# Key Insights

“Less is more”. The website’s main purpose is to get someone to make a call or fill in a contact form. Secondary “deep” content just needs to be discoverable, not highlighted. “Website is conversation starter.”

There’s no need to “differentiate”. There’s nobody else with the same message. And if prospects actually start doing side-by-side comparisons, they will do so based on conversations, not the website.

Catamaran is not needed for marketing differentiation. If we are believed to be reliable, competent, and with a proven record for helping startups be successful, then prospects won’t care about Catamaran.

# Target Audience

## “Startup Community”

Entrepreneurs, VCs, angels, incubators, bloggers/journalists, startup developers/freelancers

This is a very niche group, centered in Boston and NYC. Word of mouth will spread quickly. Marketing efforts need to communicate competence, track record of success, and reliability/connectedness to the community.

Examples: David Freier, Mike Salguero, Andy Palmer

## “Budding Entrepreneurs”

Recent business school graduates. Second-time entrepreneurs who are considering another venture. Successful managers or business people who are not yet “plugged in” to the community but are interested and want to learn more.

For this group, content and education matters. Also social marketing, the ability to “follow” SL somehow.

Examples: Stephanie Atiase, John Connors

## “Corporate Managers”

Business line managers, executives, anyone who controls or influence a corporate budget.

Examples: Shauna Huisman, Bill Oats,

# Message

SL helps startups be more successful by removing technology risk and delays.

Common startup technology delays are:

* Long CTO search
* Wrong CTO hire
* Wrong technology decisions
* Disagreement among engineers about technology decisions (“new guy wants to re-write everything”)
* Lack of technology foresight, early prototyping choices that can’t be undone
* Poor site performance
* Quality problems, long release cycles or lots of bugs introduced with each release
* Engineering talent search/hiring delays

SL mitigates risk and delays through:

* LEADERSHIP: Interim CTO
  + Technology infrastructure and technical architecture
  + Scaling, capacity planning
  + Funding/investor representation
* ENGINEERS: Pool of trained and experienced full-stack developers ready to go
* TECHNOLOGY: Proven technology platform that supports startup speed and enterprise scale
* PROCESS: Proven process for feature prioritization and tracking, iterative development, release management, quality control, source control
* COLLABORATION: Work with existing resources, on boarding and training of new resources, assist with searches and interviewing.

References

Marketing Copy Writing:

<http://www.marketingprofs.com/6/gray-grant1.asp>

<http://smallbusiness.foxbusiness.com/marketing-sales/2011/08/17/five-building-blocks-for-writing-marketing-copy/>

<http://www.webwritingthatworks.com/CPATTERNmarcomm.htm>