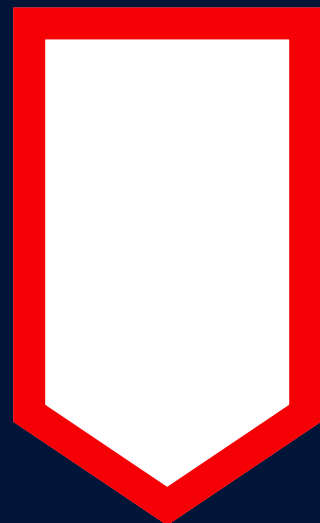


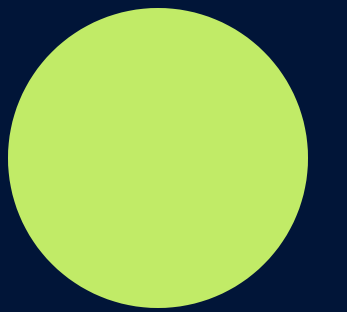
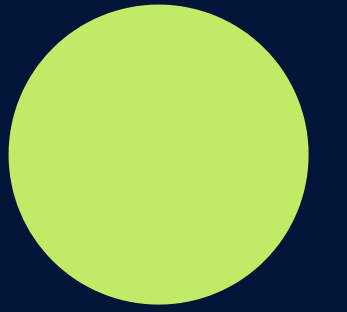
The Bootcamp :

<https://nugget.one/bootcamp>

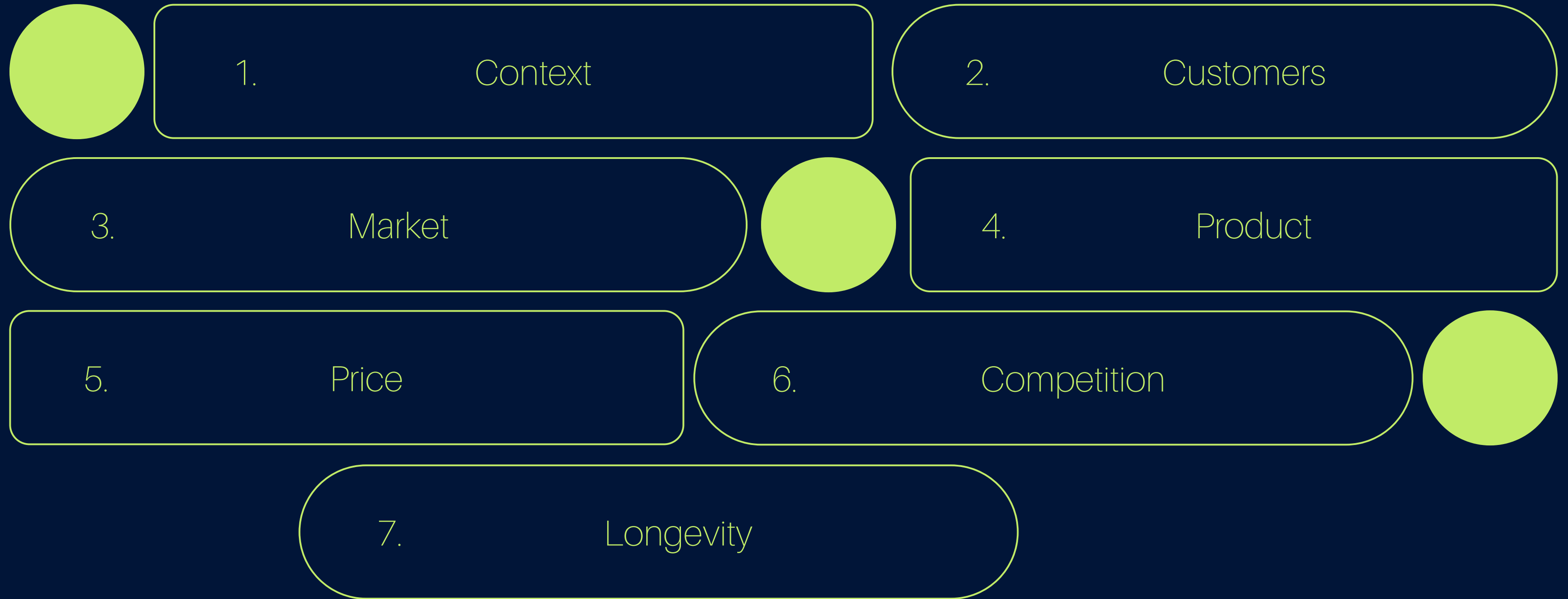
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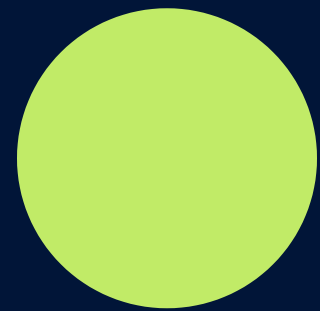
# Roadmap to Business - Based on Nugget Bootcamp



# The 7 factors of success



# 1. Context



*Indie Founder Level Up!*

*Product Level Up!*

*Skill Level Up!*

*Build a B2B SaaS  
Product Suite*

# Indie Founder Level Up!

## **L1 - Noob**

Build some traffic using a single method.

