

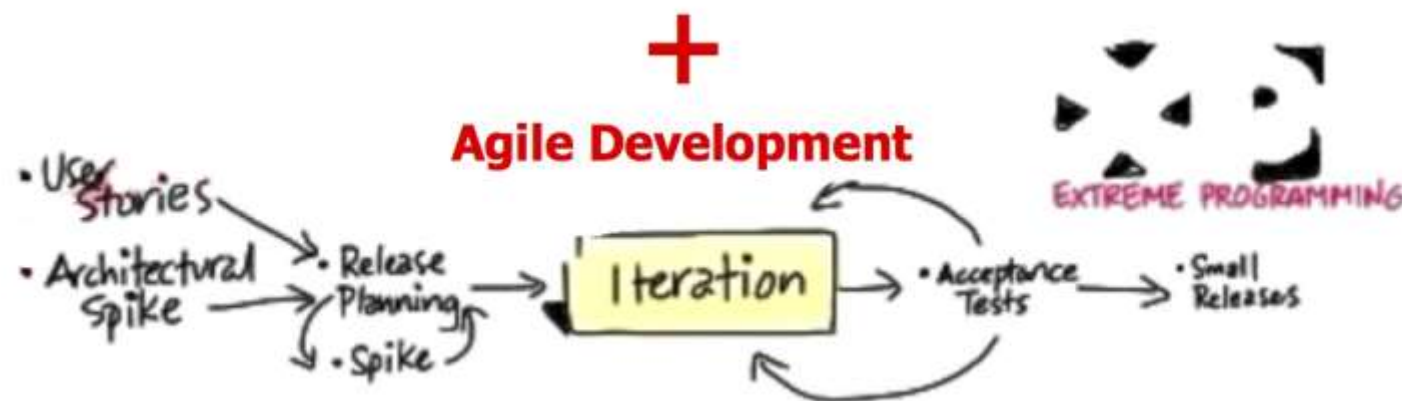
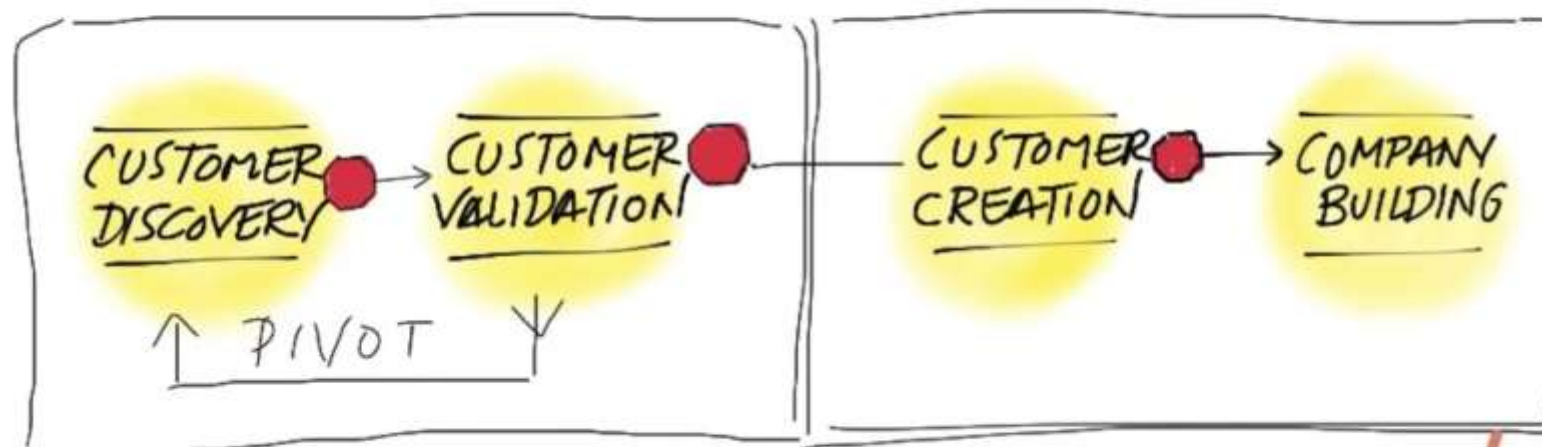
Go To Market (GTM) Strategies

Customer Development

Tech product Entrepreneurship. IIIT-Hyderabad.

The startup customer process..

