Discovering High-Potential Startups and Entering the U.S. Market

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Outline

Is it right for you? Preparation

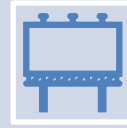How do you do it - Execution

Stories from the field

Final Thoughts

Is it right for you? Preparation

Do you REALLY want this – motivation.

What is your Value Proposition – is it Americanized

What is your business model

What is the Market Size

Who are the customers –why will they buy from you

Who are your competitors

Motivation

Is the grass greener

Will you pay the price

There is no free lunch

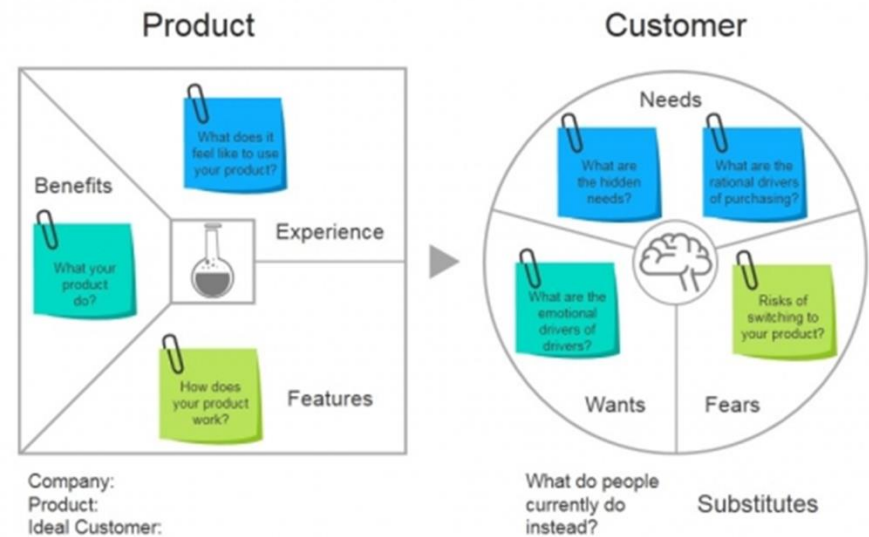Licensing deal where they do all the work

Value Proposition

Products have features

Customers buy benefits

What are 3 benefits of your product
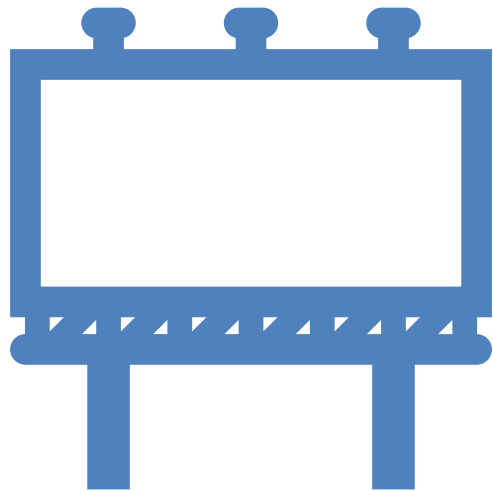
What is your UNIQUE selling benefit

The Value Proposition

Customers Build Products

Market Size

Are there enough REAL customers to make a profit?

What is your business model?
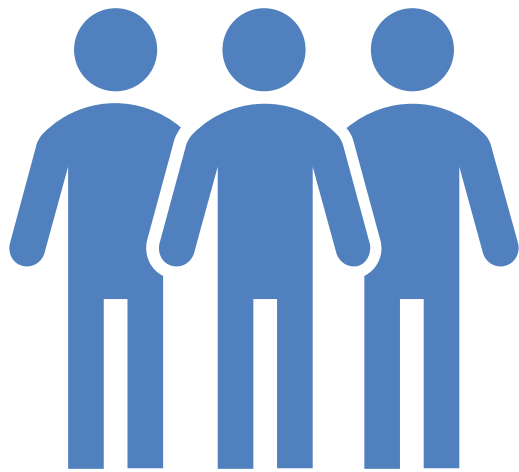
Who are the customers?

Who will actually PAY MONEY to use your product?

Who are the competitors?

A cat and a shot gun are competition for killing mice.

How do you do it?

