

**THE
WORLD STARTS
HERE**





DRIVING ECONOMIC TRANSFORMATION

Got an idea?

Creative HQ works with the region's brightest minds, helping turn their ideas, technology and innovations into commercial success



**IN THIS GAME,
BOLDNESS IS KEY**

We achieve faster and better results for high growth businesses. Our Alumni businesses are growing, on average, by 40% per annum

BRIGHT IDEAS CHALLENGE

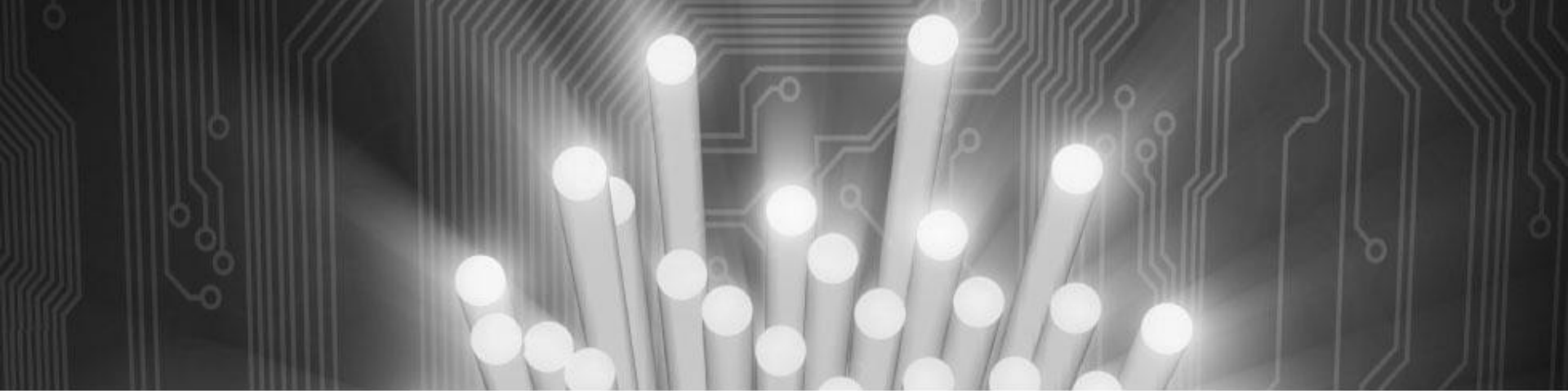




**ITS A MARATHON,
NOT A SPRINT**

**Good strategy and good
execution in market
decrease the risk your
product will not sell
well**





**What we have learnt
so far on this
journey to launch
our Bright Idea?**



ESSENCE OF BUSINESS MODELS

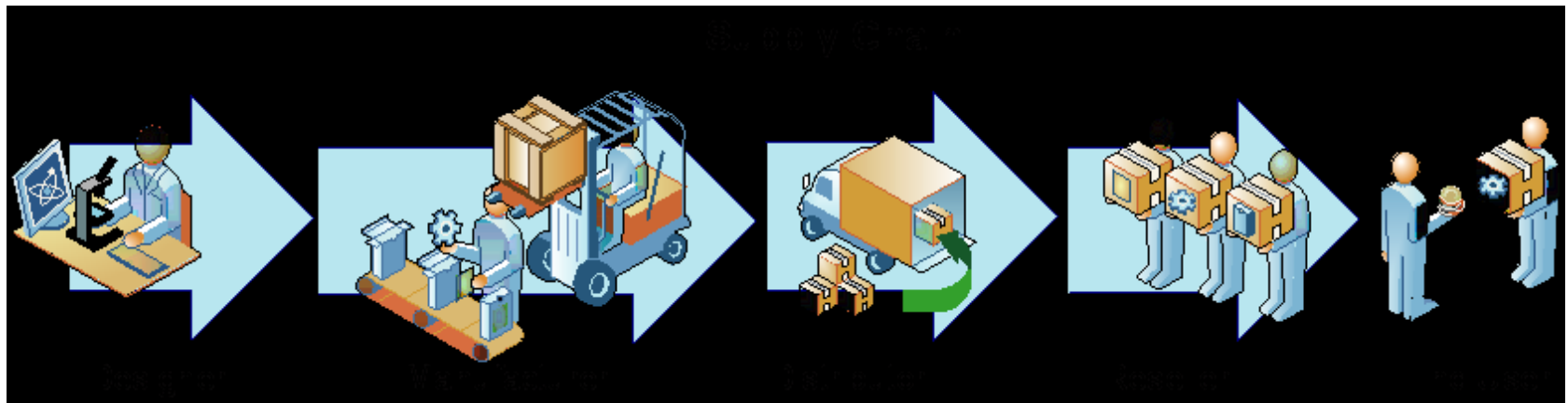
- **Who pays?** (consumer, producer, or third parties?)
- **What for?** (e.g goods, services, expertise, assurances of quality or security)
- **To whom?**
- **Why?** (e.g. perceived value, or being locked in)
- **How does money flow?**

