

Who you should talk to



LECTURE
SUMMARY

Covered in this lecture:

How to establish your
target customer group

Taught by:



- ▶ First, you have to figure out who you are targeting

Your target group will depend on whether you are pre-product or post-product

- ▶ **Pre-product**

You are still in the stage of validation

What should go in it? Do people want it? Is there a market?

- Situation #1 - you already have in mind a group of potential customers you will target
- Situation #2 - you have no idea

Exercise: 3 Question Stud

- Write down at least 3 types of potential customer groups
- All products solve a problem. What problem does your product solve and who has this problem?

- Draw a table with 3 columns and 3 rows
- On top, write the customer groups
- On the left side, write the 3 different criteria you are going to use to judge the groups

The 3 criteria:

- **Size** - Market size
- **Pain:Payment** - How much pain do they have associated with the problem? How likely are they to pay for your solution?
- **Accessibility** - How easily can you get in contact with these people?

Rate each criteria 1-10, add up the 3 ratings, and see which group has the highest number; that's the group with the highest potential.

► Post-product

You already have an established customer base, people paying and engaging with the product, and a lot of leads

You can choose from your user base which customers are the best to interview for the specific feedback you want to get

See you next lecture!