## **L2 - Seller**

L1 + Sell a one very simple thing (template, plugin, course, merch, etc.).

- **L3 - Grower**

L2 + Build traffic using multiple methods, sell multiple simple products.

- **L4 - Builder**

L3 + Validate, create and sell a more complex product (membership site, SaaS, etc.)

- **L5 - Refiner**

L4 + Refine product, marketing, sales, support, churn, funnels, etc.

- **L6 - Scaler**

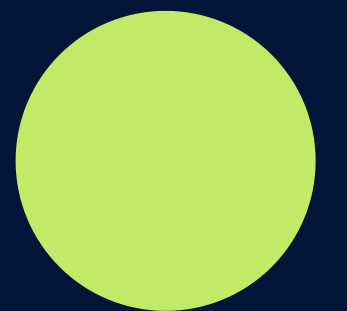
L5 + Scale team, scale product, scale customer acquisition.

- **L7 - Exiter**

L6 + Prepare product & company for acquisition and sell it.

- **L8 - Baller**

L7 + Take on new product challenges, invest in other companies, mentor, etc.



# Indie Founder Level Up! - The Stair Step Method of Bootstrapping



<https://robwalling.com/2015/03/26/the-stair-step-method-of-bootstrapping/>

# *Indie Founder Level Up! - The Stair Step Method of Bootstrapping*



list of app store/marketplaces for small projects, plugins etc.

<https://rocketgems.com/blog/saas-marketplaces/#saas-marketplaces-website-builders>

**Here can you sell anything**

<https://gumroad.com/>

<https://robwalling.com/2015/03/26/the-stair-step-method-of-bootstrapping/>



# *Product Level Up!*

- **L1 - Finder**

Find a group of people you want to serve

- **L2 - Learner**

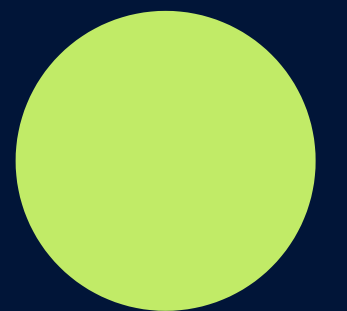
L1 + Learn what they need and/or want

- **L3 - Maker**

L2 + Make it for them

- **L4 - Seller**

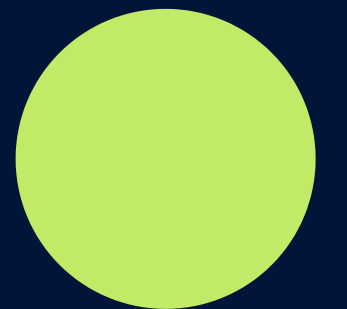
L3 + Sell it to them





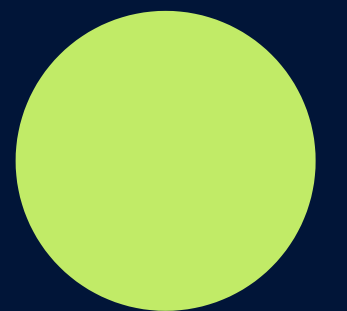
# *Build a B2B SaaS Product Suite*

1. Work out who your ideal customer is <- **start. playing. here**
2. Find (or grow) a group of them
3. Learn what problems they have
4. Come up with a few possible solutions
5. Learn which of your solutions they would pay for
6. Cut your solution down to its very smallest useful version
7. Mock up your solution
8. Show your mockups to your ideal customers
9. Iterate your mockups until everyone is, like, **HELLZ YEAH!**
10. Build a beta landing page with a beta-list signup form
11. Promote the hell out of your beta page and grow your beta list to 500 people
12. Build your tiny solution that helps your customers
13. Ask a few customers to try it out when it's ready
14. Watch them use it and see what they don't understand



# *Build a B2B SaaS Product Suite*

15. Make it easier to understand - and fix bugs
16. Launch to the rest of your list
17. Watch them use it - talk to them - learn
18. Iterate the product - work toward your best market fit
19. Run various marketing growth tests to see which ones work
20. Focus on a growth method that scales
21. Acquire as many users as you can and grow your available working cashflow
22. Learn what other products your users would pay for
23. Test each new product with your customers and make sure they see value
24. Gradually build out a proven product suite
25. Launch to the mass market with a full product suite offering



# *Skill Level Up!*

- L1 - Noob  
Googling the skill
- L2 - Novice  
L1 + Beginning to learn the skill
- L3 - Intermediate  
L2 + Practicing the skill with some success
- L4 - Advanced  
L3 + Understanding the skill and getting excellent results
- L5 - Expert  
L4 + Teaching the skill and developing the field

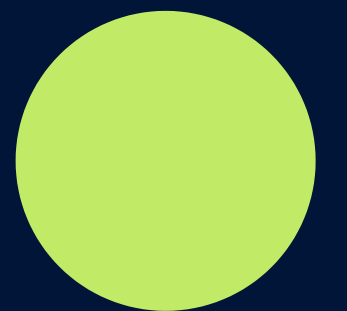
Bonus: Hire an Expert to screen share with you in order to level up

