

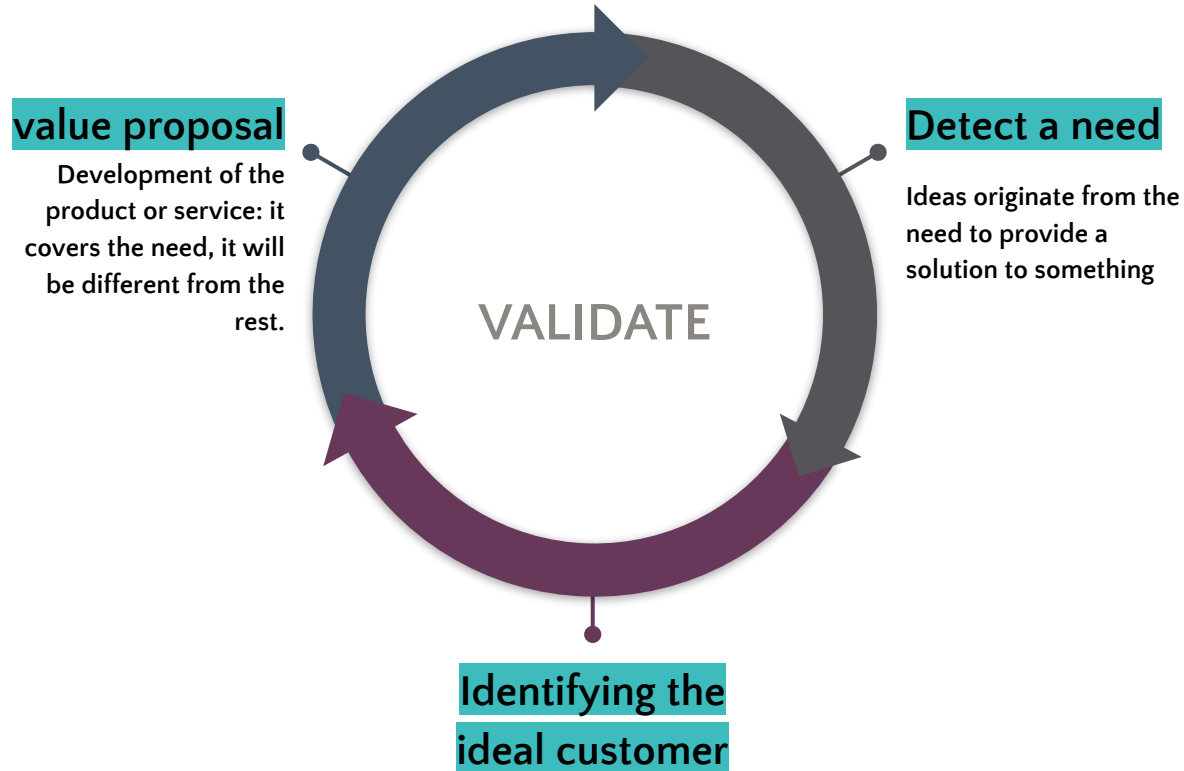


Welcome !

*Esta es la 1º diapositiva, podemos
poner la presentación del programa*



How to start?





The idea



Detec ideas (Expand your knowledge)

Trends

Metaverso

Detect problems

Recycle, sustainability

Your experience

what do you need that does not exist?

Low cost or high end version

Ryanair

New segments market

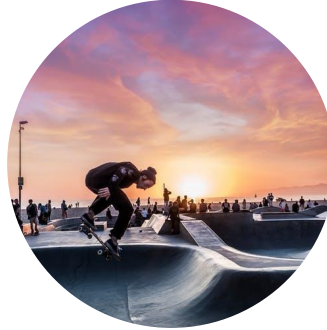
A park for adults

New policies or legislations

Masks



INSPIRE.



Trends:

- ◉ Conscious purchase
- ◉ Sustainability
- ◉ Health
- ◉ Technology
- ◉ Innovation
- ◉ Artificial intelligence
- ◉ Gamification

Let's see what you've learned. Your turn!



