



PROGRAM STUDI
TEKNIK INFORMATIKA – S1
FAKULTAS ILMU KOMPUTER
UNIVERSITAS DIAN NUSWANTORO

MATA KULIAH
StartUp Bisnis



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Target Customer Definition

TIM DOSEN PENGAMPU

Target Customer Definition or
“Now that I have my idea and team, what do I do
next?”

3 Stories (Local StartUp)

- Traveloka - Traveloka adalah perusahaan yang menyediakan layanan pemesanan tiket pesawat dan hotel secara daring dengan fokus perjalanan domestik di Indonesia. Didirikan pada tahun 2012
- OVO – eWallet : OVO adalah sebuah layanan dompet elektronik yang memiliki fitur penyimpanan uang elektronik, serta untuk pembayaran transaksi di Indonesia, didirikan tahun 2017
- HijUp – Islamic fashion ecommerce : Hijup adalah islamic fashion e-commerce pertama di dunia yang berdiri pada tahun 2011. Dengan konsep online mall

What Should We Be?



Market-Driven

Target Customer-Driven

Customer-Driven

- At the center of the target.... Those who **ABSOLUTELY, POSITIVELY WANT YOUR PRODUCT!!!**
- How many? At what price? Through which channel?
- OVO, Traveloka, Hijup ?

Market Analysis Criteria: How to Chose Beachhead Segment

1. Is the target customer well funded and are they readily accessible to our sales force?
2. Do they have a compelling reason to buy?
3. Can we today, with the help of partners, deliver a whole product to fulfill that reason to buy?
4. Is there no entrenched competition that could prevent us from getting a fair shot at this business?
5. If we win this segment, can we leverage it to enter additional segments?
6. Can we show results in a one to two year timeframe?

The innermost circle

- Will be 10 X as likely to buy your product as the next circle...
- The second circle will be 5 X as likely as the third circle..

Simple Logical Flow

