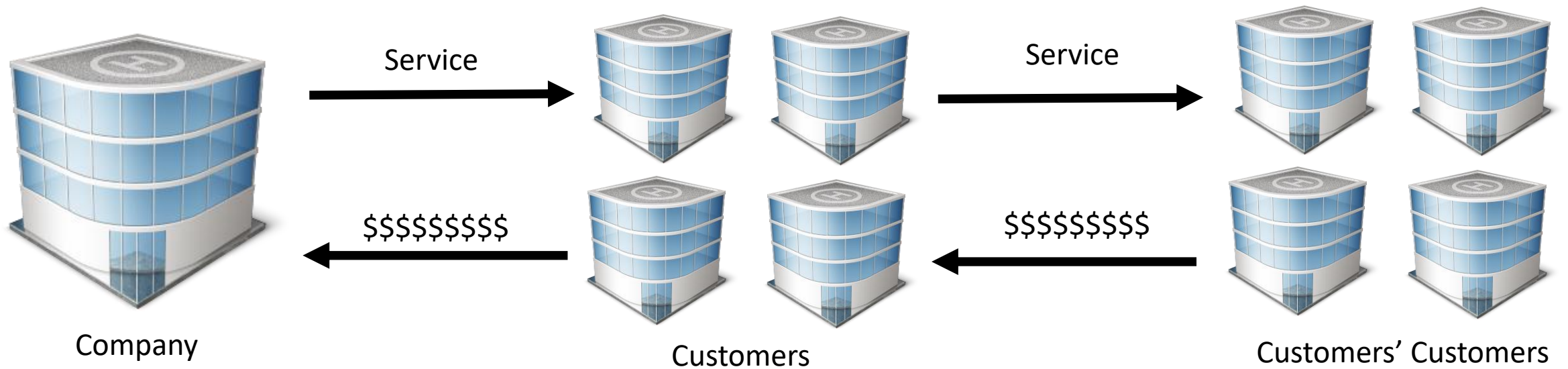
A reminder: Markets...

- 1) have customers and sellers...
- 2) are the “current way” of doing things...
- 3) are able to evolve...

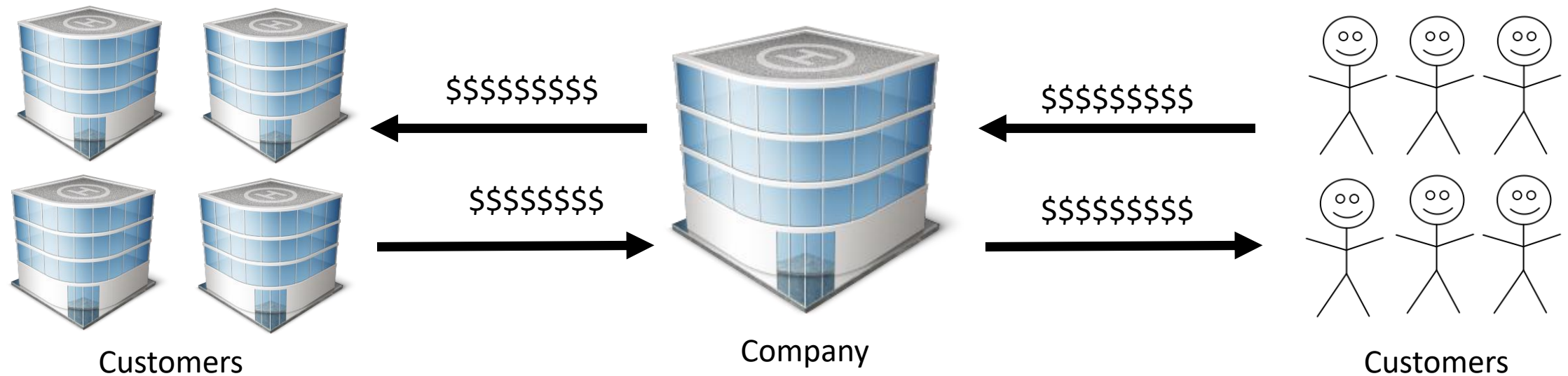
In what markets do we see this structure?



