



Business Strategy



Plans, Steps and Execution

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Focus Points

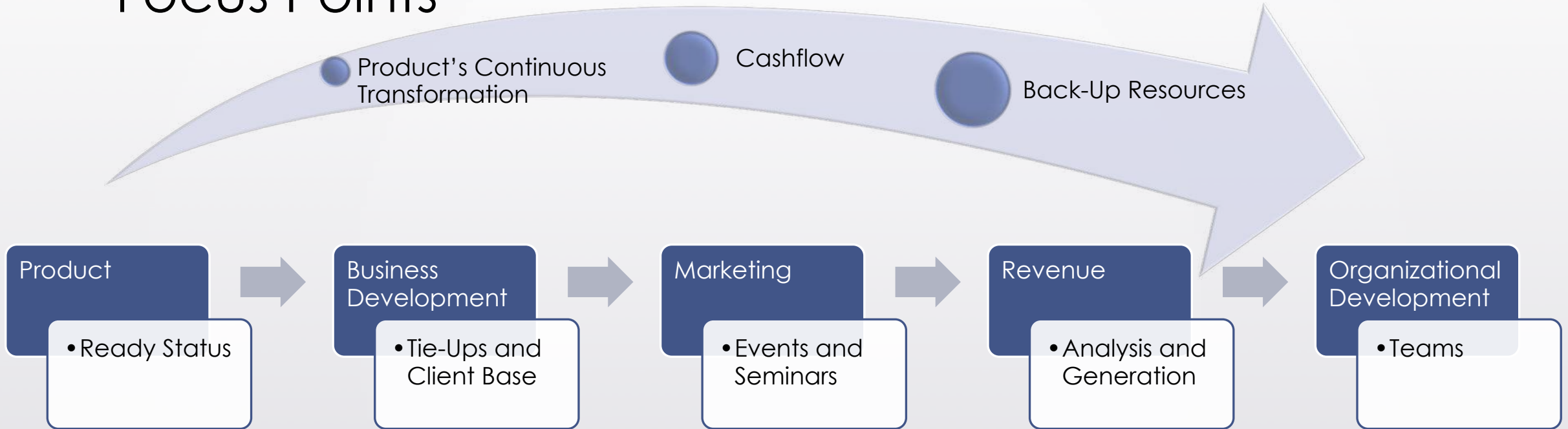


Image Source: legalservicesincorporated.com



'Diligent Market Research' would include...

- Checking out the competitors and their apps
- Defining a target market
- Testing the idea with the target audience
- Running the numbers to see if the app will provide a return on investment

Idea Data Analysis...

