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BRIGHT IDEAS CHALLENGE

Lecture 3 – Target Market & Market Validation



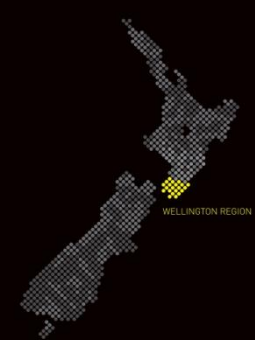
I'VE GOT A GREAT IDEA – SO WHAT NOW?

Target Market; who am I selling to and why do they want it?

Market Research

- Why do it?
- What is it?
- How to?
- A process not a task

KEYNOTE SPEAKER:
Julia Marshall, Gecko Press



THREE UNFORTUNATE STATISTICS

1. 90% of all start-ups fail
2. 70% of all new products fail

Why?

3. 80% of companies build the product first



MARKET LED INNOVATION

It doesn't matter whether you think your idea is the best thing since sliced bread...

...what matters is that you know your target market and build a product that solves their pain.



TARGET MARKET

- Who?
- Why?
 - What is their pain and why do they want to pay good money for your solution.
- Where?
- What are their characteristics?
- Size

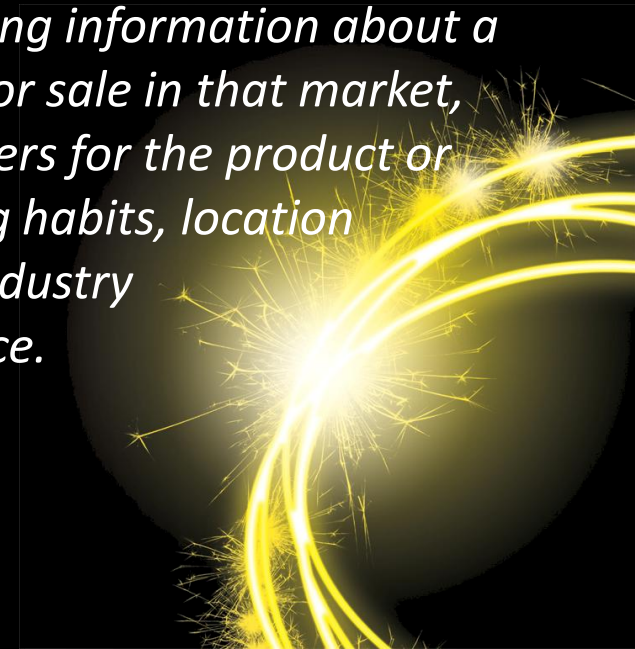


MARKET RESEARCH

Market Research is the most important elements in identifying who your target market is, how big an opportunity you have and how you are going to get to them.

According to Entrepreneur.com:

The process of gathering, analyzing and interpreting information about a market, about a product or service to be offered for sale in that market, and about the past, present and potential customers for the product or service; research into the characteristics, spending habits, location and needs of your business's target market, the industry as a whole, and the particular competitors you face.



WHY DO IT?

Compensates for most of the risk of entrepreneurship.

Helps:

1. Prove to yourself, potential partners and investors that your idea is a great business opportunity.
2. Save you money and time.
3. Create a product that the market actually wants!
4. Then with targeting your marketing and promoting the product.



WHAT IS IT?

Stage 3:
Thought
Leaders

- Decreasing Structure and Increasing Face to Face time

Stage 2: Quality
Influencers

- Decreasing Quantity and Increasing Quality

Stage 1: Quantified Market
Research - target customer,
user groups, affinity groups.

Secondary Market Research

Assumptions to Test

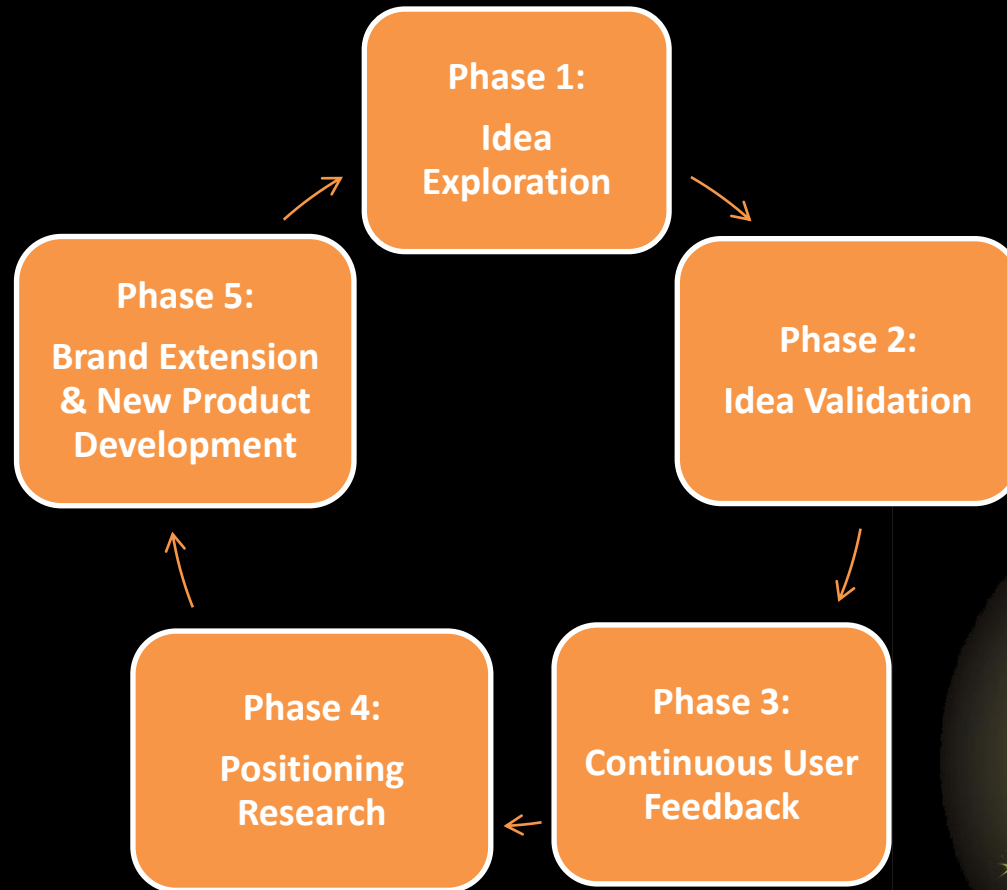


HOW TO...

1. Start off with desk research (A fast triage of your idea to understand if more time and effort should be invested)
2. List our Assumptions about the market
3. And the decisions we want to make
4. Gather Data (Survey people within your identified target market)
5. Analysis (understand the problem)
6. Construct Conclusion
7. Test Value Proposition (With quality influencers)
8. Business Case (Plan)
9. Execute



AGILE DEVELOPMENT PROCESS



TAKE AWAYS

It's not the idea that's important

- *the speed with which entrepreneurs change & iterate in response to feedback ultimately determines their long-term success*

Progress is inhibited by inertia, perfectionism, procrastination, fear...

- *doing anything is better than doing nothing when you are dealing with the unknown*

There is no excuse for not understanding your customers & their businesses

- *If you don't know, ask!*



JULIA MARSHALL – GECKO PRESS



QUESTIONS?

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... to register for the events,
watch videos, access resources
and to download the templates





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