Clarity

Upwork

Growth Mentor

Pitch Code Mentor

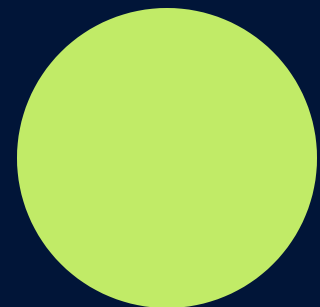


# *Skill Level Up! - Blue Print*

1. Identify a skill you'd like to learn, improve upon, or master.
2. Assess where you are in that skill (Noob, Novice, Intermediate, etc).
3. Seek out DIY training. Training materials you can read, or watch or otherwise consume at your leisure, with examples you can do yourself.
4. Try to implement the new knowledge with a small test project. Get feedback (see steps 5 & 6), repeat.
5. Seek out DWY (Done WITH You) learning communities, where folks hold each other accountable and help nudge each other along.
6. Seek out coaching and mentorship to improve your execution in that skill area.  
Entrepreneurs underestimate the value of a skill-specific coach, but if they'd learn from pro athletes, they'd see it is really common and useful.

For example, baseball players have hitting coaches, base-running coaches, defense coaches, etc. Even the most famous CEOs hire coaches for everything from employ growth, finance, managing the board, communications, and strategy.

# 2. Customers



*The Profit Cake*

*A Faster Way to  
Validation*

*Pick a Customer Type  
That Fits*

# The Profit Cake

**Customers** (i.e. You grow an audience.)

+

**Intent to Pay** (i.e. You learn what they want.)

+

**Product** (i.e. You build what they want.)

+

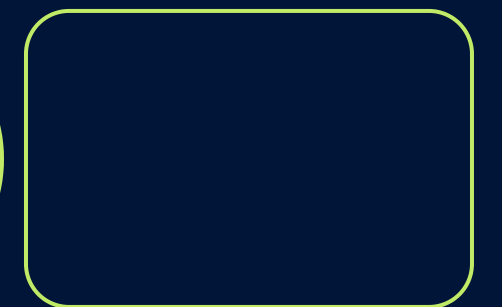
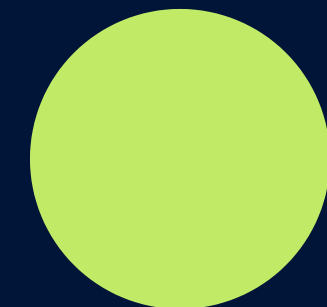
**You** (i.e. You make it all happen.)

=

**Successful Profit Cake**

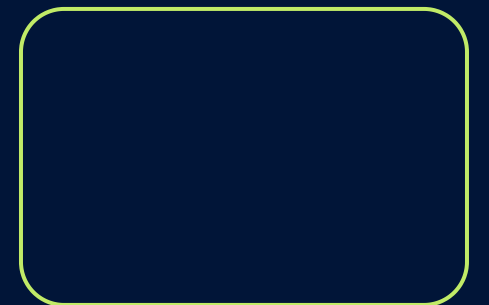
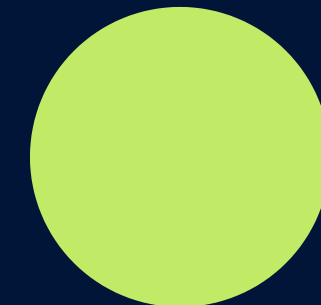
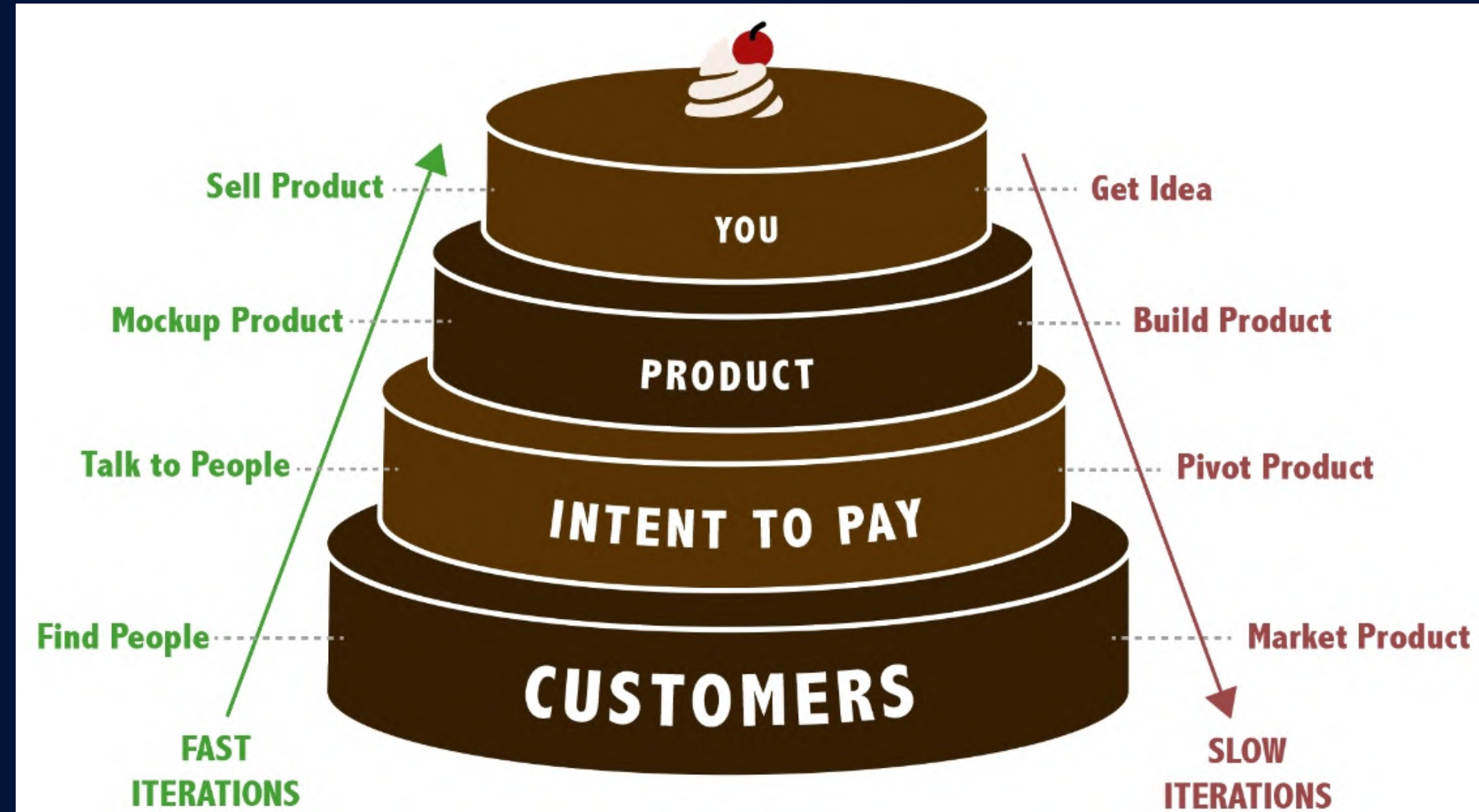
Guessing  
and Missing

