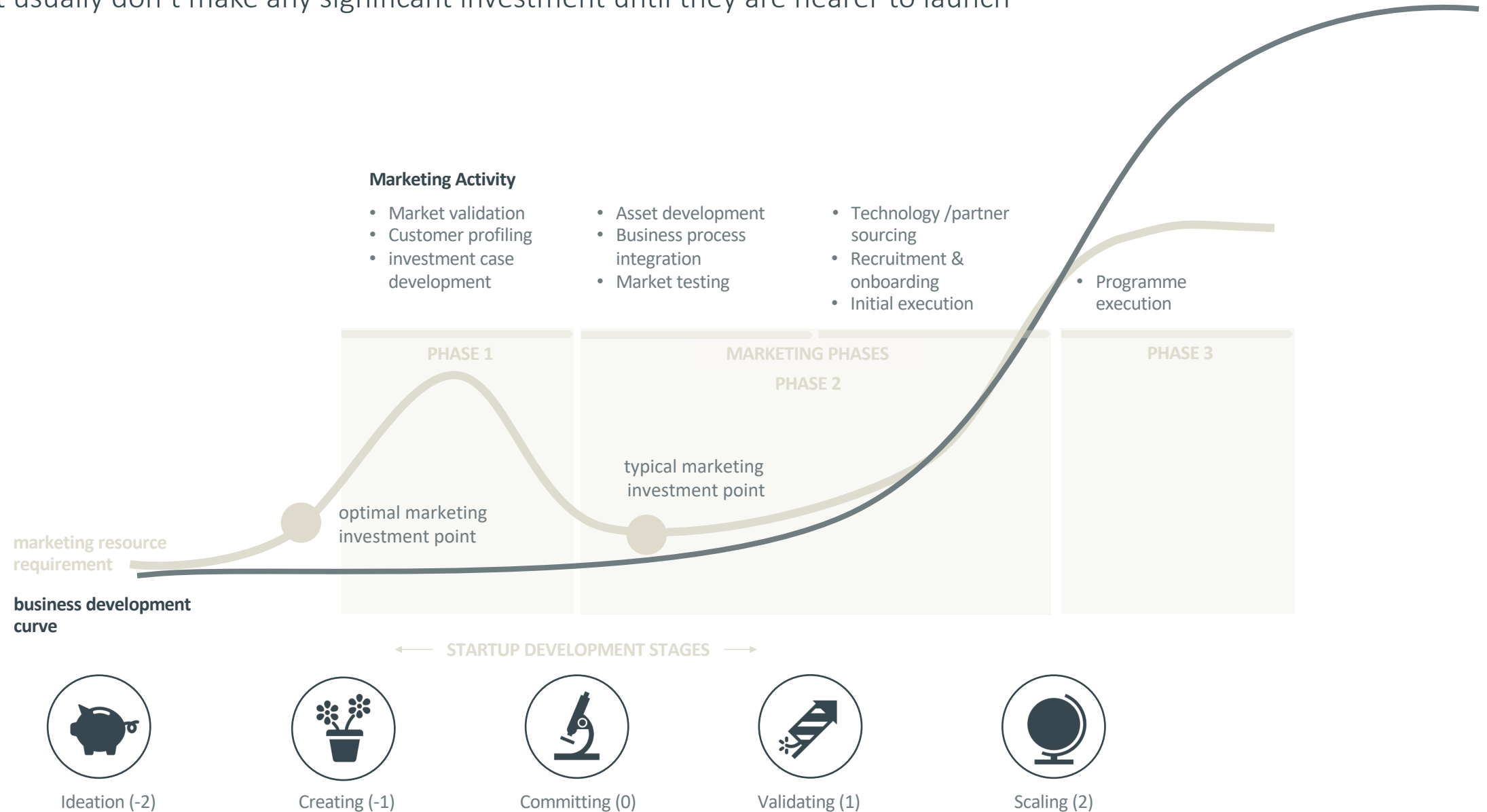




novartec

Startups need marketing direction through their early development

But most usually don't make any significant investment until they are nearer to launch