MANAGING RISK

- Revenue Streams
- Margin vs. Volume
 - *Cash Flow - Break Even*
 - *Scalability – Overheads*
- Investment Required



Develop Make Distribute Retail Customers



Market Validation

- **Consumer Validation Taught us:** the idea of the minimum feature set
- This is the our value proposition
- for the customer



Half Way so...

a couple of Questions

Go to MKT ESSENTIALS ACTIVITIES & RESOURCES

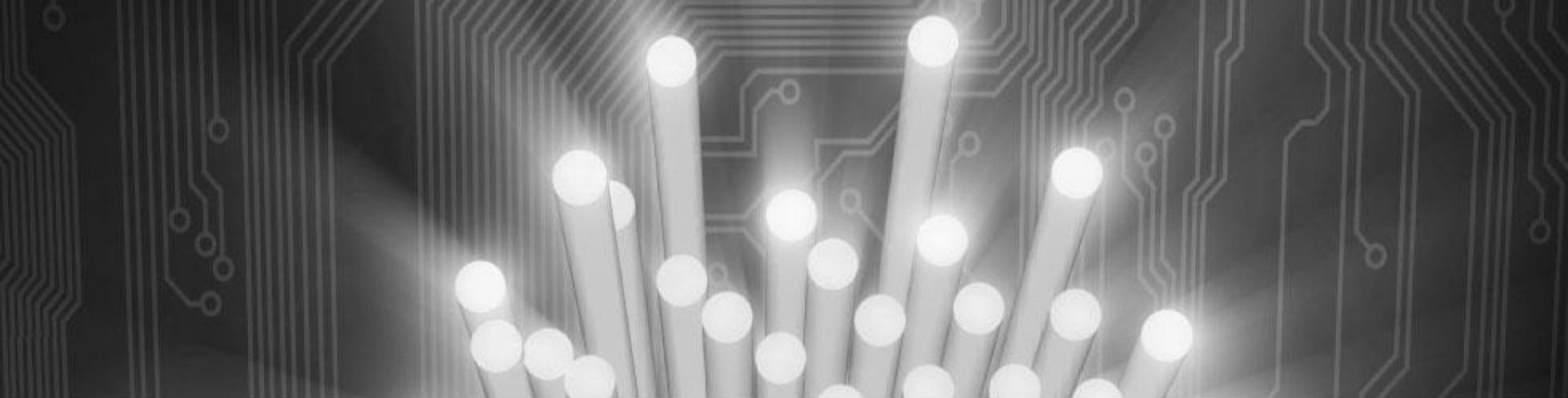
- Have a Distribution Mechanism
- Have Incentives to drive distribution
- Have Promotions to communicate your offer
- Product
 - Price
 - Call to action