Which Turned Into A **Better** Model



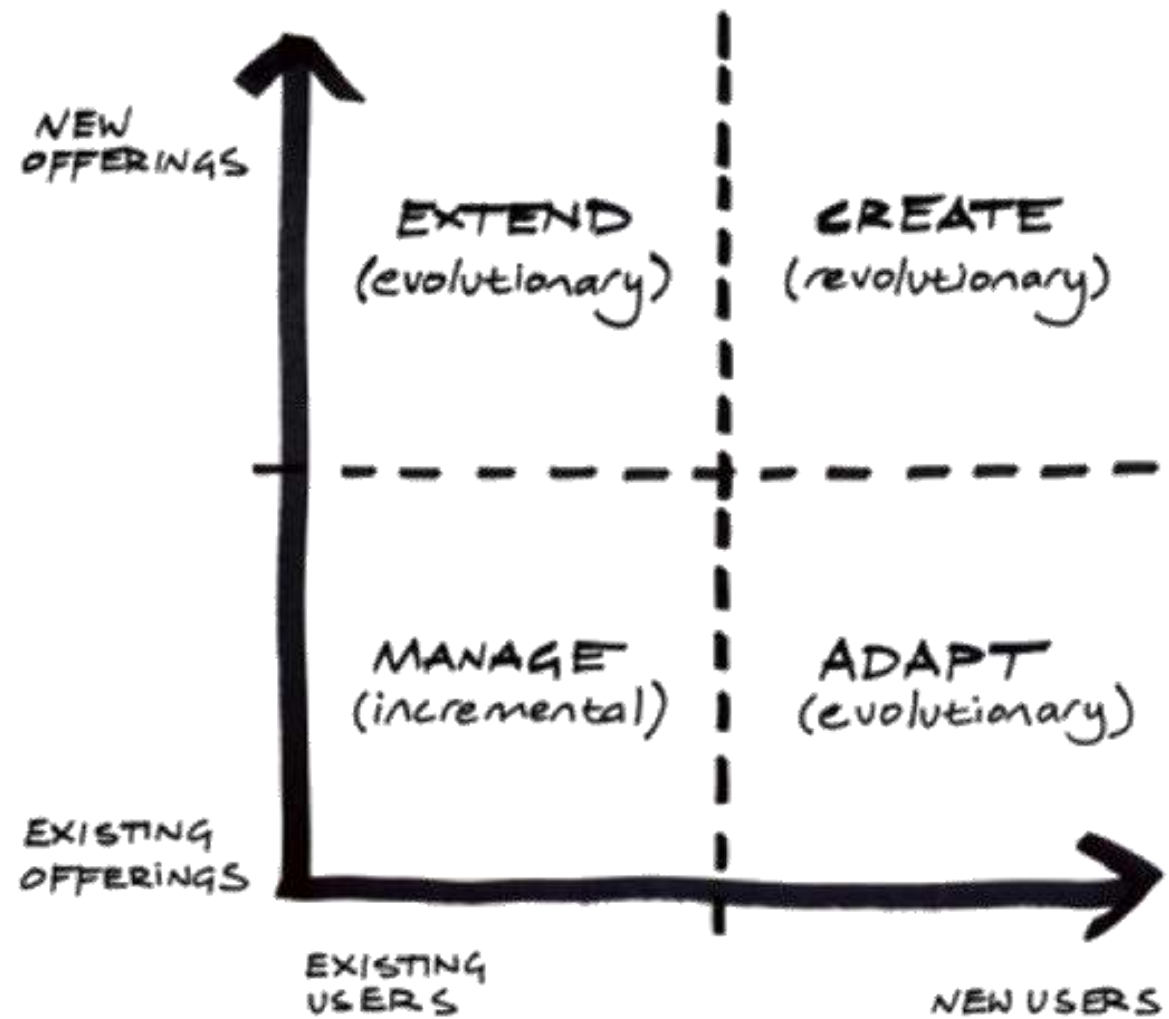
From Customer Strategy to a Market Strategy



Customer
Discovery

How to get
customers?