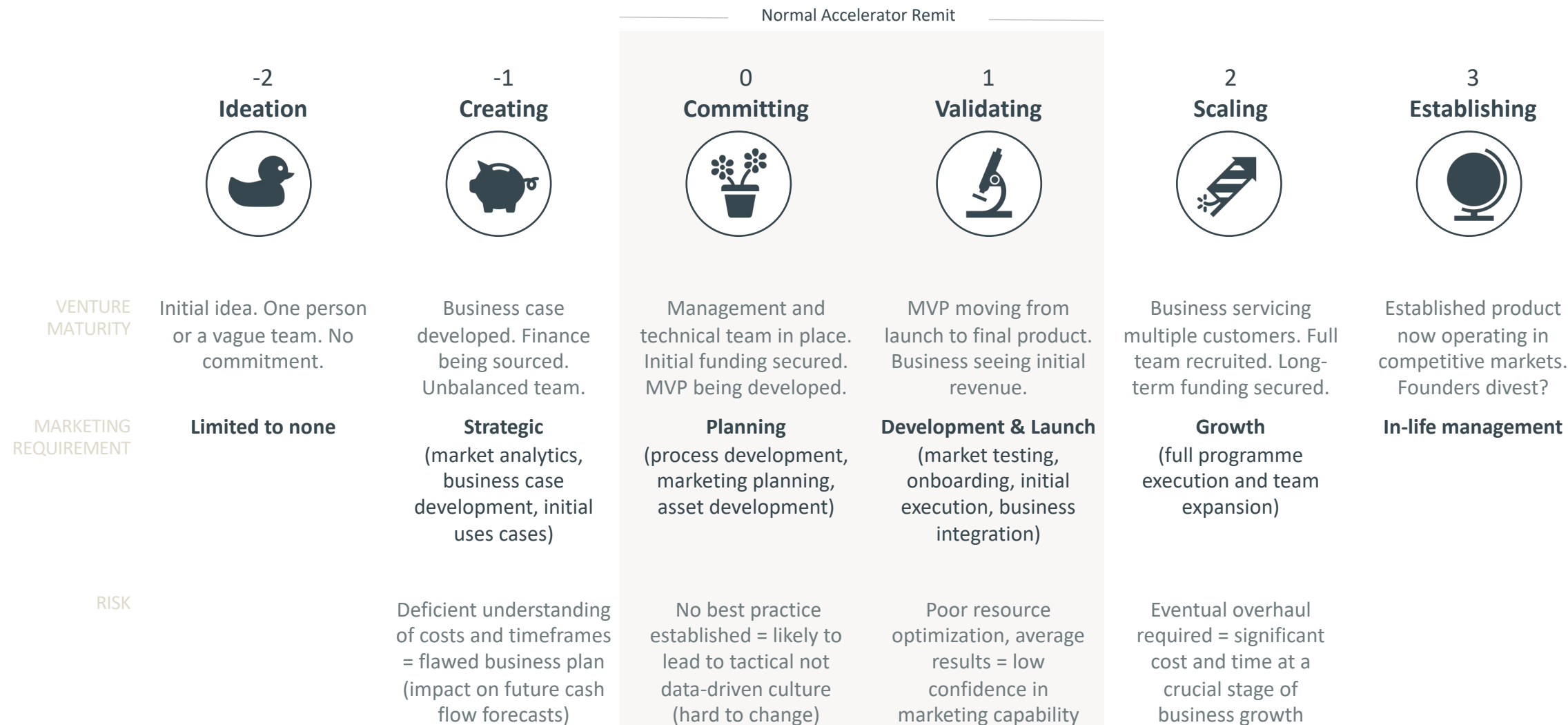
That usually means that marketing teams come into innovation setups
after all the key decisions have been made

And in the digital age, that can kill the opportunity



A centralised marketing support function only succeeds

if it addresses marketing requirements that sit outside the usual Accelerator remit