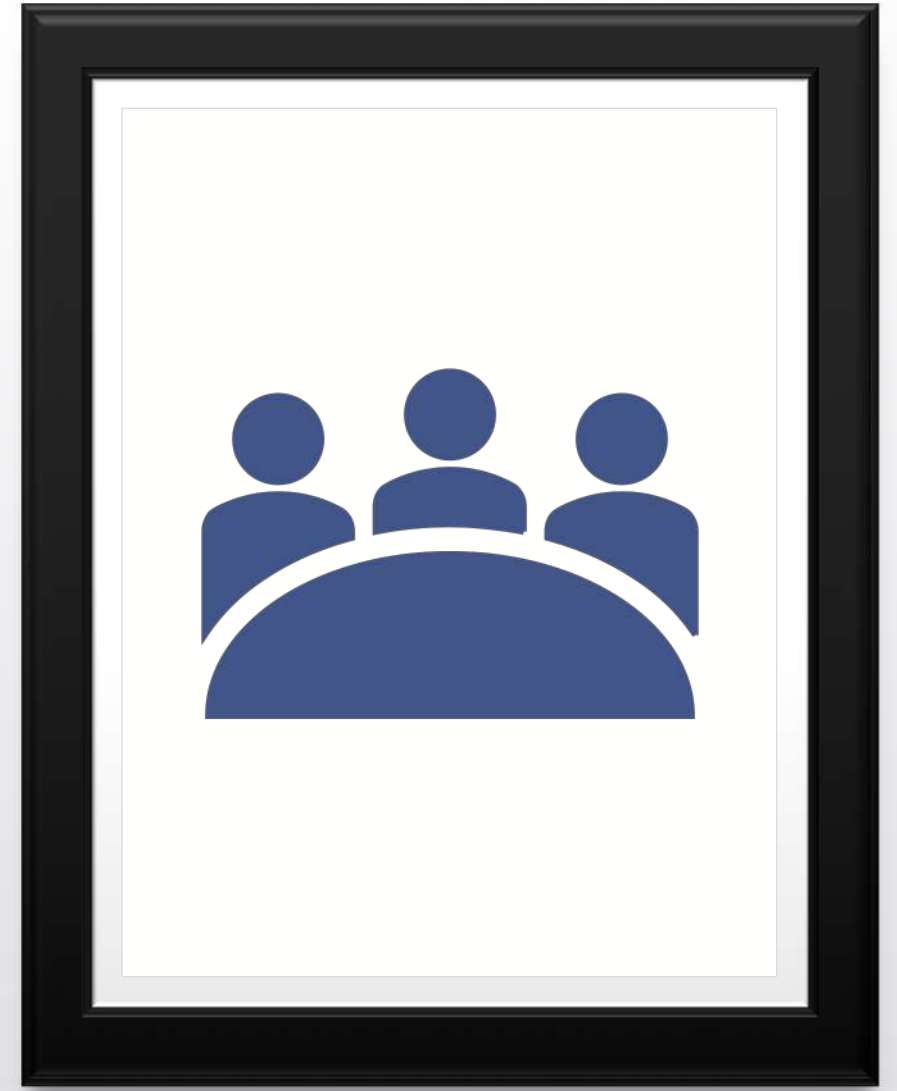
- How did you get the idea?
- Is your idea justified by market research?
- Or is it something you want to create just for the sake of it?

Product Status= Pre-Launch



Business Development

Networking



Business Development Funnel Strategy

- Business Events
- Networking Channels
- Channel Partnership and Vendor Development (Paid and Sure Shot)
 - For tie-ups
 - For data use and share
- Sales and Management Traders (Paid)
 - Generating revenue by selling app space
 - Client acquisition
- Other Strategies
 - Outbound Telephone and Email
 - Sponsorships and Advertisements/Barter



Image Source:
HingeMarketing.com

10 Most Impactful Business Development Tactics:

1. Providing assessments and/or consultations
2. Demos (in-person or digital)
3. Using a proposal toolkit
4. Speaking at targeted conferences or events
5. Video blogging
6. Creating downloadable, gated content
7. Nurturing prospects through phone calls
8. Publishing written blog posts on website
9. Digital ads (pay-per-click, banner ads, etc.)