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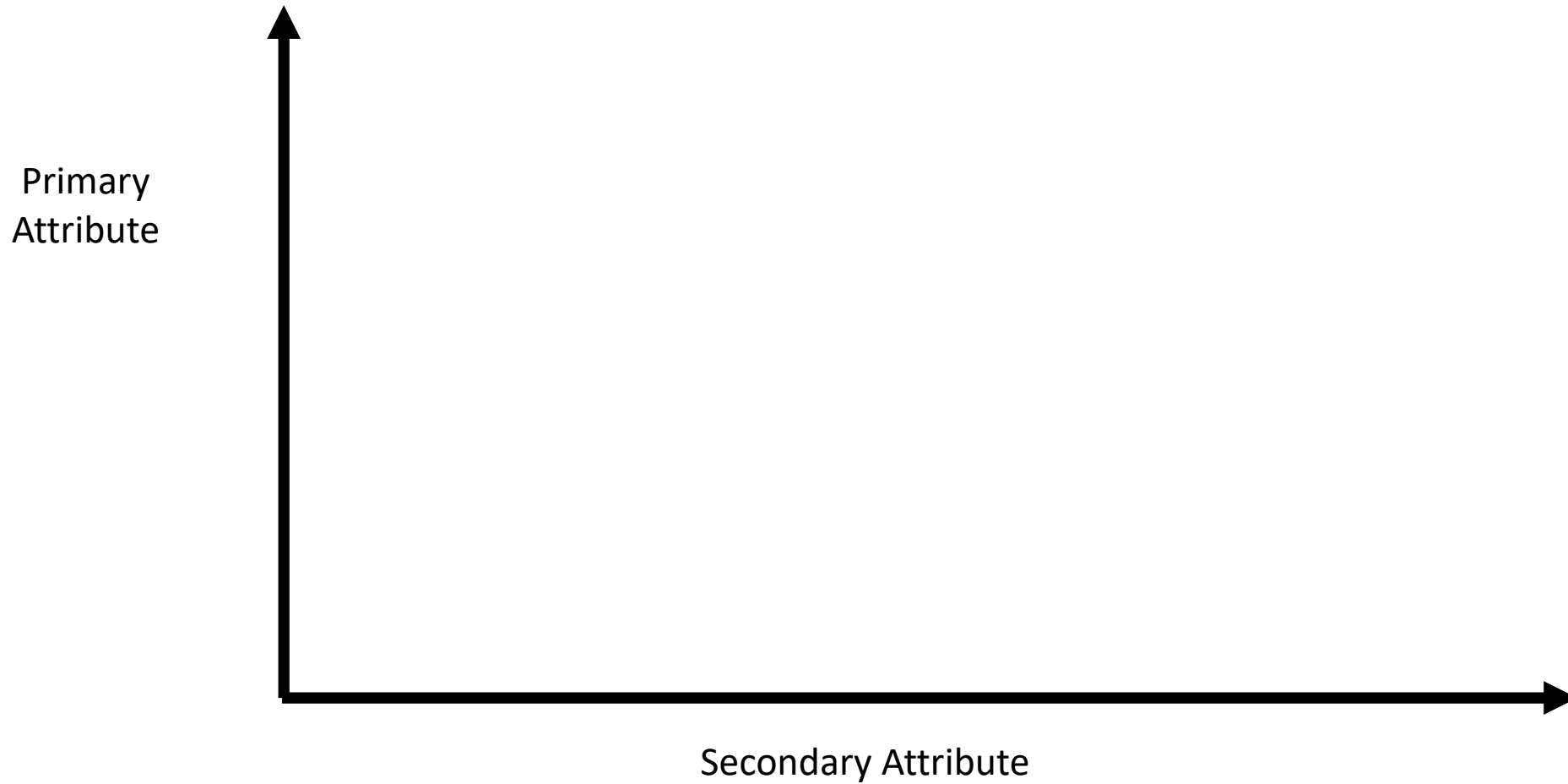
Market customers...

- 1) Are not homogenous...
- 2) Value features differently...
- 3) May not be currently served at all...

