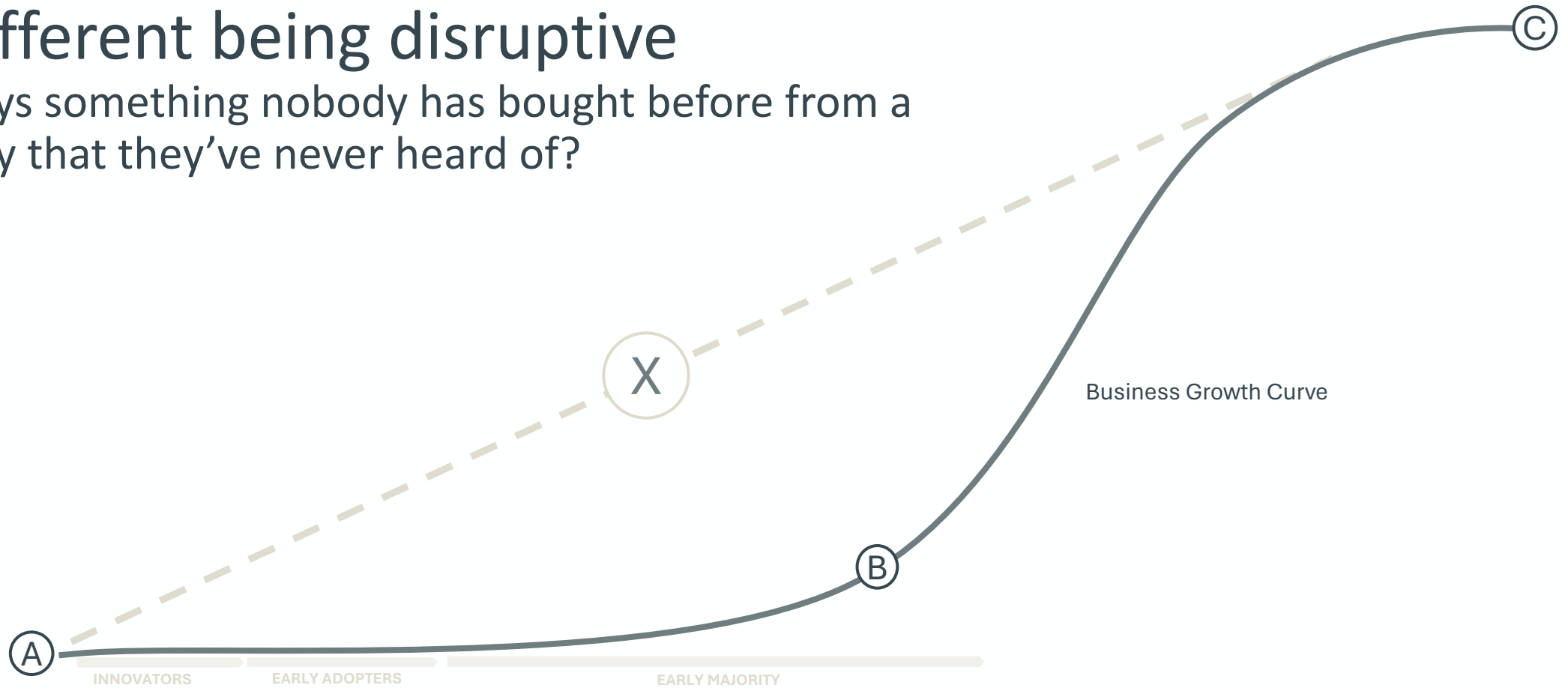


If you build it, will they come?

- Gavin McClement
- +65 98389870

It's different being disruptive

Who buys something nobody has bought before from a company that they've never heard of?



Ideation (-2)



Creating (-1)



Committing (0)



Validating (1)



Scaling (2)

What a growth curve really looks like

Most tech startups have to create a market before they can sell anything in it



A man in a white t-shirt stands amidst a dense field of tall corn plants. The plants are green and reach up to his chest. He is looking directly at the camera with a neutral expression. The background is filled with more corn plants, creating a sense of being deep within the field.