Learning  
and earning



# A Faster Way to Validation

1. Find people that fit your founder context
2. Learn what they want bad enough to pay for
3. Mock up a solution
4. Make sure they love it
5. If they don't love it, go back to 3
6. If they never love it, go back to 2
7. If you never nail it, go back to 1
8. If they love it, make it & sell it to them  
(then find more people like that)



# *Don't start a business until people are asking you to*

- First you find real people whose problem you can solve.
- You listen deeply to find their dream scenario.
- You make sure they're happy to pay you enough.
- Don't announce anything. Don't choose a name. Don't make a website or an app. Don't build a system. You need to be free to completely change or ditch your idea.
- Then you get your first paying customer. Provide a one-on-one personal service. Then you get another paying customer. Prove a real demand.
- Then, as late as possible, you officially start your business.

<https://sive.rs/asking>

*When you are solving a difficult problem, re-frame the problem so that your solution helps you learn faster. Find a faster way to fail, recover, and try again.*

<https://signalvnoise.com/posts/2861-how-nature-and-naivet-helped-paul-maccready-build-a-human-powered-airplane-in-only-six-months>

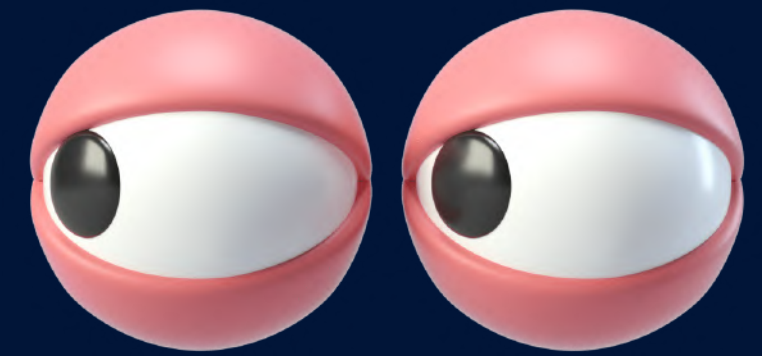




## *Examples of Fast vs. Slow Iteration*

- Start executing right now **vs.** Seek funding from a VC
- Mockup a product and sell the promise **vs.** Build a product and sell the real thing
- Grow an email list 5 users a day **vs.** Run a PR campaign
- Build a sales site with Squarespace **vs.** Custom code a sales website
- Go to a niche meetup and ask people **vs.** Do extensive market research and SWOT analyses
- Use Wizard of Oz Technique **vs.** Build a real product
- Proactively talk to customers **vs.** Rely on a self-serve feedback system

# Not assigned yet



<https://justinjackson.ca/need-want>

To succeed, build something that gives users a quick win, and then continues to provide value over time - Rob Walling calls this "Minimum Path to Awesome."

