What is marketing ? (10/09/2024)

The business success Triangle

* Leadership
* Marlketing
* Technology (remote work, reduce time, etc)

Marketing permit to:

* Creating, communicating, and delivering offerings that have value for customers
* Building strong and profitable relations with customers
* Comprehending and understanding a customer

Understand the marketplace -> Design marketing strategy -> Design marketing program -> Engage customer -> Capture value from customer

We have two type of customers: The buyer, and the user

Problem validation and solution validation and scaling

Desirable (Do people want it?) -> Feasible (Can you build it ?) -> Viable (LTV > CAC) -> Scalable (How big can you grow ?) -> Sustainable (How long can you last ?)

Leadership (17/09/2024)

Means communicate with people

Marketing help you understanding the marketplace in the ecosystem help you find and create a thing that people want

Pouvoir créer des choses utiles means trouver un problème réel.

What is the different between product and value proposition?

Le produit es t une chose concrête ou abstraite que des personnes peuvent utiliser au quotidien et la proposition de valeur est ce que notre produit propose de nouveau ou de différent par rapport aux autres ones.

MVP ? means Minimum Valuable Product

MVS ? means Minimum Valuable Segments

Innovation Typologies (01/10/2024)

* Production process innovation
* Product and service innovation
* Organizational Innovation
* Raw material Innovation
* Market Innovation