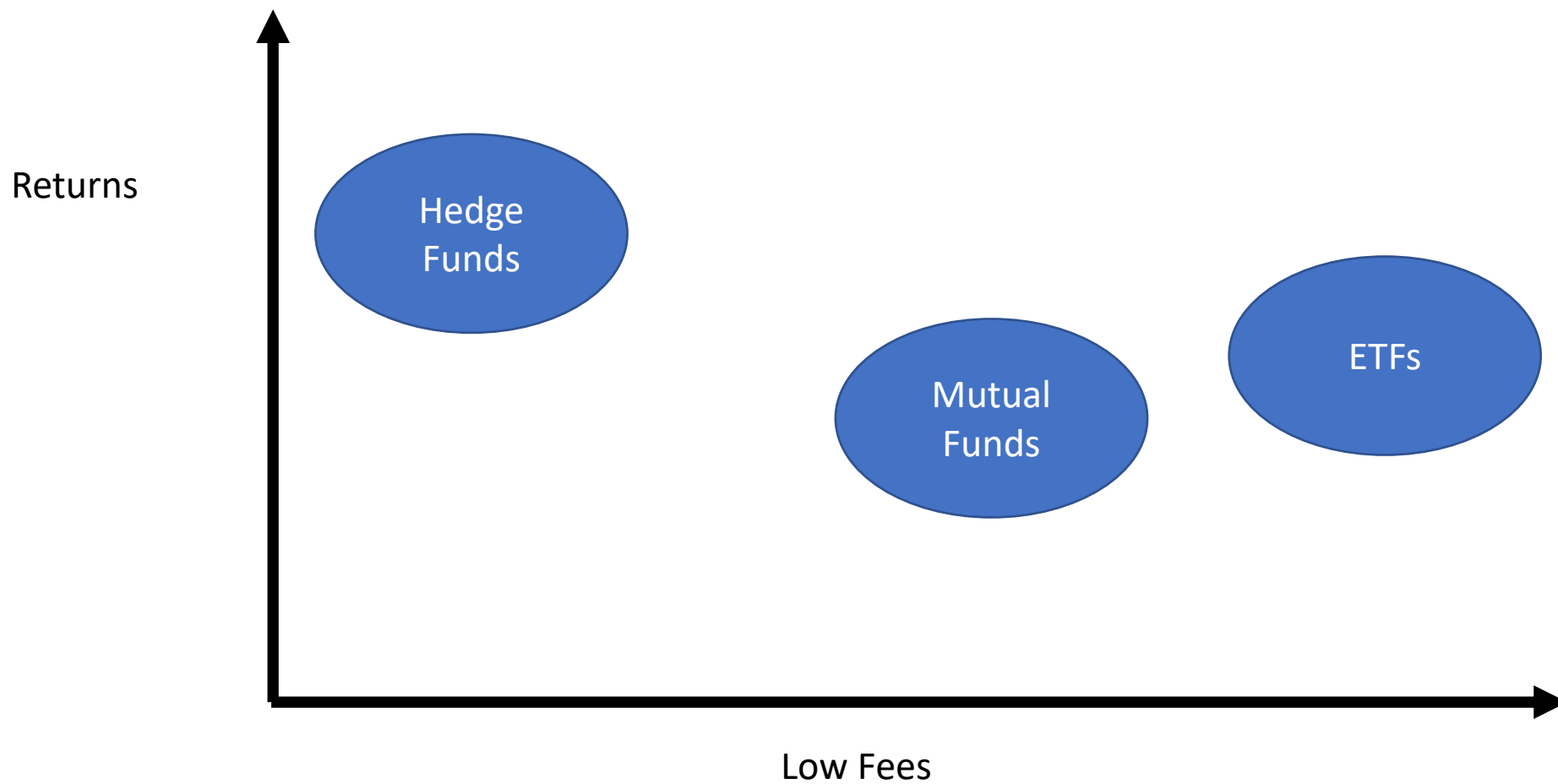
Market sellers...

- 1) Are not homogenous
- 2) Value customer segments differently...
- 3) Are built to serve their preferred segment...

