BCEx Week 1

DR. ERNESTO LEE

Who am I? Who are you?

In 60 to 120 seconds…

- Please introduce yourself and tell us a little about your business

- Where you are in your Founder journey (Congrats on your first sale Alex!)

- What are your expectations for the next 6 weeks?

Key Partners

Who can help you leverage your business model?

Who will help you?

Key Activities

What do you need to do to perform well?

How do you do it?

Key Resources

How do you create this value?

What do you need?

Value Propositions

START HERE

For each **segment**, you have a VP - bundles that create value for segments.

What do you do?

Customer Relationships

What type of relationship are you creating w/ customers?

How do you interact?

Channels

Touchpoints through which you create value.

How do you reach them?

Customer Segments

All the people or orgs for which you create value (**users** AND **customers**)

Who do you help?

Cost Structure

Breakdown of what you will be paying for and who you will be paying

What will it cost?

Revenue Streams

How and through which pricing mechanisms do we capture value?

How much will you make?

Let’s Get Started

Choose a Currency

Why Currency?

Trading a specify unit of value for another of equal or greater value…

A premium product/service provides customers with a specific and measurable outcome (desires result)…

If the Currency is valuable enough, including the cost of not achieving the desired outcome, marketing and sales become frictionless.

There are actually very few “Prime Currencies” that you must choose from…

Currency Goals

Choose one specific result the marketing is already paying to solve!

Gain 100% confidence in your product before you launch…

Set the stage for an irresistible offer, making sales and marketing easy!

Currency Challenges

Most startups are vague and don't deliver a clear desired outcome or result…

This makes it almost impossible to stand out and scale.

Few startups offer a unique mechanism or system for achieving results…

Currency Steps*

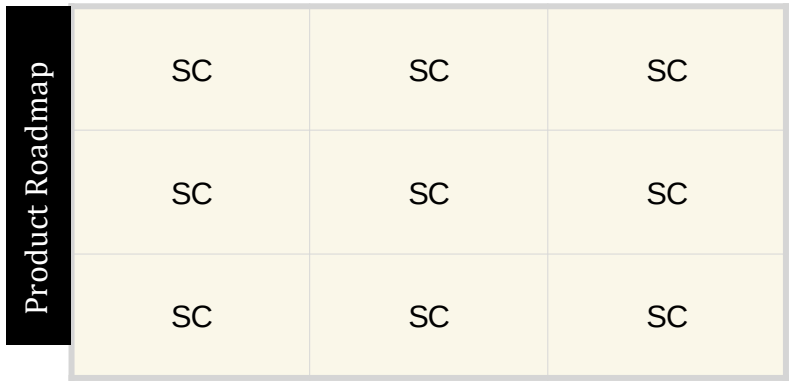
1. Use the Currency Calculator to list all off the Currencies your product can increase or decrease…

2. Use market research, client feedback or historical data to choose ONE CORE CURRENCY for your product…

3. Keep your Currency Calculator handy - we'll use it to create your Product/Service Roadmap!

Currency Basics

$(SC * 9) = CoreCurrency$



= Core Currency

Your product/service will solve several (at least nine) smaller problems in order to deliver in the Core Currency…

Your product will cater to multiple Avatars, a Primary and 3-4 secondary target customers. Your aim is to focus on the Primary Avatar first and then test and scale from there…

Secondary Currencies will be used to create your product and generate content…

B
DESIRES
TOPIC
Facebook Ads
Content Marketing
SEO
Floodgates
7
Traffic on demand
8
Publishing Powerhouse
9
Ranking Rulebook
slot machine /ATM
invisible / unmissable
complex / simple
TRANSFORMATION
("from x to y")
TOPIC
Website
Sales Funnel
Lead Magnet
Funnel
6
Authority Engine
5
Swim Lanes Funnel
Ultimate Lead Magnet
brochure / engine
leaky bucket / airtight
trickle / flood
TRANSFORMATION
("from x to y")
TOPIC
Customer and Market
Unique Process
Monetization
Foundation
1
Market Recon
2
Signature Solution
3
Offer Ladder
anonymous / intimate
commonplace unique
low pay to leveraged
TRANSFORMATION
("from x to y")
FRUSTRATIONS
A