<https://justinjackson.ca/surprise/>

HOW TO SURPRISE PEOPLE IN A DIGITAL AGE

# *Pick a Customer Type That Fits*

One of the most fundamental choices we'll need to make is what type of customer are we are going to work with. This has implications:

- How much we can charge
- How many customers we need to hit our monthly target
- How long it takes to close a sale



# *Pick a Customer Type That Fits*

## **Customer Type: Enterprise**

### **Pros**

- \$1k/month to \$millions/month per customer

### **Cons**

- Sales cycle of 6-18 months
- Need hands on sales team
- Lots of legal and process requirements
- Difficult for single person to bootstrap
- Very slow iterations



# *Pick a Customer Type That Fits*

## **Customer Type: Small to Medium Enterprise**

### **Pros**

- \$100/month to \$1k/month per customer

### **Cons**

- Need highly robust solution
- Probably need hands on sales team
- Difficult for single person to bootstrap



# *Pick a Customer Type That Fits*

## **Customer Type: Small Business**

### **Pros**

- \$50/month to \$100/month per customer
- Sweet spot for SaaS revenue
- Only need 200-400 customers to hit \$20k/month
- Price points enable automated pay-per-customer strategies
- Potential to hit numbers within 2 years
- Content marketing can grow customer base at scale

### **Cons**

- Might be hard to build a viral loop



# *Pick a Customer Type That Fits*

## **Customer Type: Prosumer**

### **Pros**

- In some cases, can get up to \$50/month per customer
- Potential to leverage viral loops
- Content marketing can grow customer base at scale
- Lower price points = low churn

### **Cons**

- Usually \$10/month to \$20/month per customer
- Need 500-2000 customers to hit \$20k/month
- Often need 2+ years to hit numbers



# Pick a Customer Type That Fits

## Customer Type: Consumer

### Pros

- You can make a difference at scale
- Potential to leverage viral loops
- Lower price points = low churn

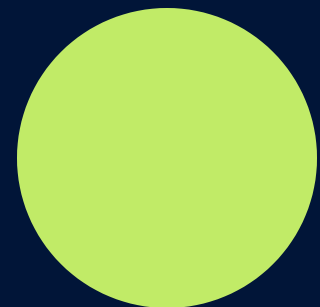
### Cons

- \$0 to \$10/month per customer
- Mobile app sales are usually \$0.99 per customer
- You might need 5k to 100k customers to earn \$20k/month
- If revenue is derived via advertising, your customer *is the product*
- Often need 5+ years to hit numbers





# 3. Market



*Get the People*

*Get the RIGHT People*

*Six Channels to Get the  
People*

# Get the People

the easiest way to avoid being sleazy is to use a "give more than you get" marketing mentality.

1. Join a number of X forums and communities.
2. Take note of painful questions that get asked again and again.
3. Write a blogpost that answers the most painful question in a super helpful way.
4. In the blog signature write something like "I'm building XYZ. Check it out here".
5. Submit your helpful blog to the original forums and communities

## Method to build an audience

- Get the people with SEO
- Get people with content marketing
- Get people with advertising



# *Get the RIGHT People*

Pick just one market niche that you belong to and that you understand. If you can't grow an audience before you build your product, you probably won't be able to grow one after!

***For genuine success, the following statements should be true for any niche you pick:***

- You like them
- You can find them
- You can speak in their voice
- You can get them (on your list, in your group, etc)
- You can learn from them
- You can see they have money
- You can build something they want
- You can sell it to them



# *Get the RIGHT People*

If you're looking for an audience to sell products to, college students are generally a bad market, because they don't have very much disposable income.

As a developer: What do you have to say to real estate agents? Who are you going to more passionate about serving; other developers, or a bunch of salespeople? Which group can you provide value for right now?



# Get the *RIGHT* People

**Exercise:** write a list of the different groups that you belong to



<https://justinjackson.ca/blog-audience>

<https://justinjackson.ca/niche>

## Sandra:

- Tennis player
- Travel lover
- Consultant
- Introvert/Extrovert
- Socialiser
- Expat
- Indoor cyclist
- Content marketer

## Elias:

- Side hustler
- Business Joker
- IT Consultant
- AWS Solution Architect
- Rap Fan
- Software engineer
- People interested in startups
- Web developer
- Podcast listener

1. In which of these groups do I have an unnatural advantage?

2. Which of these groups am I currently most excited about?

3. If your goal is to eventually sell a product: which of these groups has money to spend?

# Six Channels to Get the People- Email lists

<https://neilpatel.com/blog/how-to-get-your-first-100-email-subscribers/>

<https://sumo.com/stories/grow-email-list>

## Email List

### Highlights

- Grow to 100 people fast
- Learn what customers want and sell it to them

### Pros

- No 1 marketing channel on the internet
- Send messages directly into people's inbox
- Learn what customers want by setting up calls and sending surveys

### Cons

- No real time chat



# Six Channels to Get the People- Facebook Group

<https://reportz.io/blog/how-to-build-and-grow-a-successful-facebook-group-in-under-a-month/>

<https://imgur.com/a/zJFXhaT>

<https://groupleads.net/>

## Facebook groups

### Highlights

- Grow to 100 people fast
- Learn what customers want in real time

### Pros

- Instant feedback on posts and ideas
- Easily direct message people one-on-one
- Use Facebook built in Ad system to grow quickly

### Cons

- Needs hands on nurturing & moderation



# Six Channels to Get the People- Slack Group

<https://medium.com/hamster-pad-magazine/how-to-create-setup-grow-a-highly-engaged-community-with-slack-b12c1d715f1f>

<https://wanderingaimfully.com/slack/>

Slack group		
<b>Highlights</b> <ul style="list-style-type: none"><li>• Personal connection</li><li>• Learn what customers want in real time</li></ul>	<b>Pros</b> <ul style="list-style-type: none"><li>• Better conversations with less distracted users than on Facebook</li><li>• Instant feedback on posts and ideas</li><li>• Easily direct message people one-on-one</li><li>• Not content driven</li></ul>	<b>Cons</b> <ul style="list-style-type: none"><li>• More effort to grow than Facebook group</li></ul>