Base

WHAT DO YOU THINK? Generate as many ideas as possible

IDEAS

IDEAS

IDEAS

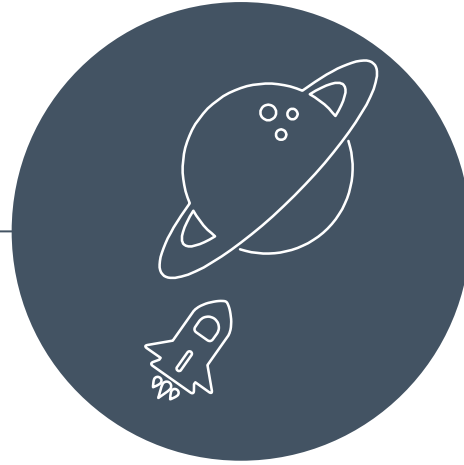
Let's see what you've learned. Your turn!



THE FILTER

Order the ideas.

TRASH	FUN	OBVIOUS	THINK TWICE	EUREKA!



Customer

First we need to understand what types of customers there are, so that we know how many I have in the development of my idea.



Define your customer ← (Expand your knowledge)

Customer

Person who has the need

User

Person who uses

Payer

Person who uses

Direct consumer product

In the sale of bread, the customer, user and payer will most often be the same person.

Children's product

The sales message is oriented to the adult customer and payer (benefits of using the product), but the product is designed according to the needs of the user (the child, safety regulations, colours, education...).

Business software

The payer is the finance director, you have to talk to him about profitability.

The customer is the head of department, you have to talk to him about productivity.

The user is the worker, you have to talk to him about optimising his time.



Define the main problem of the client(s)

Think of a single problem, it is easier to get what the client wants, if you think of many problems, the wear and tear of development is greater.

Why do you need to understand the problems?

The more you understand the problem, the better the solution will be.

Why do you buy?

Ayuda a vender

If you give a concrete solution, all the better:

Don't sell weight loss plans, show a before and after photo.

Eliminate purchase objections

If people see the result, purchase intent is automatically triggered

Let's see what you've learned. Your turn!

Define in detail your ideal client, their demographic and sociographic data (age sex, lifestyle, concerns...)



Define your customer

Customer

- Name:
 - Age:
 - Sex:
 - Hobbies:
-
- Concerns
-
-
- Expectations

User

- Name:
 - Age:
 - Sex:
 - Hobbies:
-
- Concerns
-
-
- Expectations

Payer

- Name:
 - Age:
 - Sex:
 - Hobbies:
-
- Concerns
-
-
- Expectations

Let's see what you've learned. Your turn!



Define your customer's main problem

Main problem



Solution expected



Main problem



Solution expected



Main problem



Solution expected



Define al detalle el principal problema del cliente, recuerda que tienes que llegar a lo que realmente le duele. Después identifica qué espera. Si compro un coche no busco solo desplazarme, según la categoría del coche, será velocidad, experiencia de conducción, confort, solución familiar...



**Product or
service**



What is the customer buying? ↑(Expand your knowledge)

Think about the brands you use regularly, the ones you don't give up, even if a cheaper one comes along, why do you buy it?

Belonging

Apple
Starkbucks

Pleasure and happiness

Hotels, restaurants, spa...

Eliminate a pain

Weight loss plans

Ease and time saving

Tunnel washer, glovo

Earning more money, saving or avoiding losing money

Investment plans

Knowledge associated with results

Specific training for better employment



What can you sell?

Professional services

The activity is linked to knowledge or skill:

- Advocacy
- Medicine
- Consultancy
- Training
- Repair

It does not require production, but the service must be adapted to the client's needs each time.

Taking into account the result you want to offer, the product or service can have different versions, but the result must be the same.



What can you sell?

Taking into account the result you want to offer, the product or service can have different versions, but the result must be the same.

Business services

The activity is linked to the development of something:

- Web design
- Graphic design
- Photography

Requires the production of a tangible or intangible product tailored to the client each time.

Taking into account the result you want to offer, the product or service can have different versions, but the result must be the same.



What can you sell?

Products

Primary or consumer goods, with or without production, intended for sale.

- Retailer
- Wholesale
- Digital products (apps/software)

Requires provisioning (stock) or constant updates.



What can you sell?