FLOODGATES
TRAFFIC ON DEMAND
PUBLISHING POWERHOUSE
RANKING RULEBOOK
SEO
FUNNEL
CONVERT
ENGAGE
ATTRACT
FOUNDATION
AVATAR
MESSAGE
OFFER

We help intelligent IT Professionals achieve mastery of Blockchain so they can develop production level data centric applications without the pain of reading dated and untrusted blogs or years of college.

LEARNING VOYAGE

Blockchain Training : Blockchain Learning Path

ERNESTO SIGNATURE SOLUTION

marketscreener.com/quote/stock/THE-CRYPTO-COMPANY-120796583/news/The-Crypto-Company-completed-the-acquisition...

MarketScreener

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5-day change 1st Jan Change

-10.00% -99.58%

Aug. 21 The Crypto Company Repor... CI

Jun. 26 The Crypto Company annou... CI

Summary Quotes Charts News Calendar Company Financials

The Crypto Company completed the acquisition of Blockchain Training Alliance for $1.3 million.

April 07, 2021

Share

The Crypto Company (OTCPK:CRCW) entered into a stock purchase agreement to acquire all of the issued and outstanding stock of Blockchain Training Alliance from Chad Decker, Mellisa San Roman, Ernesto Lee and James Richardson for $1.3 million on March 15, 2021. The consideration will be paid as, $0.6 million in cash, $0.15 million as promissory note and $0.5 million in company

bloomberg.com/press-releases/2021-04-08/the-crypto-company-announces-the-acquisition-of-blockchain-training-alliance

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Business

The Crypto Company Announces the Acquisition of Blockchain Training Alliance

April 8, 2021 at 1:00 PM PDT

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The Crypto Company Announces the Acquisition of Blockchain Training Alliance

PR Newswire

MALIBU, Calif., April 8, 2021

MALIBU, Calif., April 8, 2021 /PRNewswire/ -- The Crypto Company (OTC: CRCW) is proud to announce the closing of the acquisition of Blockchain Training Alliance.

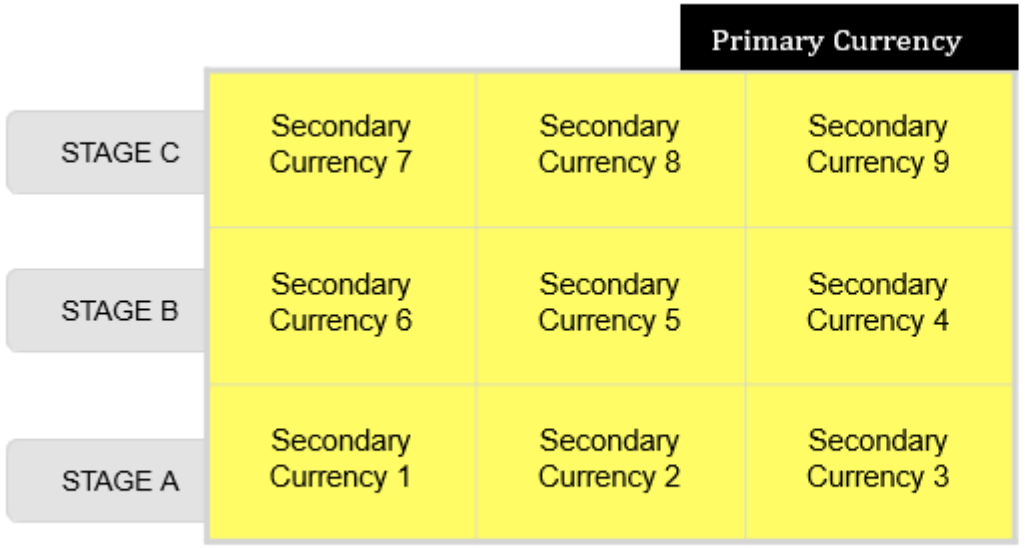
[IMG]

This acquisition of the company and its intellectual property is expected to compliment The Crypto Company's existing Blockchain educational service offerings.