# Six Channels to Get the People- Blog

<https://www.blogmarketingacademy.com/blog-launch-plan/>

<https://smartblogger.com/how-to-start-a-blog/>

## Blog

### Highlights

- Build an audience at scale
- Drive people to your list, Facebook group, or Slack

### Pros

- Good way to build trust
- A great post can go viral
- Can get SEO long tail
- Create luck surface area
- Can get inbound opportunities

### Cons

- Need to write great content!
- Each post takes 1+ day to write
- Usually only 1-in-10 posts move the needle



# Six Channels to Get the People- Youtube

[https://www.youtube.com/watch?v=c\\_eRcdE8NKA&ab\\_channel=BrianDean](https://www.youtube.com/watch?v=c_eRcdE8NKA&ab_channel=BrianDean)

## Youtube

### Highlights

- Build an audience at scale
- Drive people to your blog, list, Facebook group, or Slack

### Pros

- A great video can go viral
- Can target search keywords
- Can communicate with people on a more emotional level

### Cons

- Need to make videos on a regular basis
- Takes a lot of effort to produce videos



# Six Channels to Get the People- Social Media

<https://www.impactplus.com/blog/grow-social-media-following>

Social media		
<b>Highlights</b> <ul style="list-style-type: none"><li>• Drive people to more sticky channels like blog, list, Facebook group, etc.</li></ul>	<b>Pros</b> <ul style="list-style-type: none"><li>• Fast to get started</li><li>• Easy to start conversations with target people</li></ul>	<b>Cons</b> <ul style="list-style-type: none"><li>• Creates a surface connection not really building deep trust</li></ul>



# Not assigned

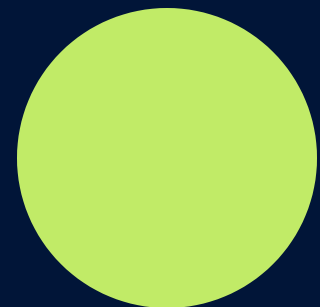
## **Why You Should Start Marketing the Day You Start Coding**

<https://robwalling.com/2010/10/14/startup-marketing-part-6-why-you-should-start-marketing-the-day-you-start-coding/>

## **95 Ways to find your first customers for customer development or your first sale**

<https://jasonevanish.com/2013/08/11/95-ways-to-find-your-first-customers-for-customer-development-or-your-first-sale/>

# 4. Product



*A Pathway to Want*

*A Product  
Development Story*

*Pick a Product Type that  
Fits*

# A Pathway to Want - Starting points

## Pathway to Want #1: No Audience / No Idea

1. **Pick a market**
2. **Build an audience (OR join a community)**
3. **Scratch an itch, mine a niche or talk to people** (if you're interested in learning more about this step reach out to me for additional content)
4. **Share your Idea with your audience and/or community**

### ***Desired Response:***

*"Shut up and let me give you my money!"*

### ***Undesired Response:***

*"Yeah I like it."*

- If you don't get the desired response, iterate the idea and loop back to 4.
- If you don't get the desired response with multiple idea iterations, loop back to 3.
- If you *never* get the desired response, #failFast and loop back to 1.

# A Pathway to Want - Starting points

## Pathway to Want #1: No Audience / Yes Idea

1. **Work out who your target customer is**
2. **Build an audience (OR join a community) of your target customers**
3. **Share your Idea with the audience and/or community**

### ***Desired Response:***

*"Shut up and let me give you my money!"*

### ***Undesired Response:***

*"Yeah I like it."*

- If you don't get the desired response, iterate the idea and loop back to 3.
- If you *never* get the desired response, #failFast and go to "Yes Audience / No Idea".

# A Pathway to Want - Starting points

## Pathway to Want #1: Yes Audience / No Idea

1. **Learn what type of products/services your audience currently spends money on**
2. **Validate the amount they can afford is a price point fit for your context** (discussed in next lesson)
3. **Scratch an itch, mine a niche or talk to people** (if you're interested in learning more about this step reach out to me for additional content)
4. **Share your Idea with your audience and/or community**

### ***Desired Response:***

*"Shut up and let me give you my money!"*

### ***Undesired Response:***

*"Yeah I like it."*

- If you don't get the desired response, iterate the idea and loop back to 4.
- If you don't get the desired response with multiple idea iterations, loop back to 3.
- If you *never* get the desired response, #failFast and go to "No Audience / No Idea".
- If your audience can't afford a price point that fits your context, #failFast and go to "No Audience / No Idea"



# *A Pathway to Want - Starting points*

## **Pathway to Want #1: Yes Audience / Yes Idea**

### **1. Share your Idea with your audience and/or community**

#### ***Desired Response:***

*"Shut up and let me give you my money!"*

#### ***Undesired Response:***

*"Yeah I like it."*

- If you don't get the desired response, iterate the idea and loop back to 1.
- If you *never* get the desired response, #failFast and go to "Yes Audience / No Idea".

# How to build something people want.

First, the market you target matters.