A METHOD OF DISTRIBUTION

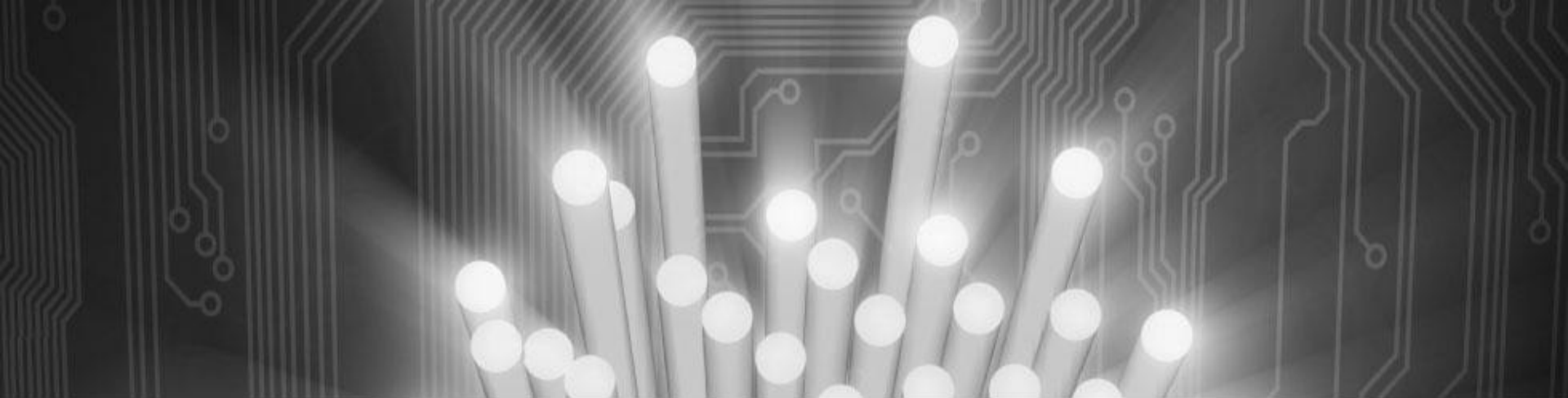
- Out of the van
- In your Shop
- In some-ones shop
- On line
- Need an intermediary?





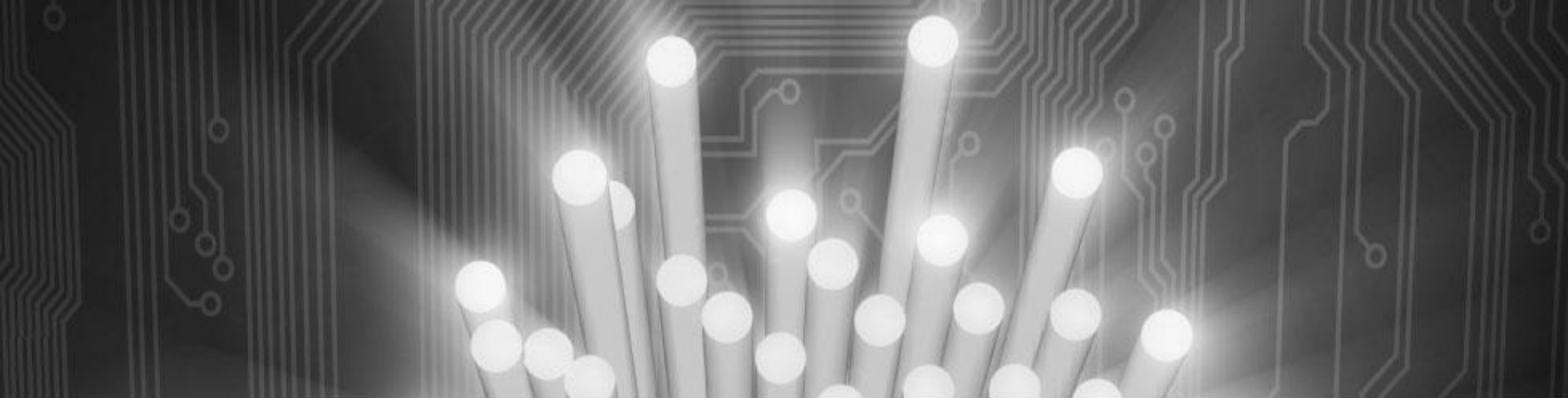
Market Intermediators

- **Terms: pricing, volumes sales collateral, selling incentives,**
- **Marketing in the channel**
- **Marketing to customers**



As a Start up

- **Trial product with customers, distributors, retailers**
- **Get feedback on what they like and don't and try and meet their needs.**



As a Start up

- **Use relationships to get moving**
- **Try to get endorsements**
- **Be cheeky and persistent**
- **Listen and ask, listen and Ask!!**