Blockchain Training Alliance, a blockchain training company, was established in 2018. They have provided training and educational courses to some of the largest companies in the world. They service both corporate and individual

Currency Hierarchy

Your product/service must solve one specific and important (Primary) problem for customers. To do this, your product must solve nine supporting or secondary problems…

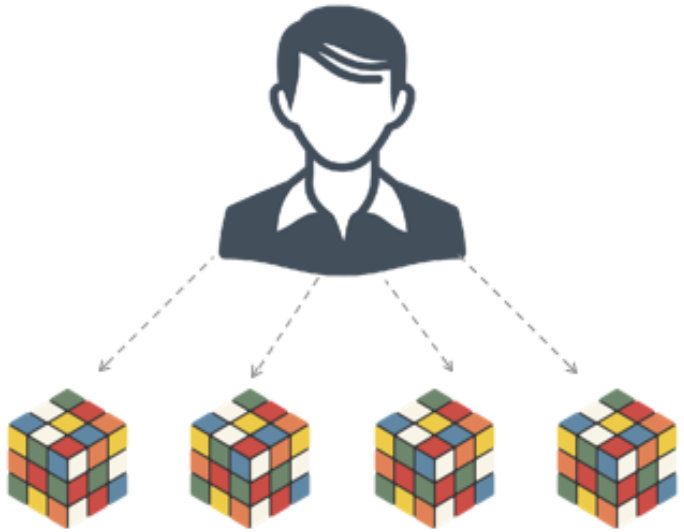


Primary Currency: The single measurable unit of value your product helps customers attain or achieve.

Secondary Currency: The nine supporting measurable units of value necessary to deliver on the promise of your Primary Currency

The Greatest Myth in Marketing

"Riches in niches..." - customer-centric model



Lower scale, lower profits, higher customer value
- "the boutique agency"

"Scale without fail... currency-centric model

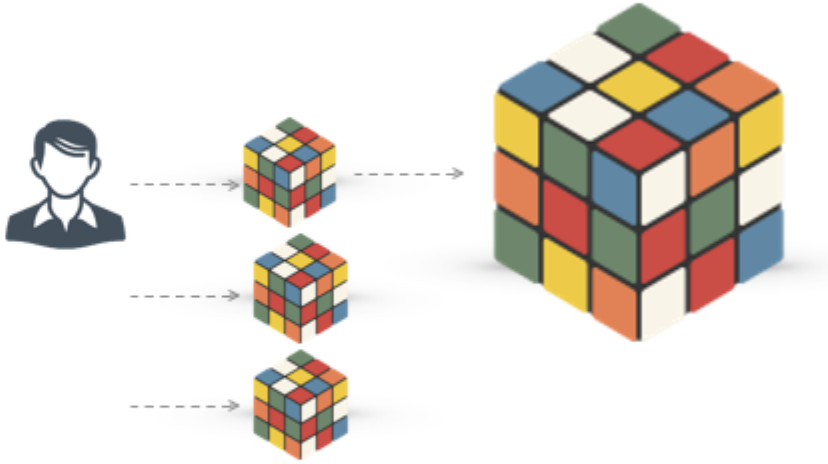
Higher scale ("mass market"), higher profitability...