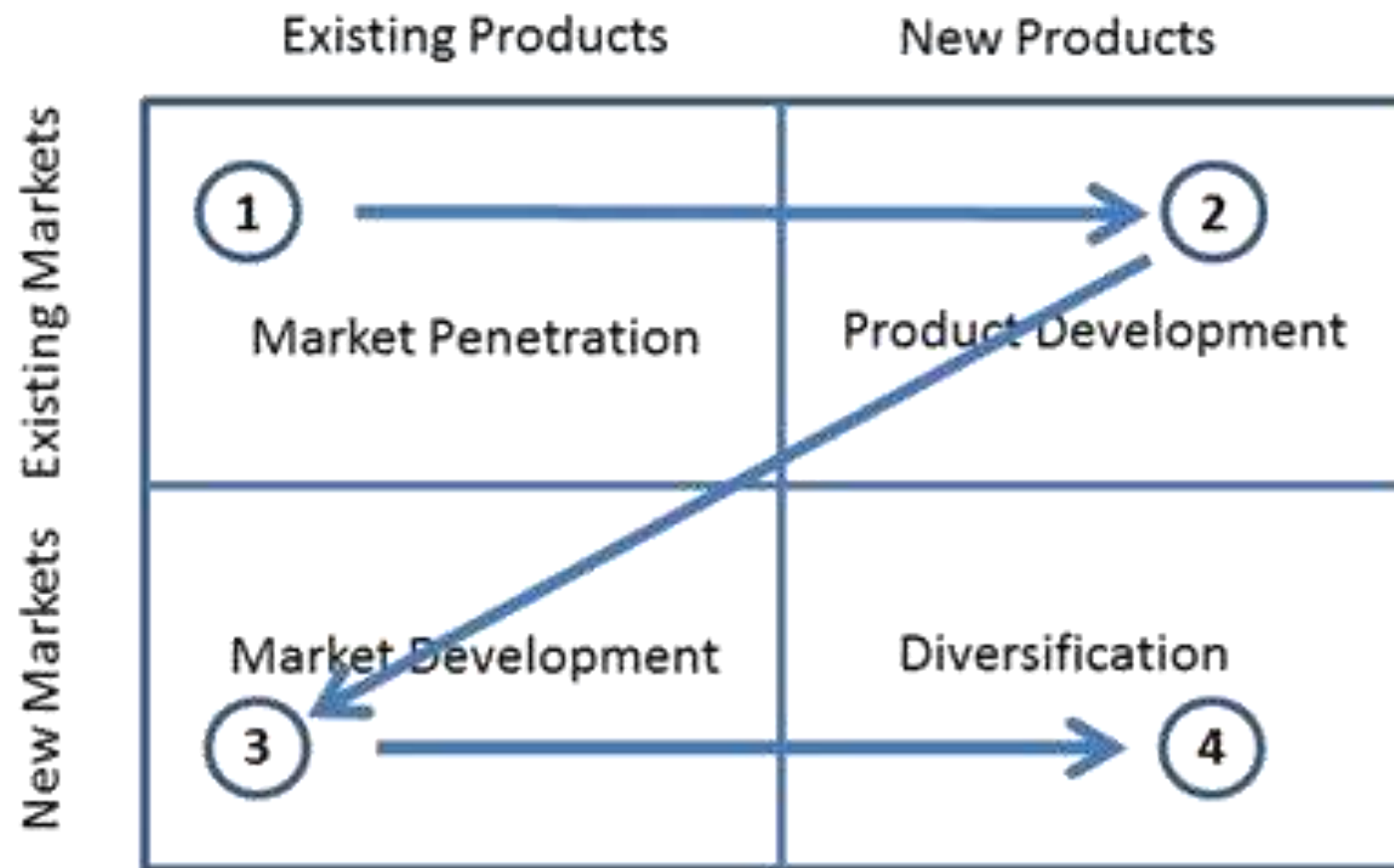
Market Knowledge



Market Characteristics

	Existing Market	Re-segmented Market	New Market
Customers	Existing	Existing	New / New Usage
Customer Needs	Performance	Price Perceived Needs	Simplicity & Convenience
Performance	Optimization	Align to Expectations	Customer drives metrics
Competition	Incumbents	Incumbents / innovators in Adjacent Market	Non-consumption / Other startups
Channels	Well Structured	Well Defined but less structured	Undefined and unstructured
Risk	Incumbents	Incumbents / Niche Strategy fails	Market Adoption and Affordability

Ansoff Matrix & “Z” Diagram



Executing..