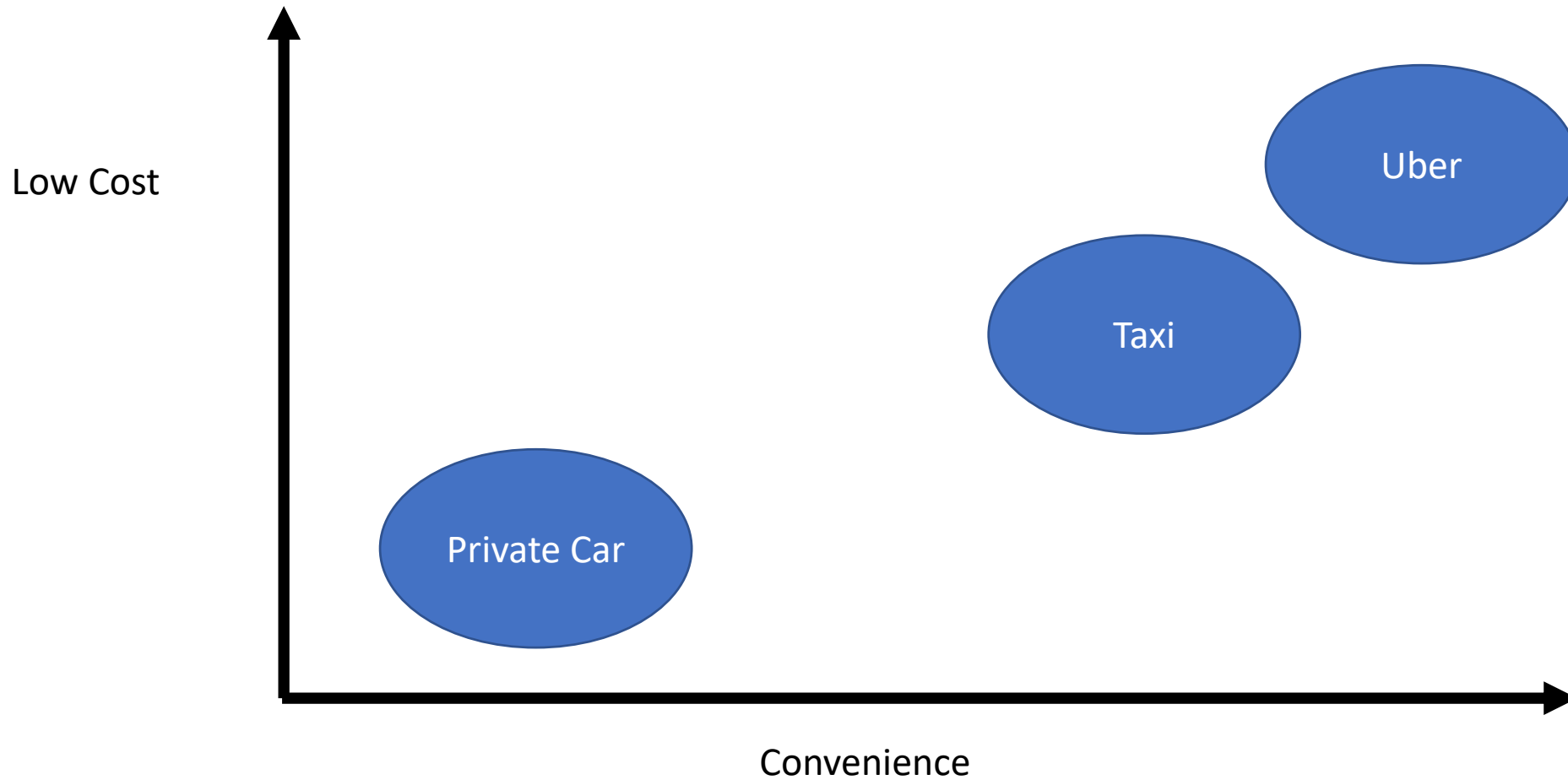
Simplifying Markets...