MVP

The Elephant in one bite model

Confusing, overwhelming, daunting and difficult

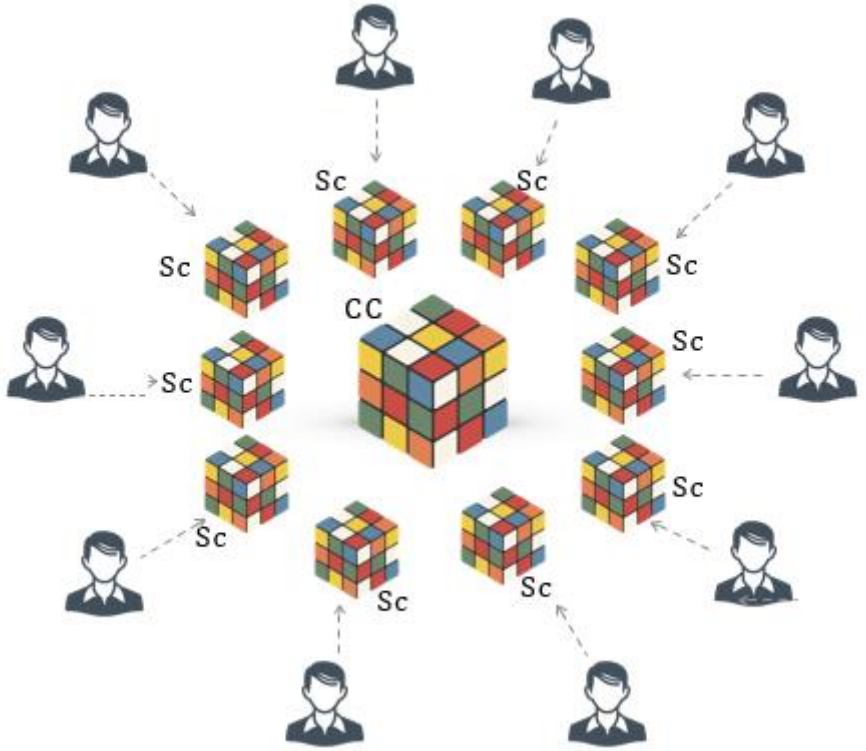
The Minimum Viable Problem model



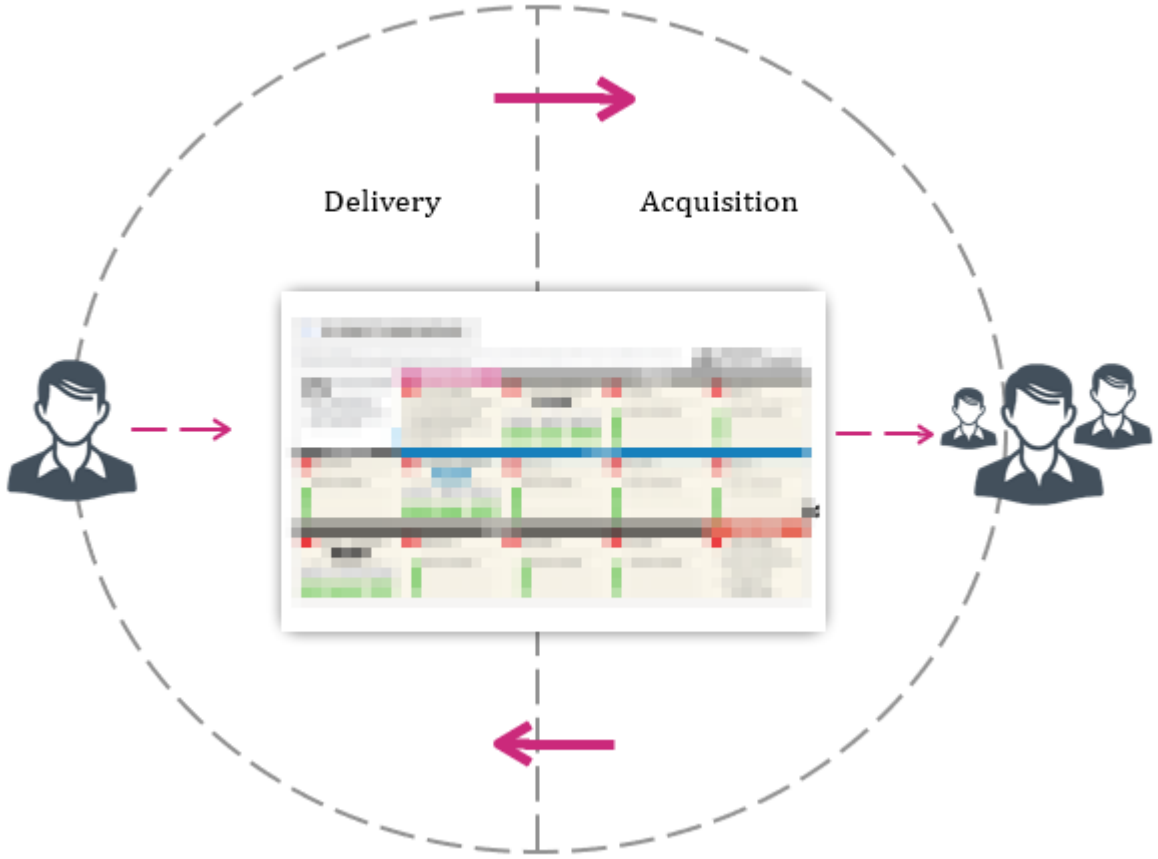
“Hot” currency, high curiosity, high conversions!