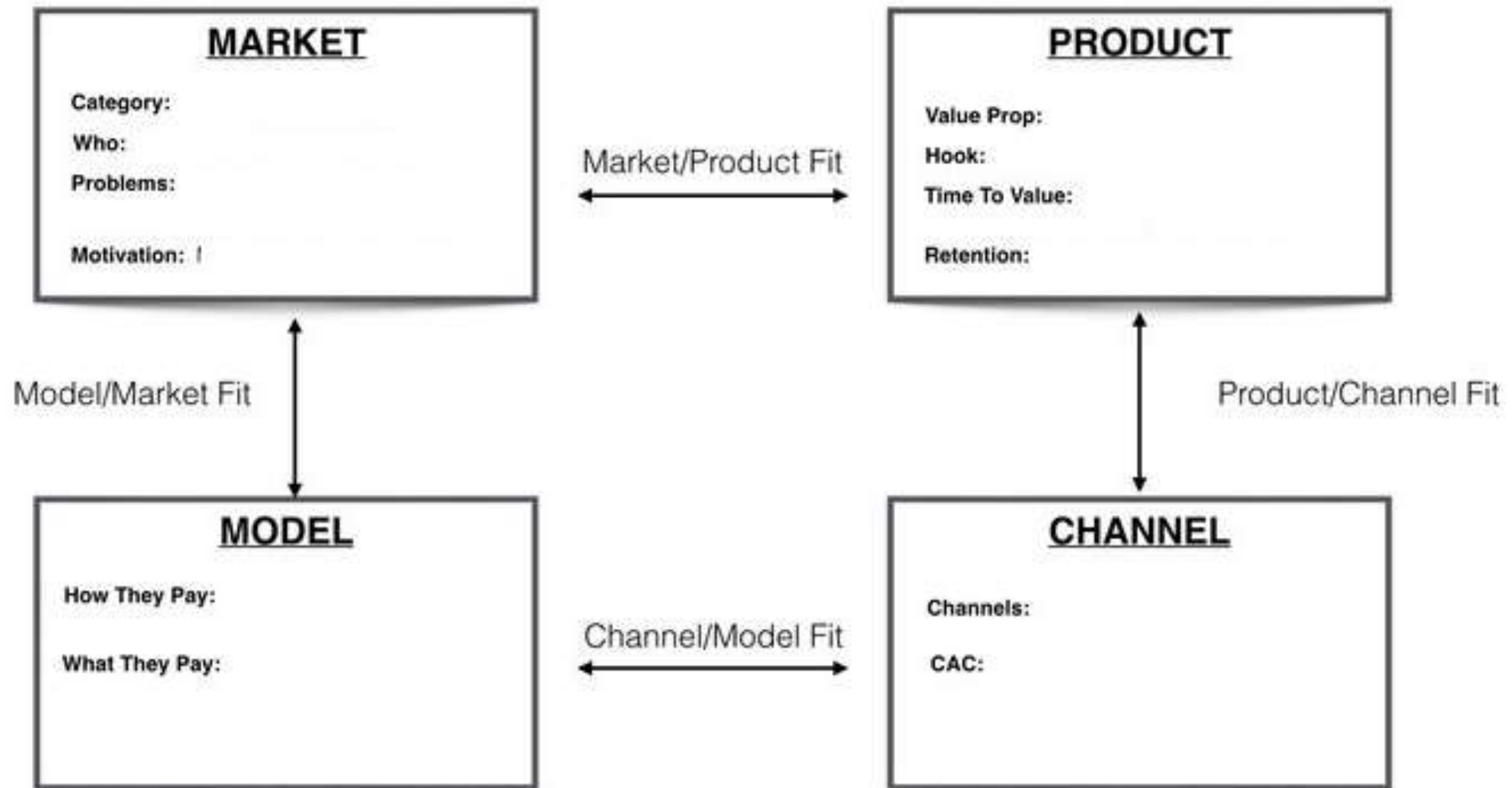
 Harvard innovation lab : [#innovationlab](#) Michael J Skok : [@mjskok](#) Startup Secrets : [#startupsecrets](#) Go To Market : [www.mjskok.com](#)