Why your marketing won't be working

The marketing services industry isn't set-up to properly support early startup marketing development

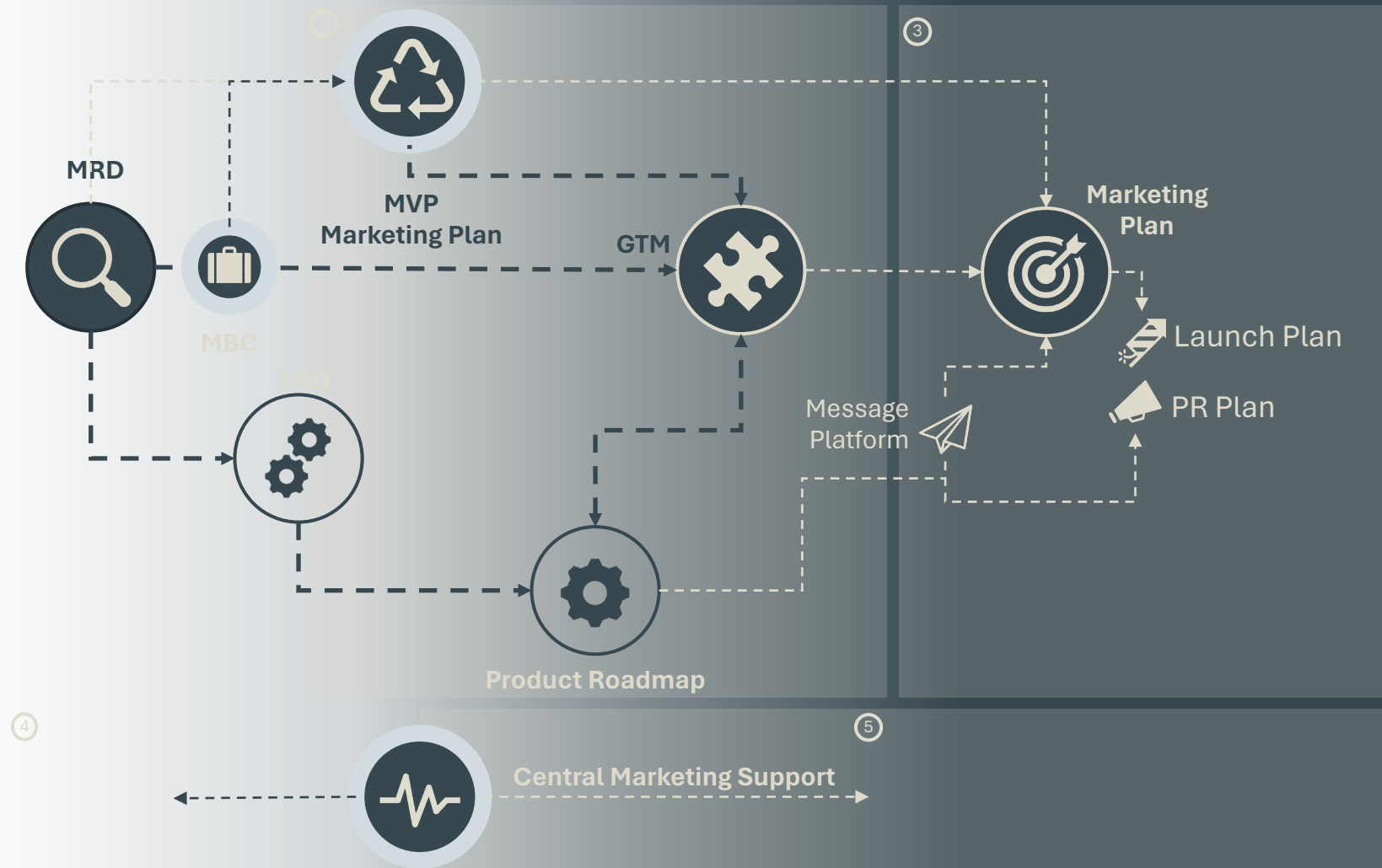
The MVP Marketing Planning Framework solves this problem:

- It enables a startup to develop their initial marketing programmes without creating additional overheads
- It helps build a stronger internal understanding of the marketing investment requirement
- It changes the perception of marketing and the impact it can have across a business

The MVP Marketing Planning Framework

The missing element in most Accelerator offerings

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



The key to optimising startup marketing

- Build the team around the task
 - Integrate with the product development process
- Validate markets, not just products
 - Develop solutions around the way customers want to test them
- Get niche or go nowhere
 - Set up to scale from the start
- Learn to help, not hype

Build the team around the task

Not the experience of people
tasked with building it

-
- Test with you first
 - Add contractors before employees
 - Employ a small team of generalists
 - Then specialise