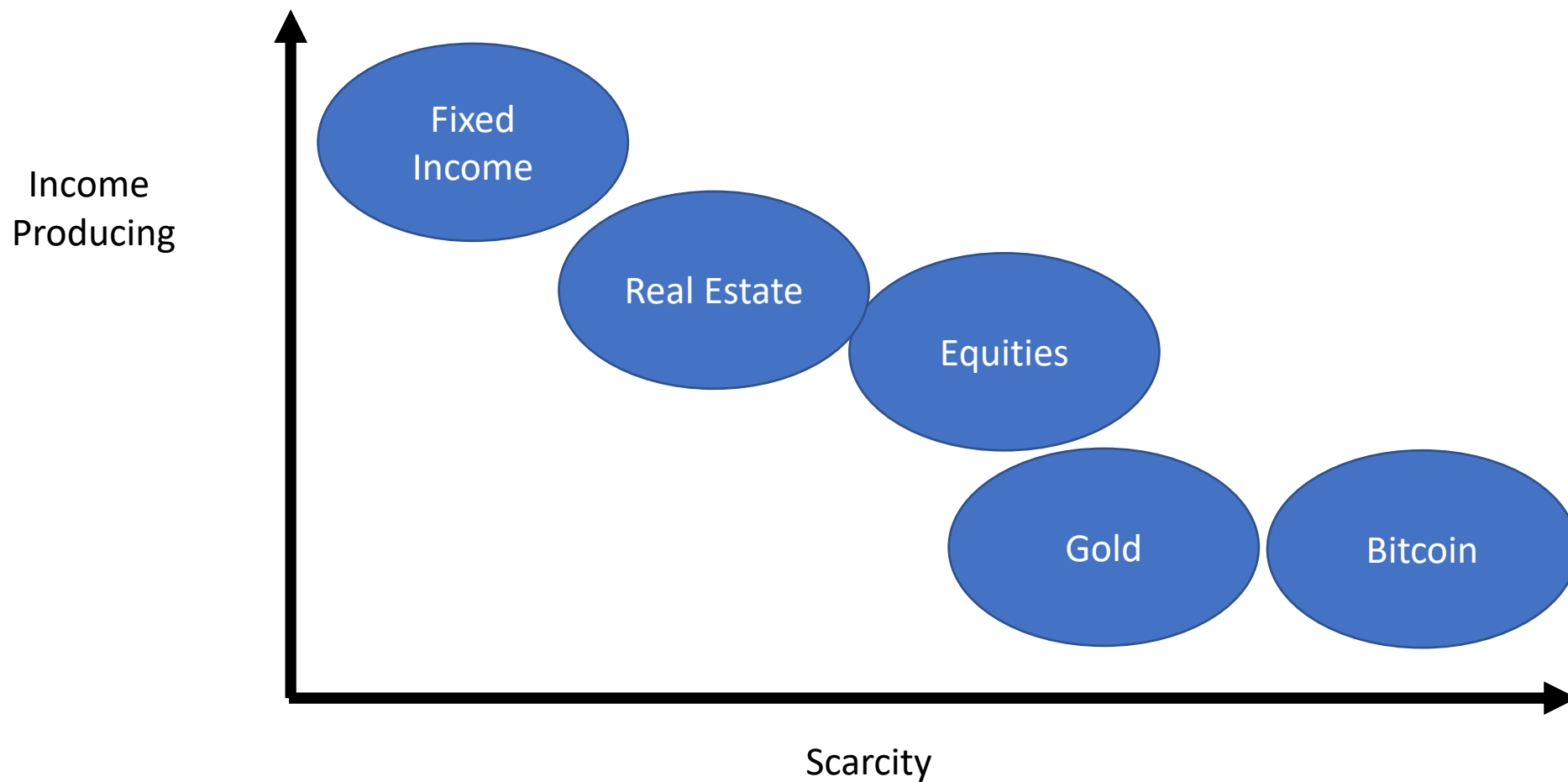
Simplifying Markets...



Simplifying Markets...



Simplifying Markets...



Market Evolution...

Technology is a key driver of
market evolution...

(e.g. it's a good thing you're interested
in computer science...)

Uber...

What is Uber's market?

What technologies facilitated Uber's success?

Amazon Web Services...

What is Amazon Web Services?

What technologies facilitated Amazon Web Services success?

Snapchat...

What is Snapchat's market?

What technologies facilitated Snapchat's success?

Bitcoin...

What is Bitcoin's market?

What technologies facilitated Bitcoin's success?

Market Barriers...

Slow down market evolution...

Market Barriers...

Regulatory...

Size...

Information...

What market barriers exist in ...

Transportation Booking...

Regulatory...?

Size...?

Information...?

What market barriers exist in ..

Cryptocurrency...

Regulatory...?

Size...?

Information...?

Markets tell us which product to build..

Our product is a set of features the market values.

We often think of products as the end. A website. An app. A thing. This is wrong.

In reality, your product is your vision for how to provide customers the features that matter to them. Let the market guide your product development.