A Startup GTM Framework

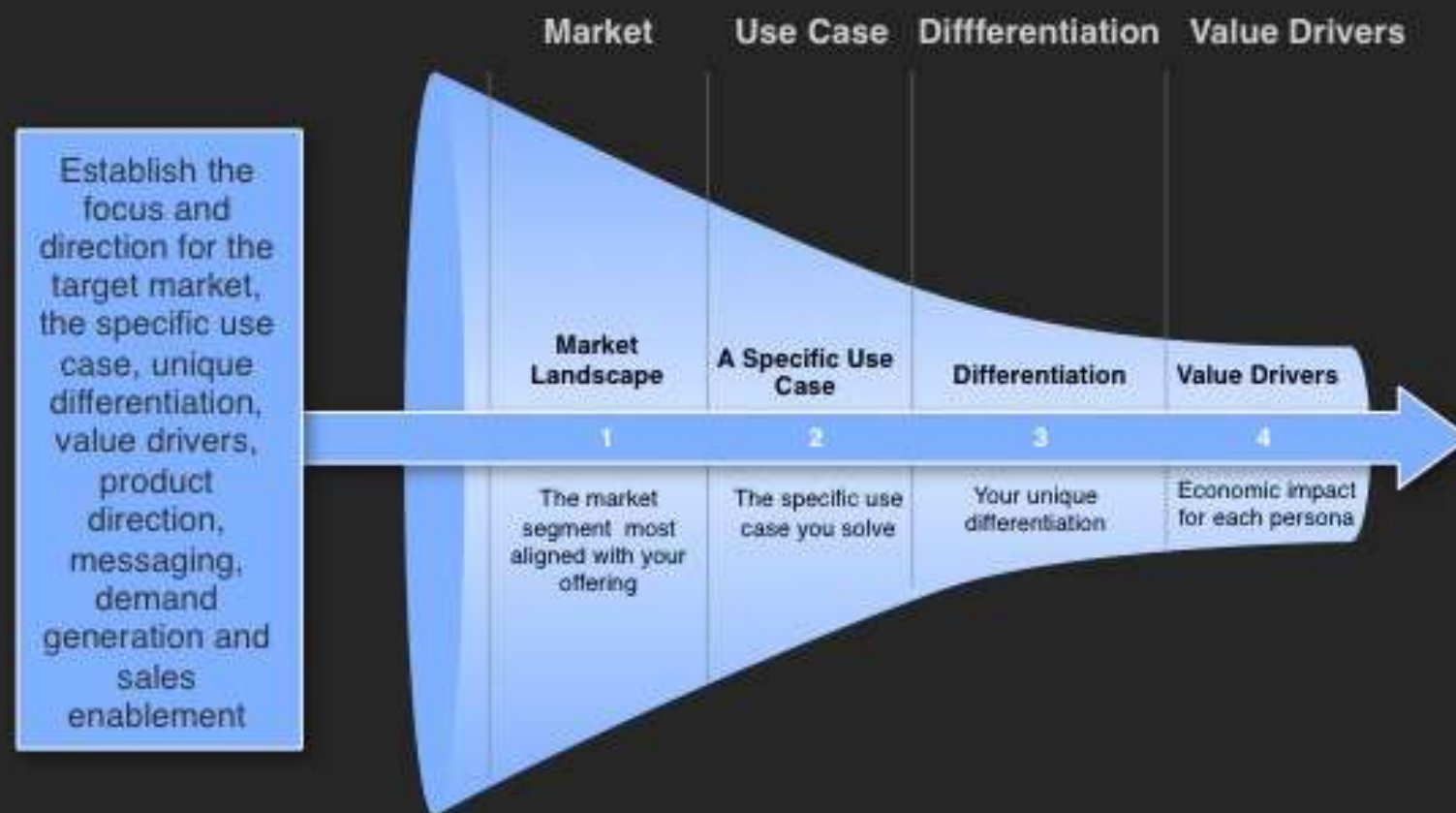


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Go-To-Market Fit



Go to Market Fundamental Building Block Process



Market Segmentation – Traditional n New

Traditional Methods of Segmentation

- Demographic
- Behaviors
- Psychographic
- Income n affordability

New Methods of Segmentation

- Jobs to be done
- Emotions of the need
- Quick access to reach
- Ability to Enlist n Influence
- Business Value / Ethics Match