These are the three characteristics of a good market:

- **Highly motivated.** You're looking for people who spend money to make progress in their lives.
- **Sufficiently large.** Are there enough people in your niche with the desire for your product?
- **Purchasing power.** Are there enough people in your market with the funds to pay you?

Second, figure out what they want

Solve your own problems, and see how the community responds

# How to build something people want.

Third, build a killer solution

The potential of your product is determined early on by:

- **The market you choose:** How cheap/easy are they to reach? Do they pay for things?)
- **The customer desire you discover:** How strong is it?
- **The product you build:** Does it satisfy the desire?

To build a "killer" product, you need to provide desirable outcomes for your users:

- Eliminate obstacles in their path.
- Give them progress at work.
- Provide them with status.
- Generate good feelings.
- Remove future threats.
- Bestow superpowers.

# How to build something people want.

If your product is good, you should tell people about it. That's what marketing is.

You do this by:

- Generating awareness and telling the world your product exists.
- Showing them how their lives could be better with it.
- Reducing a potential customer's anxiety.
- Removing barriers to entry.

BTW - design matters!

**Good design** makes your message more clear and appealing. It's the elements that help reduce customer anxiety.

Anything that creates anxiety, distaste, confusion, or slows the process down is **bad design**. You don't want that.

# How not to validate your idea

Media exposure

High traffic

Awards

People that "like your idea"

—> DON'T REALLY MATTER

If you're creating a startup, where the end goal is to make money, **the only real way to validate your idea is if people are willing to pay you for it.**

# *A Product Development Story*

## *BIRTHDAYS*

Have you ever bought someone a birthday gift that they loved without ever asking them what they wanted?

I bet you have ;) and I'll bet you used one (or more) of these techniques:

- Listened to them talking about stuff they really liked and took notes
- Watched them having problems that could be solved with a gift you knew about
- Noticed they were missing a must have item that you knew where to get
- Asked subtle questions like "Why is that one better than the other one?" when they were telling you about something they really liked

THAT is customer development at its very finest.








***If you can buy presents, you can do customer development!***

# Create products that people love by validating your idea first

Consumer ideas focused on emotion, entertainment, and leisure are more difficult to validate compared to products that businesses buy.

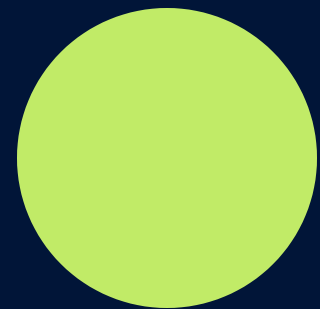
Businesses directly pay for the products they use. A person's job at work is dependent on getting things done in their company. This validation process will be most useful to you when you're validating ideas that target other businesses as customers.

# Pick a Product Type that Fits

Digital products	Software product	DIFFICULTY LEVEL
Info Product / Course	Productized Service	
Template	SaaS App	
Membership Site	WordPress Plugin	
	Platform Plugin	
	Desktop App	
	Mobile App	
	Social Platform	
	Marketplace	



# 5. Price



Price points

# Price Points

\$1-\$10 - A huge amount of sales required.

\$10-\$100 - A lot of sales required.

\$100-\$1000 - A lot of building required.

\$1000+ - A huge amount of building required.


# Price Points

*This can help you be intentional about your price point, customer type, and product type up front - which in turn make it more likely for you to hit your targets.*

## Earning Goal - \$5k/mo

**Sell 200 subscriptions @ \$25/month each**

Win 30 new customers per month for 6 months.

  =  Smaller build, easier sales price point, less expectations, might be worth the extra hustle.

# Price Points

Find the Value Driven Price Range in a Market:

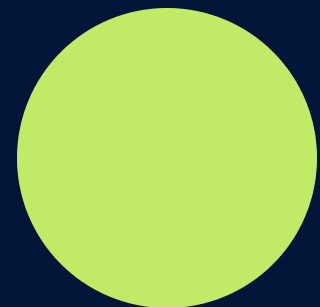
1. Google for products that compete with your product and add each one to a spreadsheet.
2. List them from high to low.
3. Take your best guess at where the The Great Pyramid of Buyer Type price points begin and end for each buyer type.



# Price Points

- Pick a price range that **fits your goals**.
- Uncover the actual value range from **low-to-high** in your market.
- Launch with a price that is on **the low end of your market's value range**.
- Over time, **iterate your price point** up and see where the conversions **stop happening**.
- As you iterate, regularly **check in with new customers** and make sure they feel the **product/value equation**.

# 6. Competition



*Competition IS  
Opportunity*

*A Market Slice for YOU*

# *Competition IS Opportunity- competition is awesome.*

- **Market Validation**

While it doesn't validate your specific product, it validates you're in the right ballpark and not wasting your time investigating the idea.

- **Price Point Research**

It's ridiculously helpful to understand what price-points a market can bear at the high-end and low-end. Not possible without competition.

- **Customer Acquisition Roadmap**

Competition gives us a roadmap to acquire customers. At the start we can learn from their ideas (SEO, Content Strategy, Customer Profiling) AND as we grow bigger we can avoid what they are doing and find new untapped ways into the market.

# Competition IS Opportunity

- **Product Discussion Goldmine**

Pre-existing products are often discussed in forums all over the internet (with praise and complaints). This is an excellent opportunity to a) find early customers and b) learn what customers want.