Visible Tangible Costs

Initial Investments

Channel Partnership and Vendor Development

On the Table Tie-Up

Marketing Materials

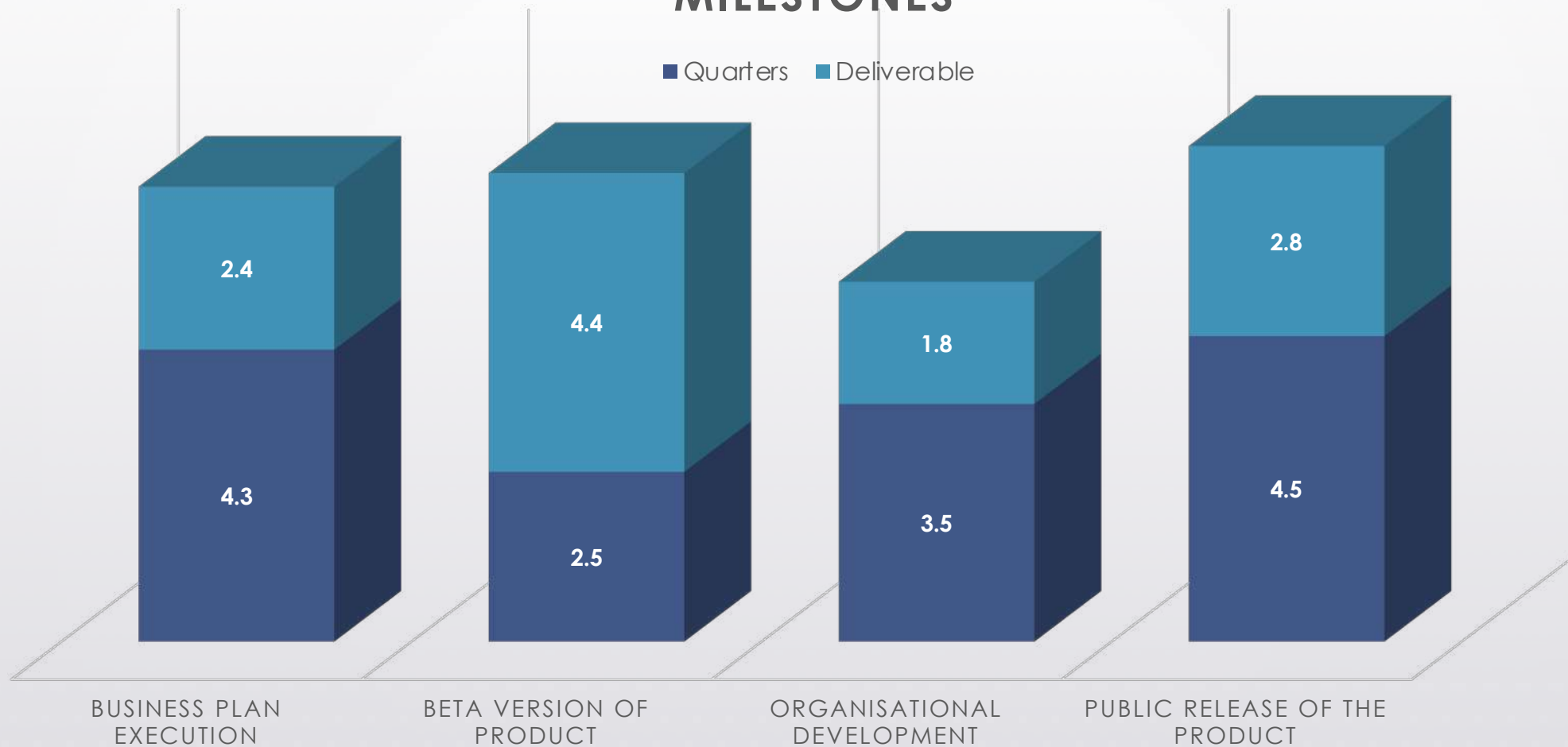
Travel and Events

Company Registration

Email Marketing

MILESTONES

■ Quarters ■ Deliverable





Marketing



Reviews and Growth



Online and Offline Marketing Techniques