How to Scale a Product

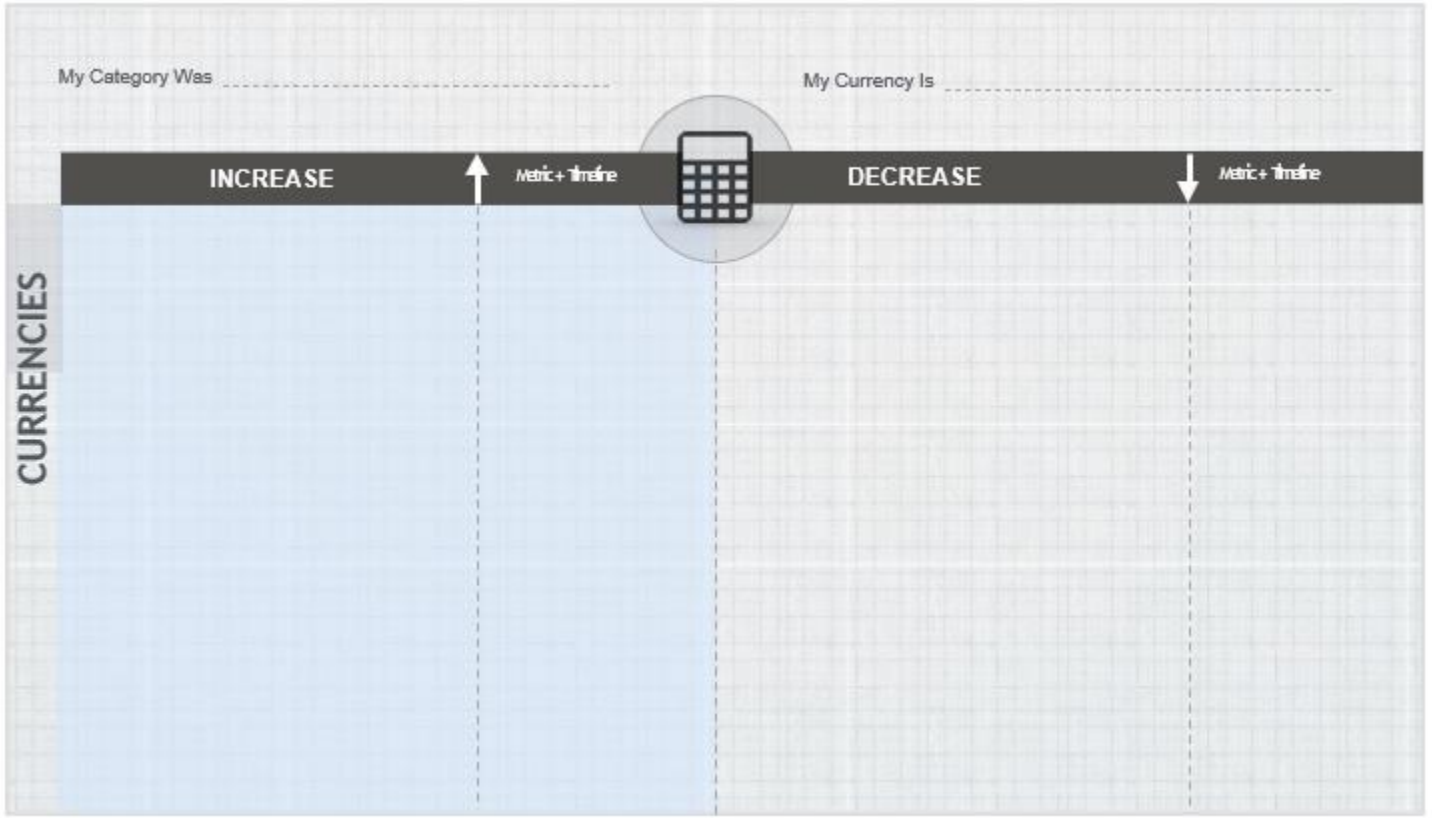
Each Secondary Currency can be used to segment Secondary Avatars at massive scale