- **Path to Uniqueness**

When you can see everyone else's unique selling point in a market it maps out a path NOT to follow and helps you focus on searching for your own unique market segment.

- **Quick Decision to #failFast**

If a market is small (< 20,000), and it is dominated by a few players who already have > 50% market share combined. It is a clear sign that you need to #failFast - pick a different product and/or a different market.



# *The main point to figure out: Is there an available market slice that fits YOU?*

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# A Market Slice for YOU

*The main point to figure out: Is there an available market slice that fits YOU?*

## **Scenario #1 - Competition does NOT matter.**

- **Your revenue goal:** \$20k/month
- **Your market size:** 10 million, prosumer
- **Your price point:** ~\$50/month
- **Other successful products at same price point?** Yes.

Competition does NOT matter. It helps.

Based on this data, you know you can charge \$50/month or more. Which, in turn, means you only need to get 400 customers to hit your revenue target.

# A Market Slice for YOU

**The main point to figure out: Is there an available market slice that fits YOU?**

## **Scenario #2 - Competition does NOT matter.**

- **Your revenue goal:** \$5k/month
- **Your market size:** 100 million, consumer
- **Your price point:** ~\$10/month
- **Other successful products at same price point?** Yes.

Competition does not matter. It helps.

Based on this data, you know you need 500 customers at \$10/month. Getting 500 customers out of 100 million people sounds very realistic.

# A Market Slice for YOU

**The main point to figure out: Is there an available market slice that fits YOU?**

## **Scenario #3 - Competition does matter.**

- **Your revenue goal:** \$100k/month
- **Your market size:** 10,000, B2B
- **Your price point:** ~\$50/month
- **Other successful products at same price point?** Yes.

Competition DOES matter.

You would need a whopping 20% of the market to hit your revenue goals. You would NOT have an invisibility cloak.

# A Market Slice for YOU

**The main point to figure out: Is there an available market slice that fits YOU?**

## **Scenario #4 - Competition does matter.**

*You want to build a billion-dollar startup with a partner, and get VC funding to do it.*

- **Your revenue goal:** \$\$
- **Your market size:** ?
- **Your price point:** ?
- **Other successful products at same price point?** Don't know.

Competition DOES matter.

Angels and VCs need to feel confident in your ability to understand and navigate the competition.

If you don't have any good answers about how you're going to defeat the competition, you will not be able to raise any money. You will NOT have an invisibility cloak.

# A Market Slice for YOU

*The main point to figure out: Is there an available market slice that fits YOU?*

## **Scenario #4 - Competition does matter.**

*Your niche market only has 1000 possible customers.*

- **Your revenue goal: ?**
- **Your market size: 1000**
- **Your price point: ?**
- **Other successful products at same price point? Don't know.**

Competition DOES matter.

The market is so tiny, any competitor could have an impact on your bottom line.

## OTHER NOTES

### **Customer Service**

If you build up a rapport with your customers by serving them well, you will get a solid customer base.

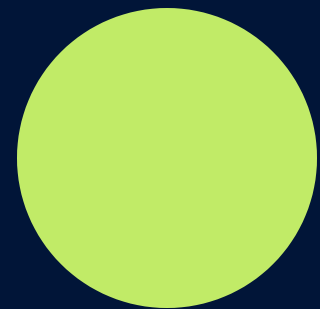
### **People Have Different Tastes**

For digital products, different people have different learning styles. For software products different people like different UIs, feature sets etc.

### **Market Segmentation**

With true differentiation, you can carve your own segment out of any market. An analogy I like to use is Photoshop layers. In this analogy, the market is a single picture in Photoshop, built out of multiple layers. The trick is to make sure you are not on the same layer as anyone else. In many ways, this type of segmentation is like having no competition at all.

# 7. Longevity



Understanding your fit



# *Understanding your FIT*

- What is your time Availability?
- Are you married? (time = time-25%)
- Do you have kids? (time = time-65%)
- Are you introverted? (content/paid marketing?)
- Are you outgoing? (guru marketing?)
- Are you a developer? (integration marketing?)
- Are you a growth hacker?
- Do you have an MBA?
- What are your monthly cash requirements?
- What are your monthly revenue goals?



# *Understanding your FIT*

Everyone has slightly different facets that are important to them, but they often relate to one of these five buckets:

- Personal
- Pricing
- Product
- Customers
- Market
- Lifestyle



# *Understanding your FIT*

Here are some guiding questions to help you consider how some product ideas may affect your day-to-day:

- How critical do you want your app to be to your customers? If it is highly critical, you may need to offer 24/7 support and always be available to fix downtime day or night. Do you care about that kind of pressure?
- Building on top of a platform like Facebook or Twitter means you will need to continually update your codebase to keep up with their APIs. Do you mind that?
- What types of customers do you want to work with? This takes us back to founder/market fit, but it can definitely impact your lifestyle. Will your product be supporting business executives, new parents, people with a unique hobby? Who you're supporting will impact the tone and content of your day-to-day communications. Do you see yourself independently maintaining the product long term, or will you need a team if it grows? Would you enjoy working with other developers, marketers, etc., or are you hoping to stick to the lone-wolf route for your lifestyle?