Go To Market (GTM) Strategies

Crossing the Chasm

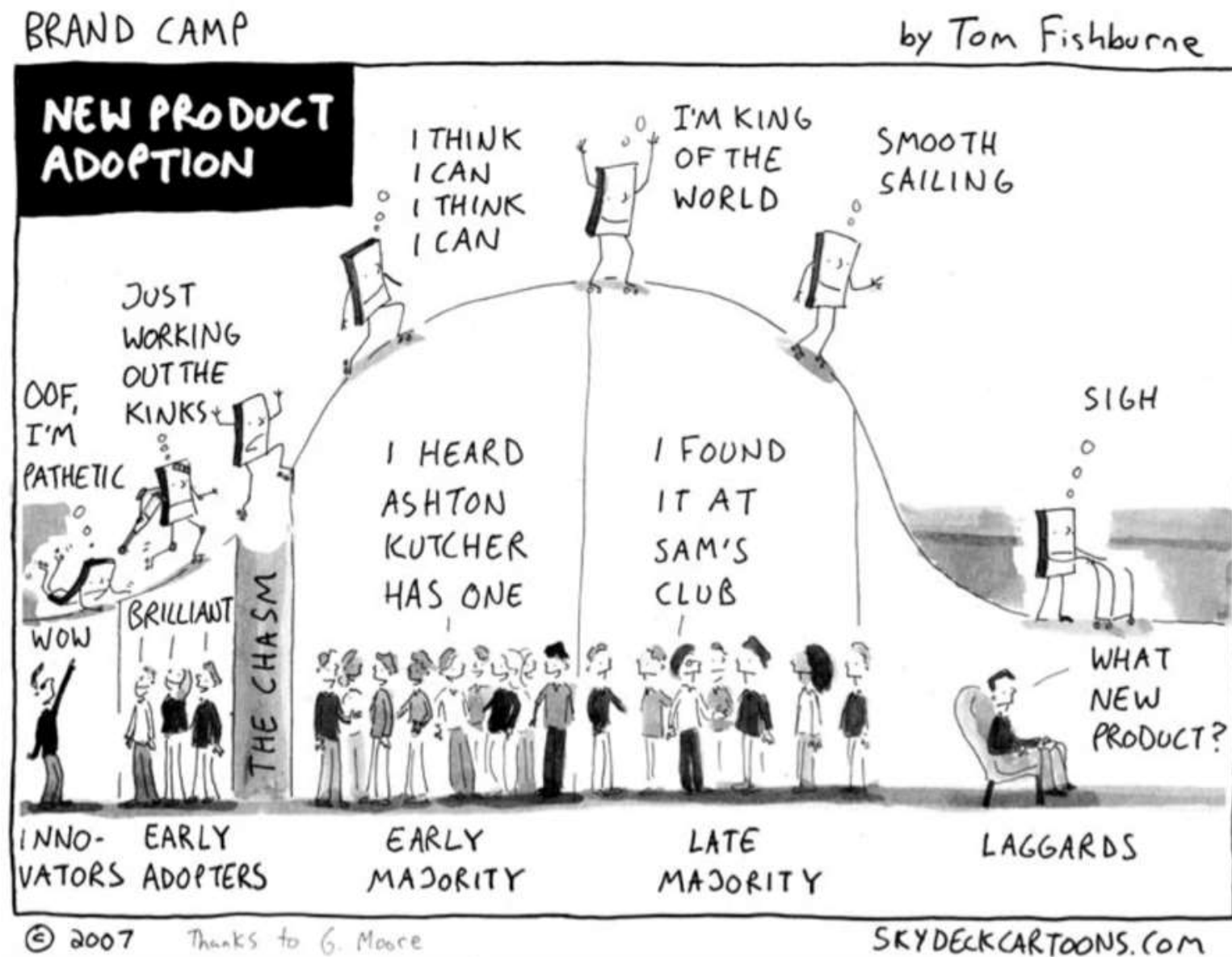
Tech product Entrepreneurship. IIIT-Hyderabad.

Crossing The Chasm- Book

Crossing the Chasm:
Marketing and Selling High-
Tech Products to
Mainstream Customers or
simply Crossing the Chasm,
is a marketing book by
Geoffrey A. Moore that
focuses on the specifics of
marketing ...[Wikipedia](https://en.wikipedia.org/wiki/Crossing_the_Chasm)



The product market cycle- innovators till laggards



Market strategies

Technology Adoption Life Cycle



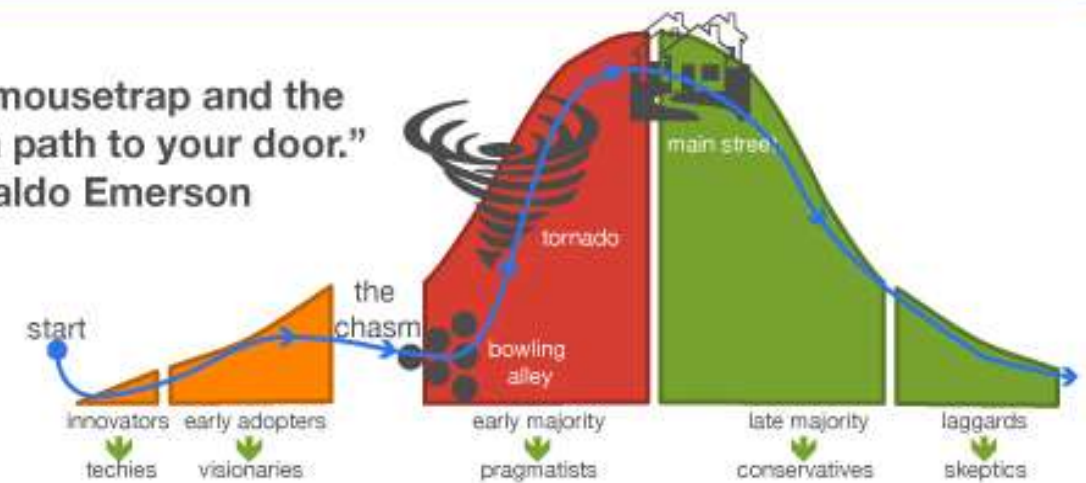
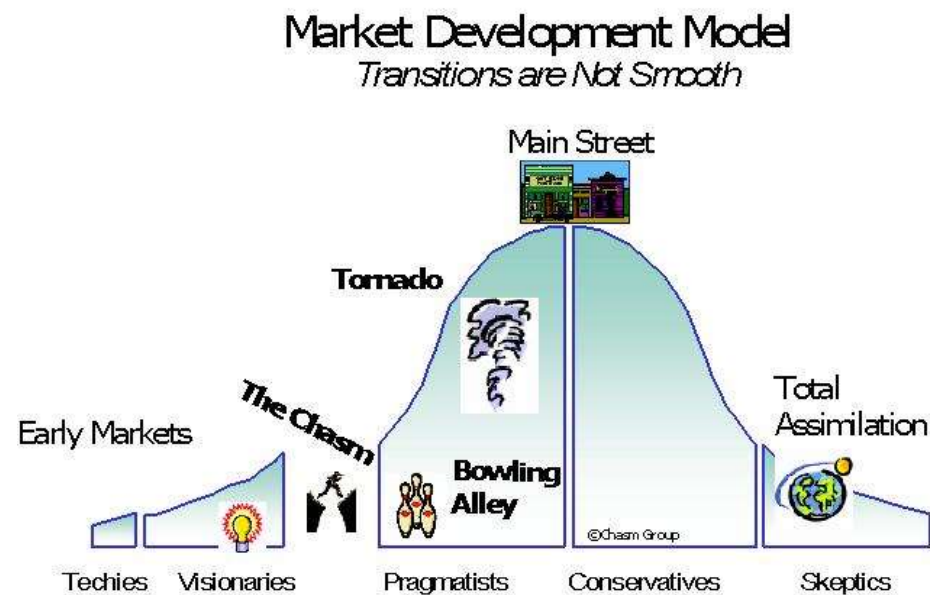
Copyright © Geoffrey A. Moore, 2005, from the book "DEALING WITH DARWIN"