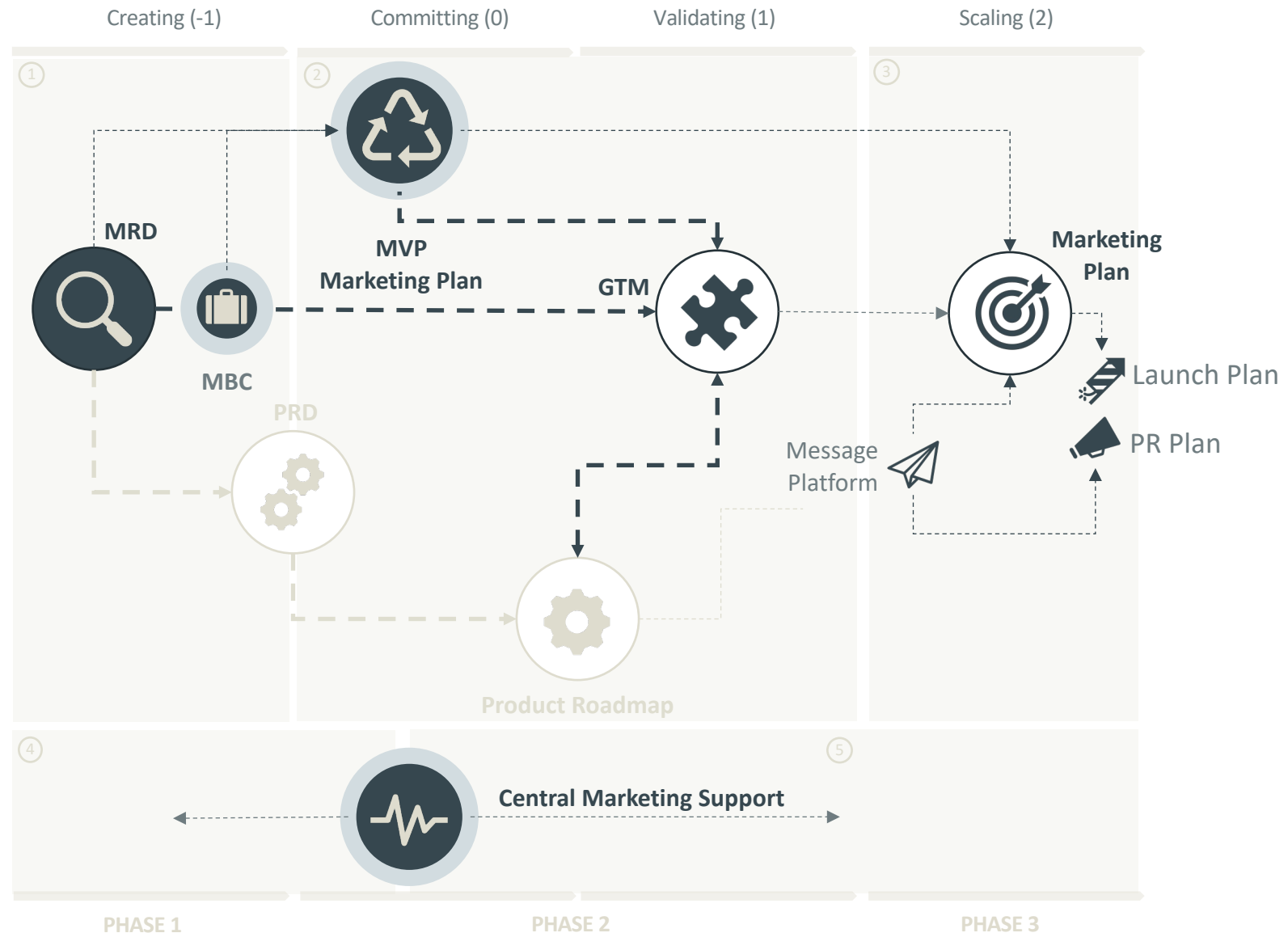
Startup stages as defined by:  280Group

A specific MVP marketing programme is usually the critical missing element

This optimises marketing resource during the 'Committing' and 'Validating' phases

KEY

- ① Accelerator marketing (usually missing from most new venture marketing)
- ② Owned by venture marketing team
- ③ Owned by venture product Development team



It's not about standardising marketing

but creating a model that develops structured processes, shared learning and embeds best practice



Adds value where it otherwise wouldn't be

A central marketing resource in a startup accelerator comes into its own because it can assign experienced support in a way that an independent startup will find it difficult to do.



Focuses on developing venture ownership, not central control

A central marketing function in an Accelerator cannot have the same remit as it has in a conventional business because the primary objective is to drive independent growth.



The five building blocks of a centralised marketing support programme

Most Startup Accelerators only offer two!

 Normally Supported

 Usually Not Supported

① Marketing Business Case

Most new ventures develop initial business cases without a clear understanding of the marketing requirement.

This generally leads to a deficient understanding of the costs and timeframes involved in a marketing programme which can have a significant impact on future investment and cash flow projections.

SOLUTION

Accelerators need to gate venture entry via a relevant Marketing Business Case.

② MVP Marketing Plan

Most ventures hire the wrong type of marketing support at the wrong stage and don't maintain an early market focus during the development phase.

This leads to poor resource optimization, can set difficult-to-manage expectations and a tactical not data-driven culture (which is hard to change).

SOLUTION

Accelerators should provide on-demand support across multiple ventures and manage this process through a MVP Marketing framework.

⑤ Launch & Growth Plan

Ventures have to scale rapidly and are reliant on competencies in previous stages.

Without this, it can lead to ineffective launch management programmes and needs potential future overhaul = time and cost.

SOLUTION

A centralised marketing function will have worked through an MVP marketing framework, embedded best practice, resourced key staff and signed off on a business case to enable new venture marketing teams to hit the ground running.

③ Centralised Support Services

Without a central resource developing shared assets, new ventures are continually reinventing the wheel. Accelerators don't identify cost-efficiencies and miss out on collective learning opportunities.

④ Accelerator Marketing

Effective Accelerator marketing is very important in order to attract the right type of venture to an Accelerator programme. Most Accelerators do this well, but don't back it up with similar startup support.