Taking into account the result you want to offer, the product or service can have different versions, but the result must be the same.

Infoproducts

Digital products with unique production and constant profitability

- Ebooks and guides
- Templates, tools, newsletters
- Online courses, webinars, lectures, workshops...
- Memberships

Let's see what you've learned. Your turn!

Don't produce all kinds of products and services, value their short-term profitability.



What can you sell?

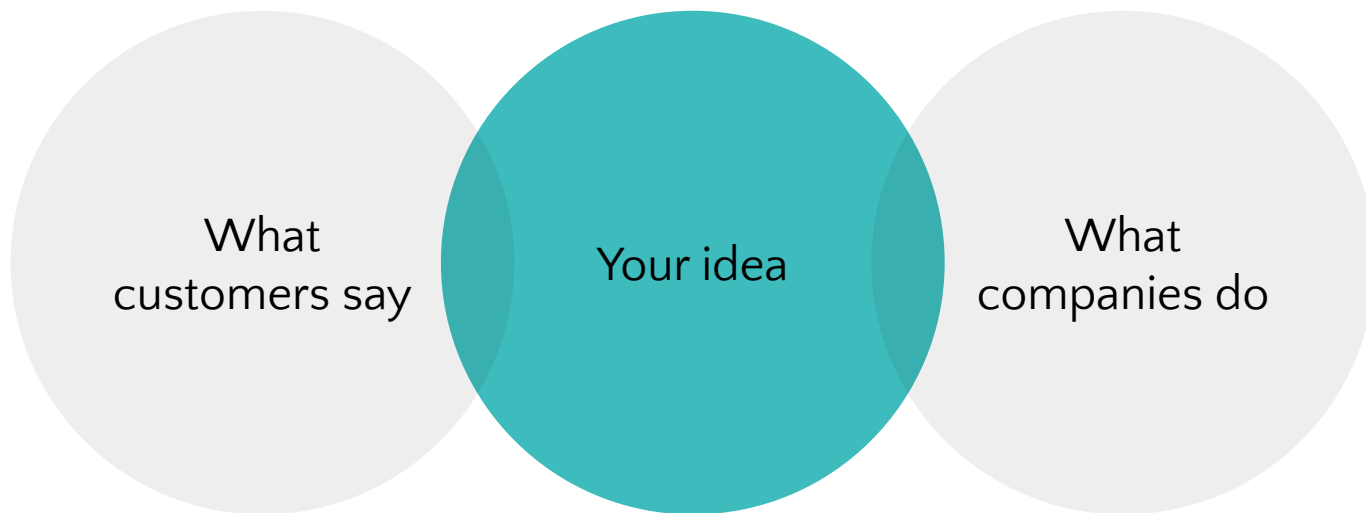
Product or service	Production cost (time)	Cost of production (money)	S/t profitability (how much you can sell without much investment in 90 days)	It's what the customer expects	Rating



Validation



How to validate your business idea



Validation is done with the sale, but when there are no sales yet, competitors' customers have the answers.



Analyse your competition ↑ (Expand your knowledge)

Their customers

Identify the best companies in the sector you want to enter, find out what their customers are saying:

- ◉ Google my Business reviews
- ◉ RRSS reviews
- ◉ Platform reviews (amazon, tripadvisor...)

It is important that you understand:

- ◉ What they are complaining about
- ◉ What the company is not doing
- ◉ What the company is doing very well

Validation is done with the sale, but when there are no sales yet, competitors' customers have the answers.



Analyse your competition

The competition

Analyse the questions below:

- Does the type of customer you have identified match?
- Does the company solve the problem you have identified? Can you do it better?
- Are there needs that nobody else covers, and if you focus on these?
- What is your main sales channel? The place where your customers are most active, that will tell you where you need to be first in order to sell.

Validation is done with the sale, but when there are no sales yet, competitors' customers have the answers.



Analyse your competition

The idea

Don't give up, they also started from the bottom.

- The important thing is that from the analysis, you verify that what you had thought is correct.
- There is a need
- The type of customer is identified
- The customer's problem is well formulated
- The product fits the result expected by the customer.
- There is an optimised sales channel (a social network or platform) where you can start selling without further development.