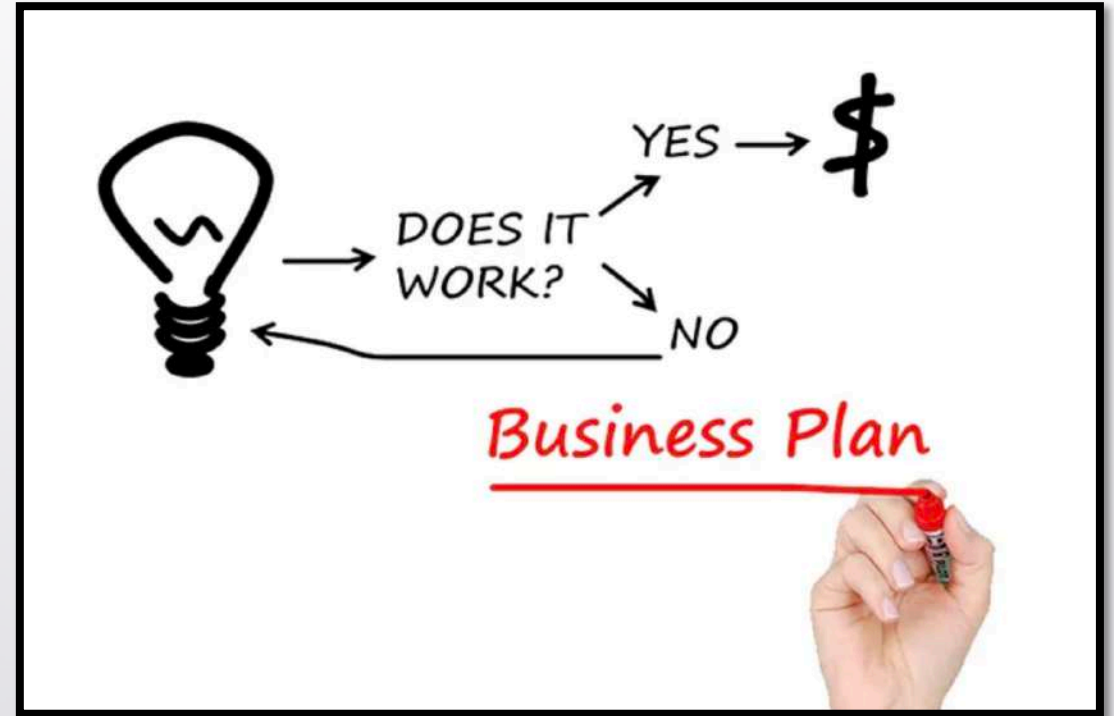


Approaching Business Plan

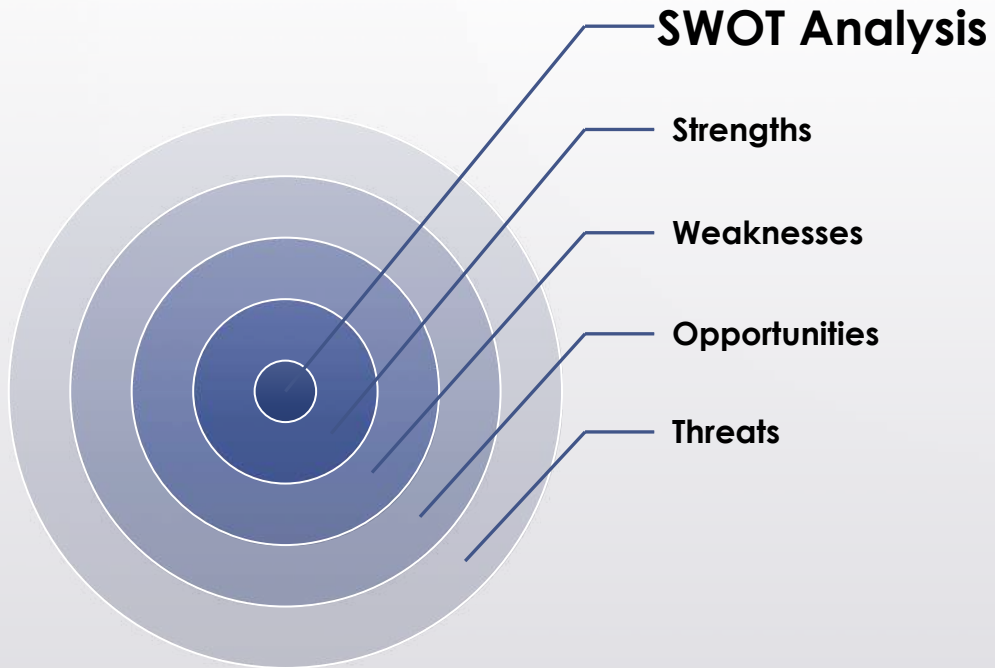
Development and Marketing

Step 1: Executive Summary

- Problem
- Solution
- Value Proposition
- Targets



Step 2: Market Analysis



Total Available Market (**TAM**) = total size of the market you know exists.