Understand the Industry

Make Friends

The Five A's

Finding the US Innovators (first buyers) quickly and inexpensively

How to overcome your perceived Risk Profile in the US
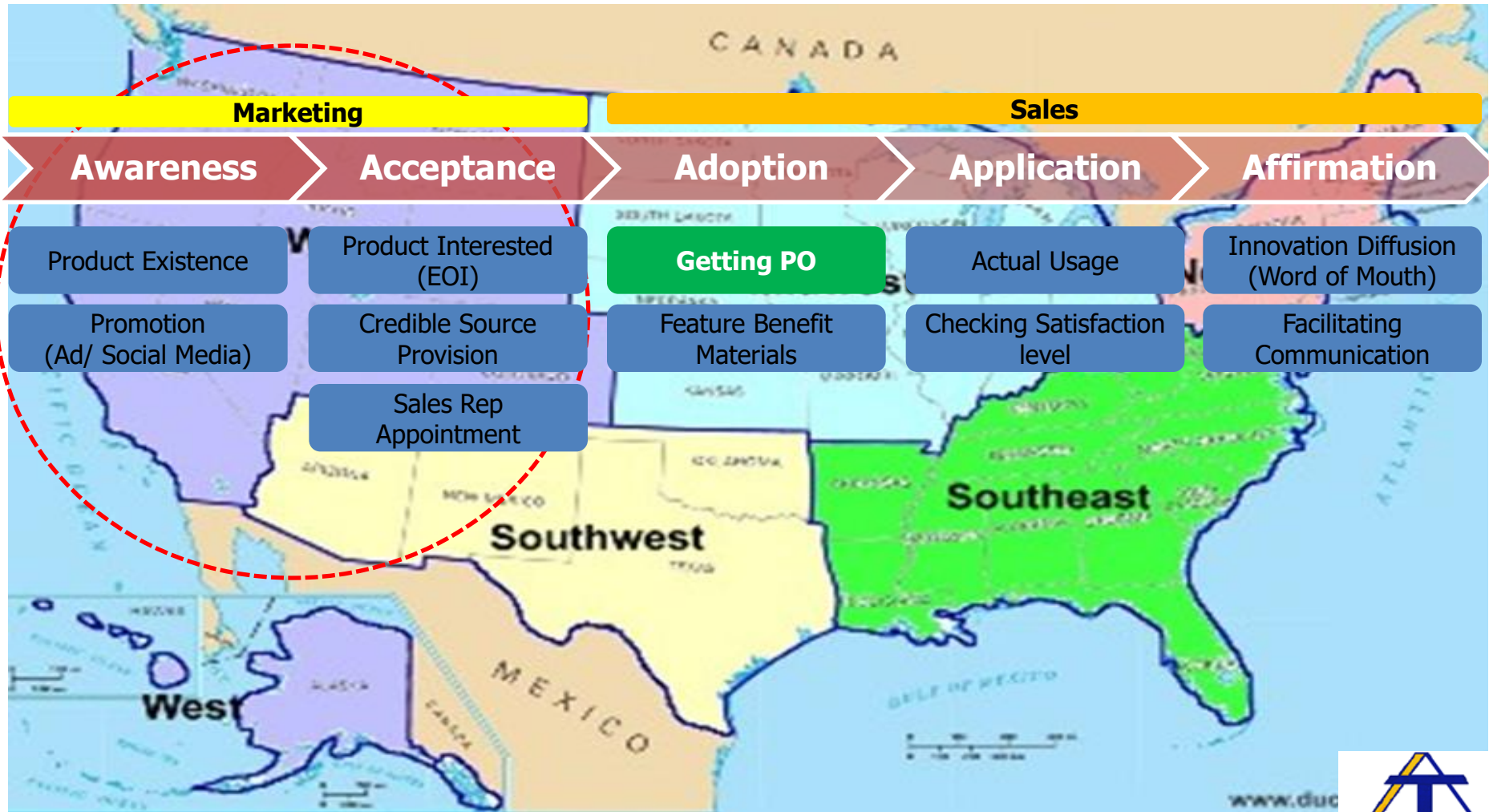
Understand the Industry

Make Friends

How to create allies and avoid your enemies.

- Join associations
- Find Mavens and Connectors
- Don't talk about the competitors

The Five A's

Marketing		Sales		
Awareness	**Acceptance**	**Adoption**	**Application**	**Affirmation**
Product Existence	Product Interested (EOI)	Getting PO	Actual Usage	Innovation Diffusion (Word of Mouth)
Promotion (Ad/ Social Media)	Credible Source Provision	Feature Benefit Materials	Checking Satisfaction level	Facilitating Communication
	Sales Rep Appointment			