Let's see what you've learned. Your turn!



What happens in the competition?

Study the competition, with inspiration, as if you were the customer looking for the best option.

Company	Who is your customer? Identify if it is the same as yours	Where are you? On which RRSS or platforms do you leave your comments	What are they complaining about?	What are they happy about?	Conclusion



Your MVP (minimum viable product) ← (Expand your knowledge)

MVP

What can you do today with the resources you have today?

From what you think, is there an option that can already be sold through an existing channel?

If I want to develop software, I can sell an ebook on the theme on Amazon and I would only have the time cost of developing it, the simpler it is, the shorter the time.

Para poder empezar, es necesario monetizar desde el principio, céntrate en un cliente, un producto y un canal y cuando esté validado en real, pasa al siguiente nivel (más tipos de clientes, más productos o servicios...)



Innovation... What would happen if...?

- Everything had the same price
- Had accessories
- Free of charge
- There was a partnership like Netflix and pizza hut
- User engagement
- Physical and digital version
- If it was B2B
- Flexible pricing
- Daily presence

Let's see what you've learned. Your turn!

What can you sell now?

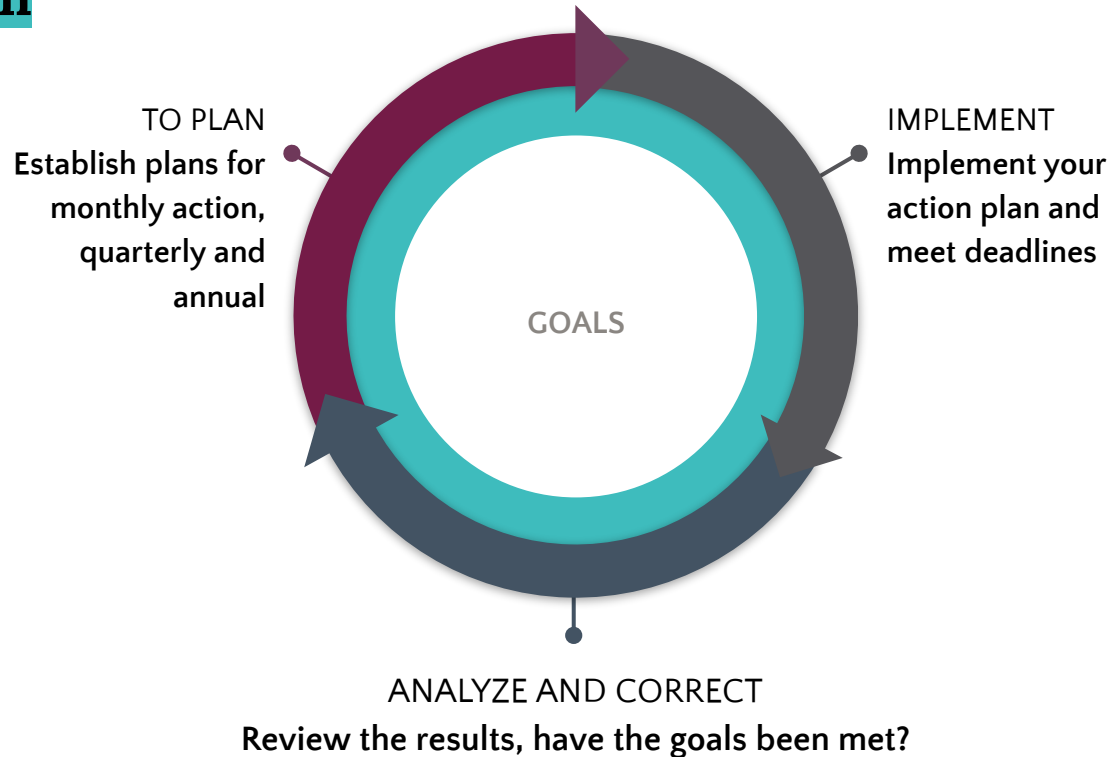


What will be your MVP?

Customer	Main problem	What do you expect?	What result are you going to sell?	What is the channel where the customer is?	What can you sell now?



The usefulness of the action plan





Esta es la última diapositiva