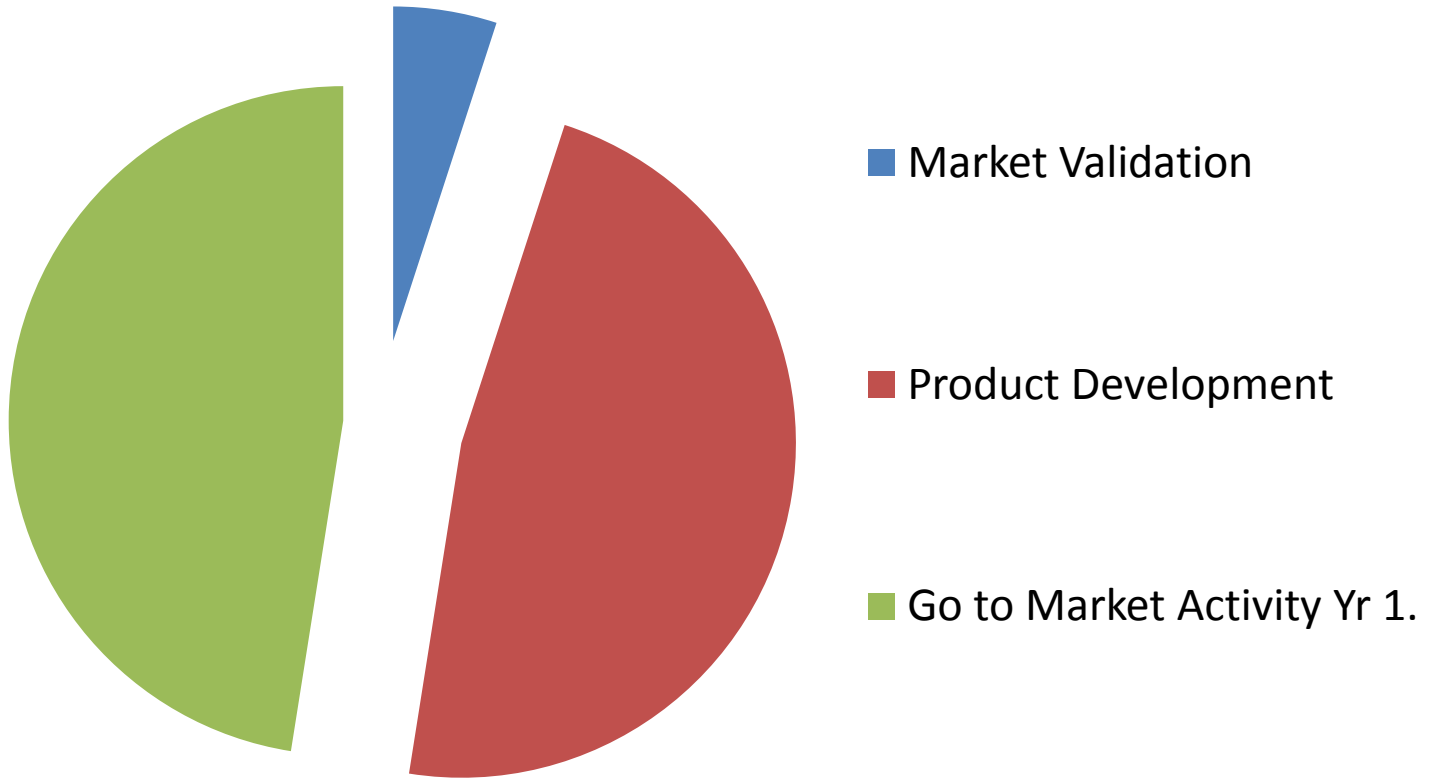


Risk areas:

- Unmotivated channel partners
- Cost of holding stock
- Competitors undermining your profit
- Running out of cash



Allocation of Money





NO CASH = NO BUSINESS

- Cash sources
- Cash planning
- Debtor management
- Pricing
- Other actions





**BRIGHT IDEAS INTO
COMMERCIAL REALITIES**

- Handy Hints

22 Go-To-Market Strategies 4 Startups

Thomas Oppong July 11, 2011

See Bright Ideas Website

BRIGHT IDEAS INTO COMMERCIAL REALITIES





**THE WORLD
STARTS HERE**

CREATIVEHQ.CO.NZ