

Inspire me with value

The Investor / Funder / Buyer

Impact
perception



Change

How significant?

What changes in their state / life / business do people typically see from engaging with your thing?

Reach

How many?

What volume of people / organisations does your offering typically reach?

e.g. in a project / in a year / directly and indirectly

Inherent
perception



Features &
Benefits

But why?

What are some specifics inside your offer that customers should find compelling?

Price v Alternatives

And why this vs that?

*How does the typical price of your thing and the value it creates stack against other options they have?**

NB. NOT just your direct competitors

Drivers for the story



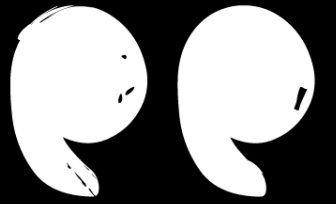
My one liner

My "...and what happened next?"s

6-12 months from now, what are some of the things you'd like to be in your company's story?



Winning Talent



1 A clear roadmap

3

6

9

12

Business Goals

NB. Could be Hires / Freelancers / Apprentices / Partners / Collab's

Skills / Talent we
need to access

2 A stronger talent value-proposition

The creative **perks**
they get

The **culture** they'll
feel

The **story** they'll be able
to tell afterwards

What's the Script

The steps we go through when costing a project or a client job

1.

2.

3.

One thing we might do differently

Notes / Other 'Scripts'

Standing Out



What's something novel / attention grabbing we might try (on social)?

SURPRISE / EMOTION / HUMOUR / CONTROVERSY

Customer Touchpoints

How might we delight / add PEAK moments?

!

*

#

When shall we start?



Anticipating & overcoming struggles



What internal / external struggles can I see coming?

What gives me cause for confidence / hope?

What resources / help will I need?

What will I do to overcome?

Assumptions: Test & Learn



Assumptions are the things we believe to be true...

As the market / buying behaviour / competitors shift, our assumptions need **regular testing in the market** if we are to stay competitive and/or grow towards our goals

- # I believe that my customers have a need to...
- # My customers' needs can be solved with...
- # My current customers are...
- # My future customers will be...
- # The most important value a customer gets from my service is...
- # I will acquire the majority of new customers through...
- # Our competitive advantage is...
- # My main competitor is...
- # We will beat our competitors by...
- # The biggest risk with my product or service is...

Use the phrases on the left as inspiration for laying out 4-8 of your own assumptions that could do with testing

Growth Experiments



- 1. Split Testing**
Creating two versions of something and comparing how they perform
- 2. MOM-Test Customer Interviews**
Doing customer interviews focusing on revealed behaviour NOT opinions
- 3. Prototype / Mafia Offer**
Making a customer a “no-brainer” offer to get the first version of something live
- 4. Fake Door Trial**
Driving traffic to a fake branded website to test how users interact with the offer
- 5. Secondary Source Research**
Doing Research from industry reports / opinion pieces / statistics etc
- 6. Traffic / Social Media Campaign**
Running a pay-per-click (PPC) and/or social media campaign
- 7. Competitor Usability**
Interacting with competitors offerings with the lens of a prospective customer
- 8. UX personalisation**
Tailoring features of how a customer interacts with us to that particular customer type
- 9. Partner & Supplier interviews**
Interviewing people in our eco-system to understand pain-points and solutions needed
- 10. Expert interviews**
Interviewing industry experts to gather data / test prototypes of an offer
- 11. A day in the life**
Shadowing a customer / stakeholder to understand their problems and/or behaviours
- 12. Discovery survey**
Running a survey to gather data from existing or prospective customers
- 13. Discussion forums**
Engaging on discussion forums where prospective buyers share intel about what they want
- 14. Feature Stub**
Advertise the feature of your product / service you’re investigating BEFORE building the feature itself
- 15. Email campaign**
Running a focused email campaign with a specific list
- 16. Pop Up Store**
Opening a temporary physical store / stand to test products and/or do research with customers
- 17. Storyboard / Brochure**
Mocking up a storyboard and / or brochure for a new idea or offer
- 18. Explainer video**
Creating a short video that demystifies something customers find complex
- 19. Clickable prototype**
Developing a low-fi / draft version of a website that users can “click through”
- 20. Single feature MVP**
Starting a product journey based around the single most important feature
- 21. Process change**
Making incremental changes to an (often-internal) process to test its impact
- 22. Simple landing page**
Testing an offer with a single web-page written like a sales letter
- 23. Concierge Trial**
Testing the desirability of a product by offering it out in the open as a completely manual version first
- 24. Wizard of Oz**
Offering an early version of a digital product, where the work is done by humans behind-the-scenes

Things to consider when getting your house in order



- # Understanding customer channels & analytics
- # Cost of acquisition versus lifetime value
- # Effort versus sales volumes
- # Cost versus selling price & margins
- # Day rate charged versus actual delivery
- # Lower costs & increase margins
- # Cost versus benefit of outsourcing
- # Ability to automate
- # Value gained from customers
- # Understanding revenue & cash forecast

Most important next step for me...



What investors want to understand



- # What any money will help achieve
- # Who your customers are
- # Market size
- # Competitors & point of difference
- # Roadmap for growth
- # Amount required & what for
- # Traction / sales to date
- # Team's experience, mentors & advisors
- # Key metrics such as customer acquisition costs
- # Why invest now?

Most important next step for me...

**CREATE
GROWTH**