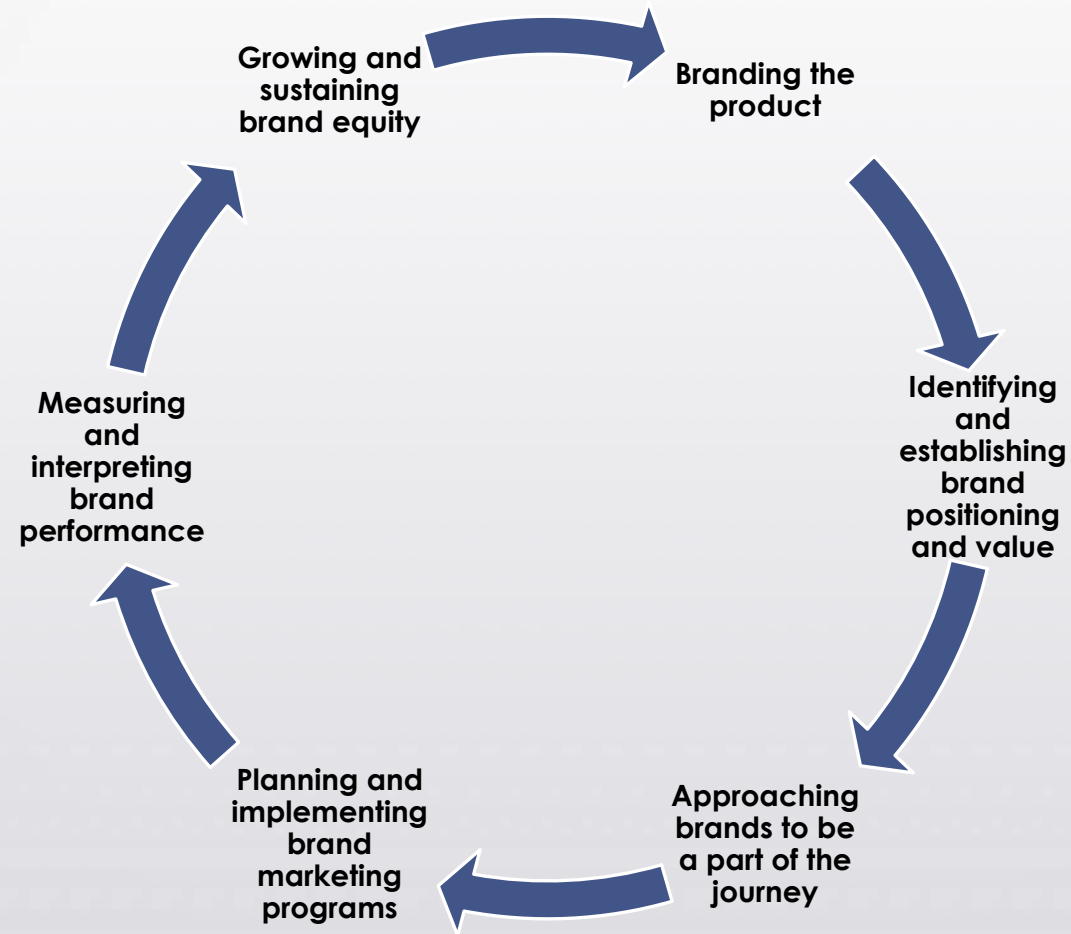


Serviceable Available Market (**SAM**) = percentage of the market you can reach through your sales/marketing and partner channels over a specific timescale, e.g. 3 to 5 years.



Serviceable Obtainable Market (**SOM**) = known size of the early adopter market that you can reach in the first 6 to 12 months.

Step 3: Brand Management





Step 4: Revenue: Monetize the App

- Premium app sales – This cuts out advertisements and freemium unlocks.
- In-App Advertising – To be lucrative requires a large and loyal user-base
- Freemium model – Pay for feature unlocks, in-app currency and other mechanisms.
- Subscription model – Recurring monthly/yearly billing to avoid ads.
- In-App Store – For sales of digital and physical merchandise.
- Vanity products and services – Monetization options which can also be used during fundraising. Vanity items can range from custom avatars, unique in-app items or privileges.
- Newsletter promotions – Requiring user emails during registration
- Creative alternatives – Depending on the app and target market, it could include everything from monetizing user surveys, finding corporate sponsorships, running auctions or something specific to niche – like with business 'Did you know?'

Let users try, before they buy!



Organizational Development

Employees and their Roles

Employee Management: Holacracy Way

- **Sue-** Will be doing a little of everything from marketing to business development to product development to finance- BDM and Marketing Manager
- **Marketing Sales Executive-** One employee will be hired to generate sales, identifying leads and pitching product.
- **Customer Service-** One employee will be used to field any questions from customers or address any concerns/problems regarding orders as well technical difficulties. He/she will be responsible for data management as well.