The CHASM



CROSSING THE CHASM: HOW TO MARKET, SELL AND IMPROVE YOUR INNOVATIVE NEW PRODUCT

"Build a better mousetrap and the world will beat a path to your door."
- Ralph Waldo Emerson



B2B - Salesforce / AWS



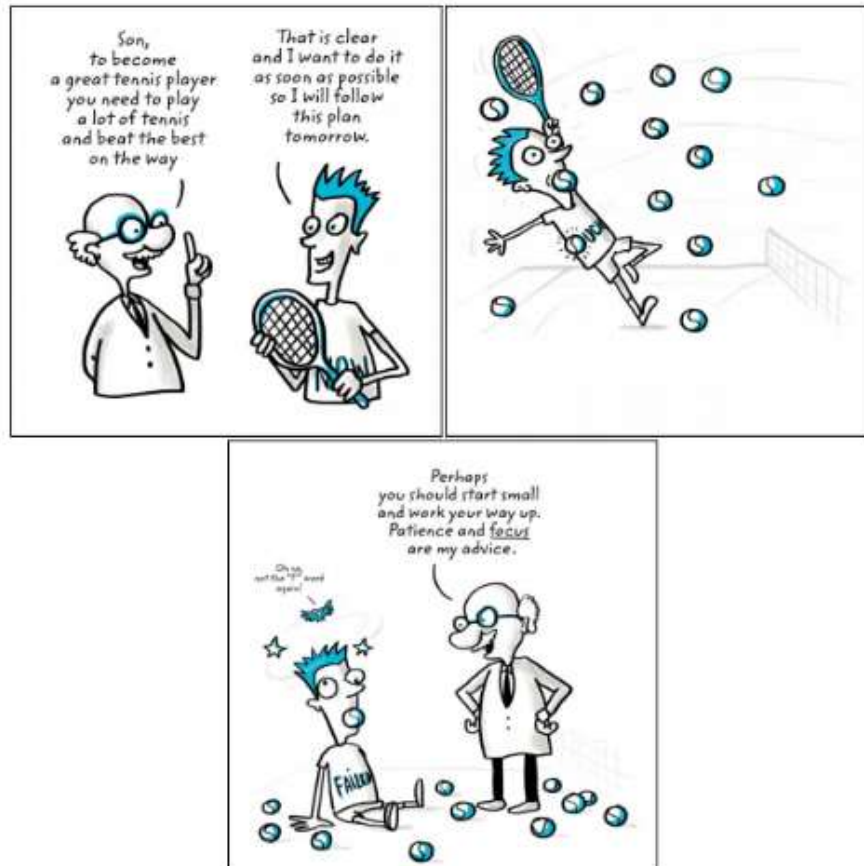
GTM – Mapping to Chasm Framework

	Audience	Innovators	Early Adaptor	Early Majority	Late Majority	Laggards
Buyer	Buy - Persona					
	Buyer - Trigger					
	Buyer - Emotion					
	Buyer - Feedback					
Market	Market					
	Price					
	Sales					
	Competition					
	Route to Market					
Business	Focus					

