

Getting entrepreneurs to market faster

As you consider launching a new product or service, what are the essential questions that you must answer? What are the essential tasks? What is the process? Here, we summarize the experience of others who have been there.



Customer research

- What problem are you solving?
- Who will pay?

Product prototype

- Will it scale?

Packaging, pricing, promotion, related products & services

- Is your product in the form that people want to buy?

Manufacturing relationships

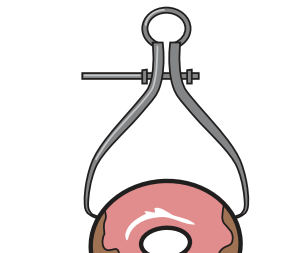
- Who can deliver? Can you still make money?

Raising Capital



Investment

What besides capital do your investors bring? What will be the working relationship?



Refine product


- Reduce cost & complexity

Sales samples

- You need plenty.
- What will be the final form at point of sale?

B2B prototype customers

- Who will test your product and provide feedback?



Road shows & demonstrations

- Be there when your product launches.

B2C: Sell-in

- Work with brokers who have established relationships.

B2B: Sell in at enterprise

- Test story with buyers, influencers and gatekeepers
- Capitalize right away on success sell to bigger customers seeking competitive advantage.

Planning the Launch**Ramping -up****Launching**

TIME