Finding the Innovators-Inexpensively

Innovators 2.5% Early Adopters 13.5% Early Majority 34% Late Majority 34% Laggards 16%
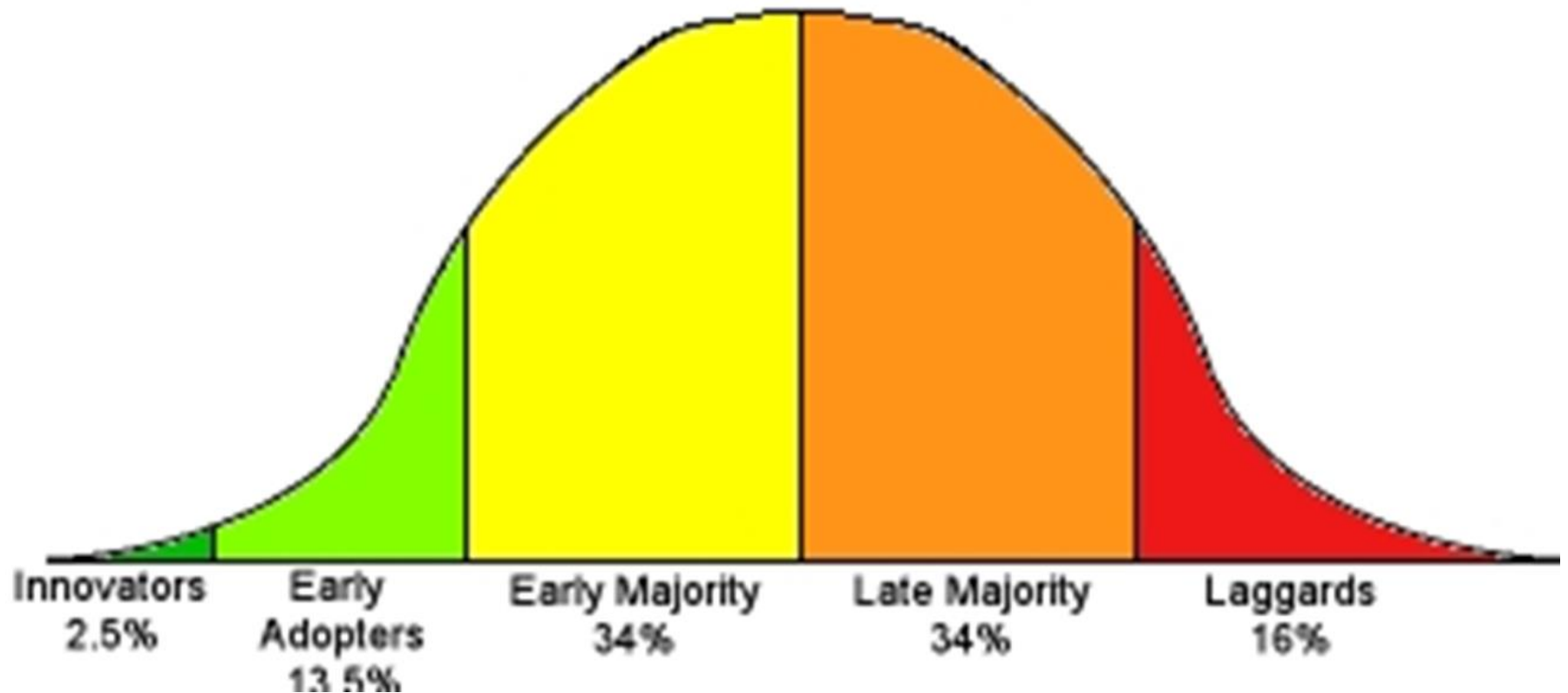
Attributes of Innovators you care about

Inner directed

Information seekers

NOT price sensitive

Cosmopolitan – have relationships across social systems

Expect product failures and have Financial resources to sustain it

Interested in participating in developing products

Are known to the society – watched by the opinion leaders

Content, Carriers and Context Interact to Determine How Quickly an Idea Will Spread

Content

Carriers   Context

In his book The Tipping Point, Malcolm Gladwell describes three main interacting factors-*content*, *carriers*, and *context*-that determine the course of an epidemic. *Content* is the strength of the change. *Context* is the environment in which the change initiative is happening. *Carriers* are the characteristics and behaviors of those infected with enthusiasm for the change.

- Find Mavens
- Find Connectors
- First customers are weird
- Shorten the time to followers
- Work with your first customers
- Let them take you to the followers

Product risk

Technical risk

Stories from the field

Innowaste

Growth Student

Innowaste

Innowaste turns BioSolids (sludge) into Solid Recovered Fuel (SRF) – Innopellets, with an outstanding heating value of approximately 8,000 BTU

Growth Student

B2B Formulas

Formulas	A little	Essential	Plus
Paid platform recurring revenue	$3,99/user/month $24/user/year	$5,99/user/month $48/user/year	$7,99/user/month $72/user/year
Note taking / Manual learning support	▪	▪	▪
Tutoring (10% de commission)	▪		
Friends / Working group	▪		
Easy creation of QCMs, flash cards, course summaries	▪		
Classic interleaved learning method (MCQs, flash cards, gap-fill text)	✕		
Intertwined visual, auditory and kinesthetic learning (virtual reality and more)	✕		
Wellness workshops	✕		

A HOLISTIC APPROACH TO EDUCATION

AI Learning Support
Utilizes AI to provide personalized learning recommendations and resources.

Simplified Note-Taking
A feature allowing for easy and organized note-taking, with the ability to share and collaborate

Optimized Revision Planning
A tool for managing time and revising based on individual student needs.

Well-being Zone
A dedicated space for mental and physical well-being resources and advice, including relaxation exercises and stress management tips.

Other features include

Courses
Learn courses in a traditional format directly on the platform

Integrated Pomodoro
An automatically calculated Pomodoro timer based on working time.

Tutoring
On-demand tutors for students struggling with a tough subject

Preparation mode
To prepare effectively as exams approach

Analytics
To track students' progress

Other

Fulfillment and Manufacturing

Administration

Communication

- Phone number
- Email
- Website

Banking

Taxes and Accounting

Visas

Nothing beats.....

Being at the right place at the right time.