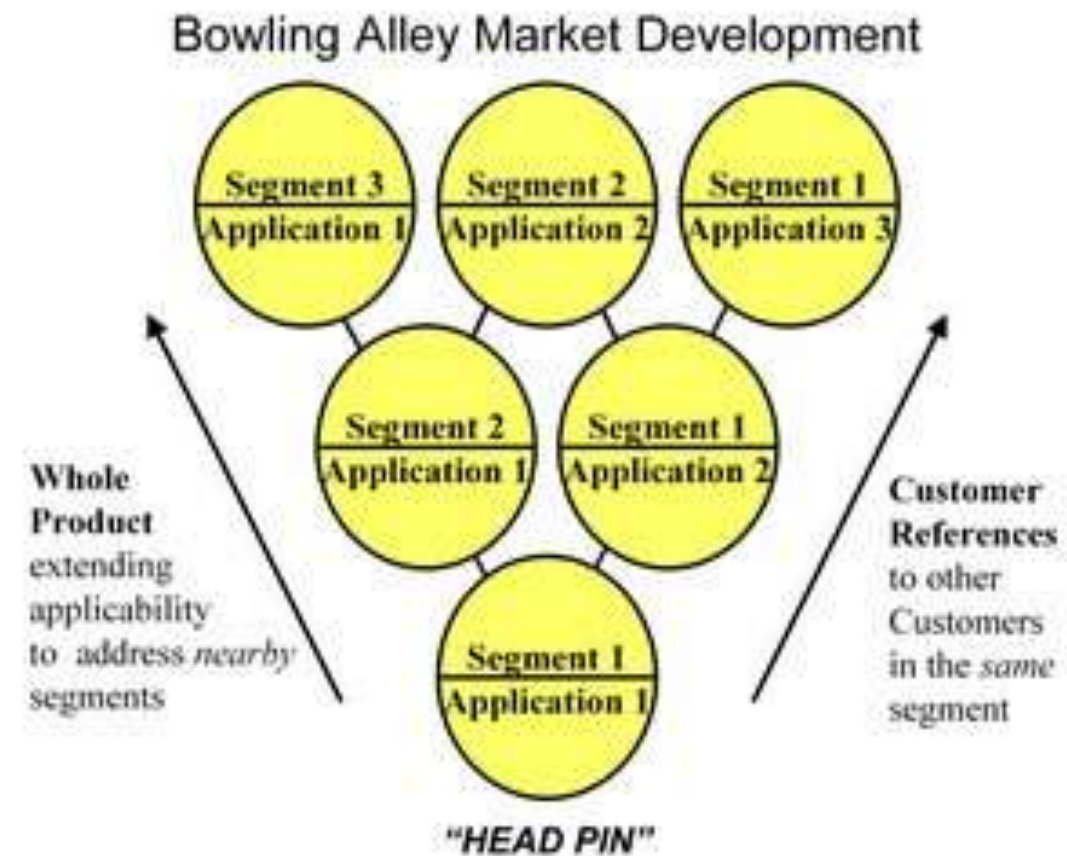
GTM – Mapping to Chasm Framework

	Audience	Innovators	Early Adaptor	Early Majority	Late Majority	Laggards
Buyer	Buy - Persona	Techies / Hippies	Visionaries	Pragmatist	Conservative	Skeptics
	Buyer - Trigger	Novelty	Value	Benefit	Use / FOMO	No choice
	Buyer - Emotion	WoW	That's Interesting	Some body Bought it	I need it	Everybody Bought It
	Buyer - Feedback	Use, Promote, Discard	Tell you what's wrong or what can be added	Tell you how to make it easy to use	Will tell you minimum needs to to fulfil	Will find new ways to use
Market	Market	Small	Expanding	High	Peaked	Contracting
	Price	Very High	High	High	Medium	Low
	Sales	Low	Expanding	High	Flattening	Moderate
	Competition	Low	Increasing	Moderate	High	Moderate
	Route to Market	Direct	Direct	Channel	Channel	Direct
Business	Focus	Awareness	Growth	Market Share	Customer Retention	Transition

The “beachhead”



Selecting a beachhead market is part of the critical process of focusing



Geoffrey Moore, Inside the Tornado: 1995, Harper Collins, p38

Thank You for Your Time

References:

1. Crossing the Chasm – Geoffrey Moore
2. Harvard iLabs – Lectures
3. Progress Software – GTM Strategies Slideware