The Wheel of Awesomeness



Currency Calculator



Example

MY CORE BUSINESS WAS
Personal Training
MY CORE CURRENCY IS NOW
Weight Loss
INCREASE
Metric + Timeline
DECREASE
Metric + Timeline
CURRENCIES
Energy
2X - 10 days
Hard to Measure
Muscle Mass
20 lb. in 90 days
Confidence
10X in 3 weeks
Well-Being
Hard to Measure
Mental Focus
Hard to Measure
Strength
Double Bench Press
Speed
5K in 22 Minutes
Performance
80 Handicap in 20 days
Body Fat
Under 8% in 30 days
Weight
10 lbs in 30 days
Depression
Hard to Measure
Health Risks
Hard to Measure
Food Bills
$200 per month
Medical Expenses
$200 per month
lower blood pressure
and corset 25% in 30 days
Stress
Anxiety
Hard to Measure
Time (in the gym)
complete workout in 10 minutes per week

Currencies = Meaningful and Measurable

Meaningful is indispensable, recession-proof and measurable is valuable (ROI)

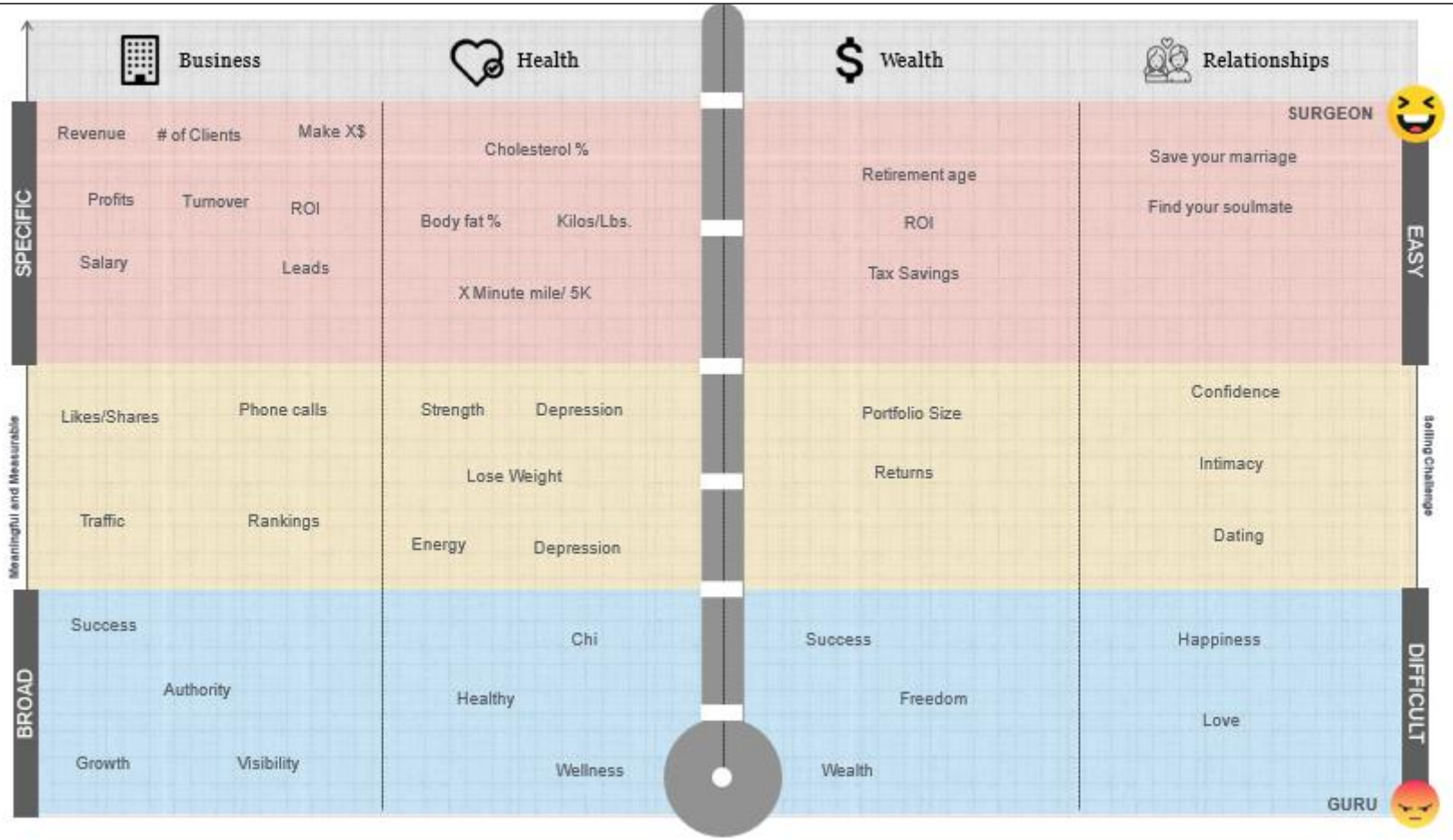
Meaningful

We must sell Aspirin not Vitamins

Measurable

Must have a metric and timeline

Businesses - Attain	Consumers - Avoid
Revenue Customers Income Profits MRR	Doubt Depression Pain Fear Loneliness
$10K per month 100% confidence Crystal Clear	Zero cravings Never Again Pain-Free


Business
Health
Wealth
Relationships
SURGEON
SPECIFIC
Revenue
# of Clients
Make X$
Profits
Turnover
ROI
Salary
Leads
Cholesterol %
Body fat %
Kilos/Lbs.
X Minute mile/ 5K
Retirement age
ROI
Tax Savings
Save your marriage
Find your soulmate
EASY
Meaningful and Measurable
Likes/Shares
Phone calls
Traffic
Rankings
Strength
Depression
Lose Weight
Energy
Depression
Portfolio Size
Returns
Confidence
Intimacy
Dating
Selling Challenge
BROAD
Success
Authority
Growth
Visibility
Chi
Healthy
Wellness
Success
Freedom
Wealth
Happiness
Love
DIFFICULT
GURU

Questions