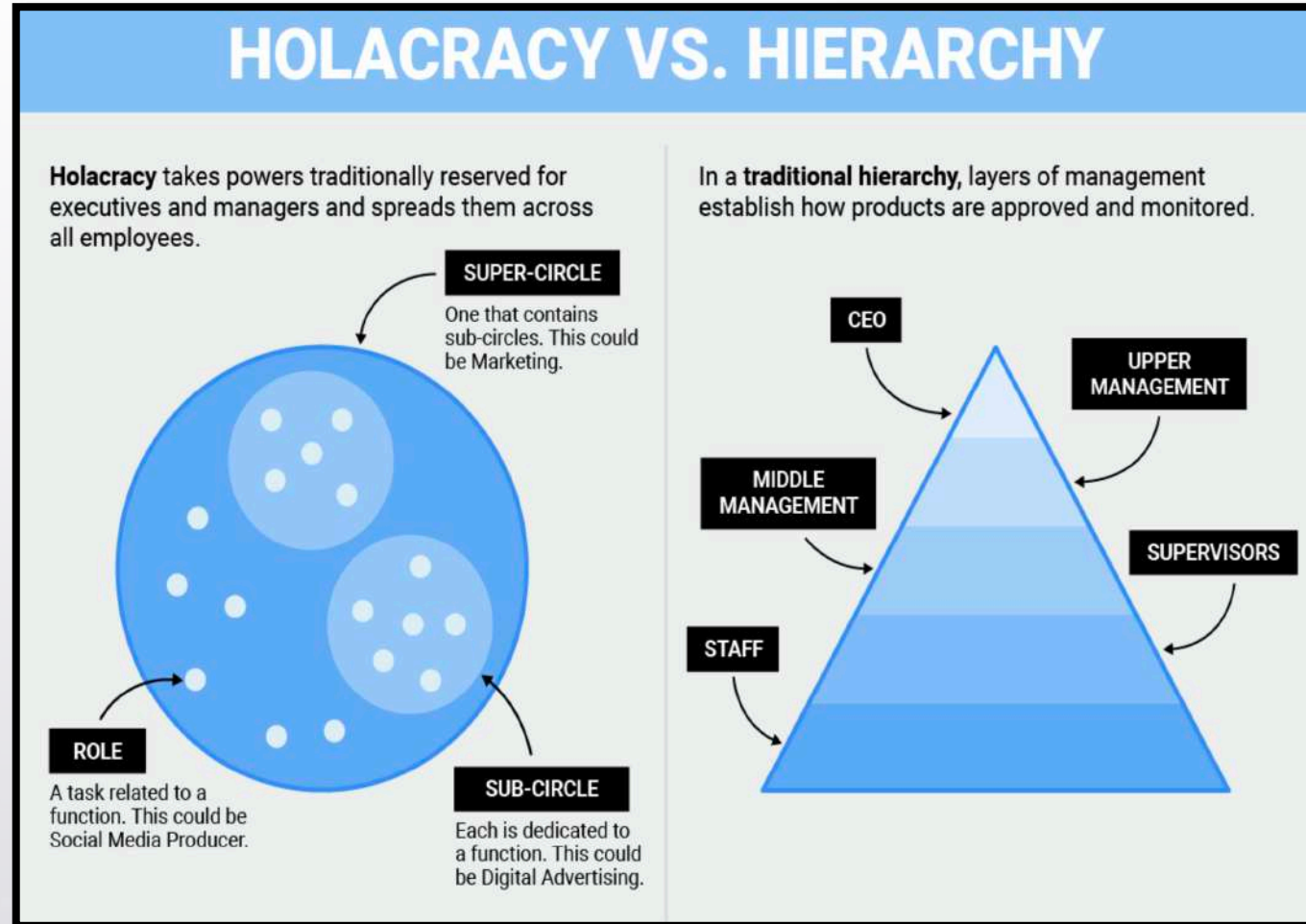


Image Source:
Holacracy.org

Startup Organization Chart





Thank You