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Let's teach them to fail

Google's tools for fanboys of
Customer Development

Many Scientists & Engineers research on basic science

Developers Communities:

- Healthy and growing

Top Countries

Events in Last 6 Months

1. [United States](#) (230)
2. [India](#) (147)
3. [China](#) (121)
4. [Philippines](#) (80)
5. [Spain](#) (74)
6. [Cote d'Ivoire](#) (72)
7. [Germany](#) (70)
8. [Argentina](#) (64)
9. [Tunisia](#) (61)
10. [Italy](#) (51)
11. [South Korea](#) (48)
12. [Kenya](#) (41)
13. [Mexico](#) (40)
14. [Egypt](#) (39)
15. [Algeria](#) (38)
16. [Brazil](#) (37)

Attendees in Last 6 Months

1. [India](#) (10807)
2. [China](#) (7389)
3. [Congo](#) (5090)
4. [United States](#) (3906)
5. [Philippines](#) (3017)
6. [Tunisia](#) (2940)
7. [Egypt](#) (2870)
8. [Turkey](#) (2176)
9. [Spain](#) (2131)
10. [Sri Lanka](#) (2083)
11. [Italy](#) (2070)
12. [France](#) (1720)
13. [Peru](#) (1594)
14. [Czech Republic](#) (1532)
15. [South Korea](#) (1361)
16. [Algeria](#) (1332)

Chapter Circlers on Google+

1. [Taiwan](#) (40112)
2. [Ukraine](#) (22890)
3. [Ghana](#) (18008)
4. [France](#) (15367)
5. [United States](#) (11291)
6. [Germany](#) (9782)
7. [India](#) (9721)
8. [China](#) (4965)
9. [Italy](#) (4932)
10. [Russia](#) (3466)
11. [Egypt](#) (3359)
12. [Thailand](#) (3326)
13. [Philippines](#) (3274)
14. [Canada](#) (3192)
15. [Brazil](#) (3165)
16. [Spain](#) (3084)

Intellectual property production in Spain¹:

- 10th in the global rank!
- 3% of the total scientific production

but....

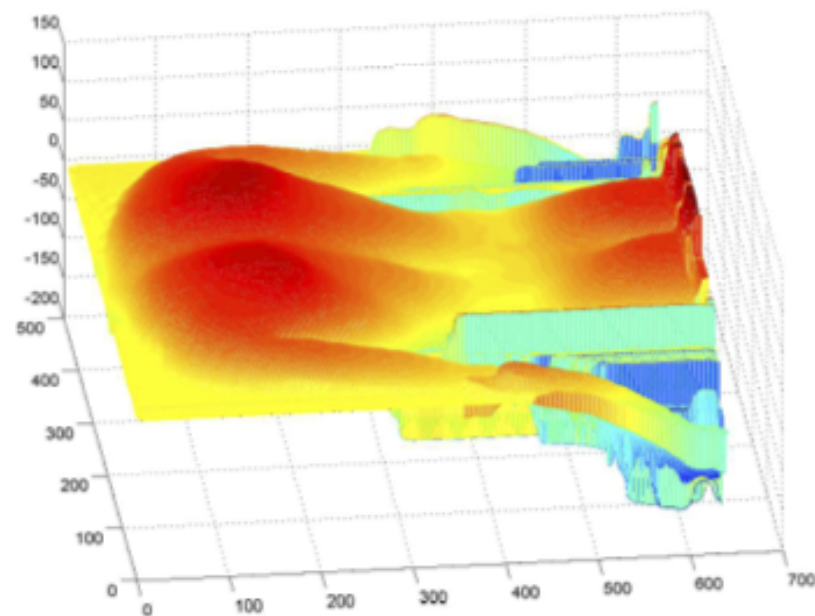
- 30th in the global rank of innovation

¹ CYD Report 2011

Others solve problems which nobody care about them,....

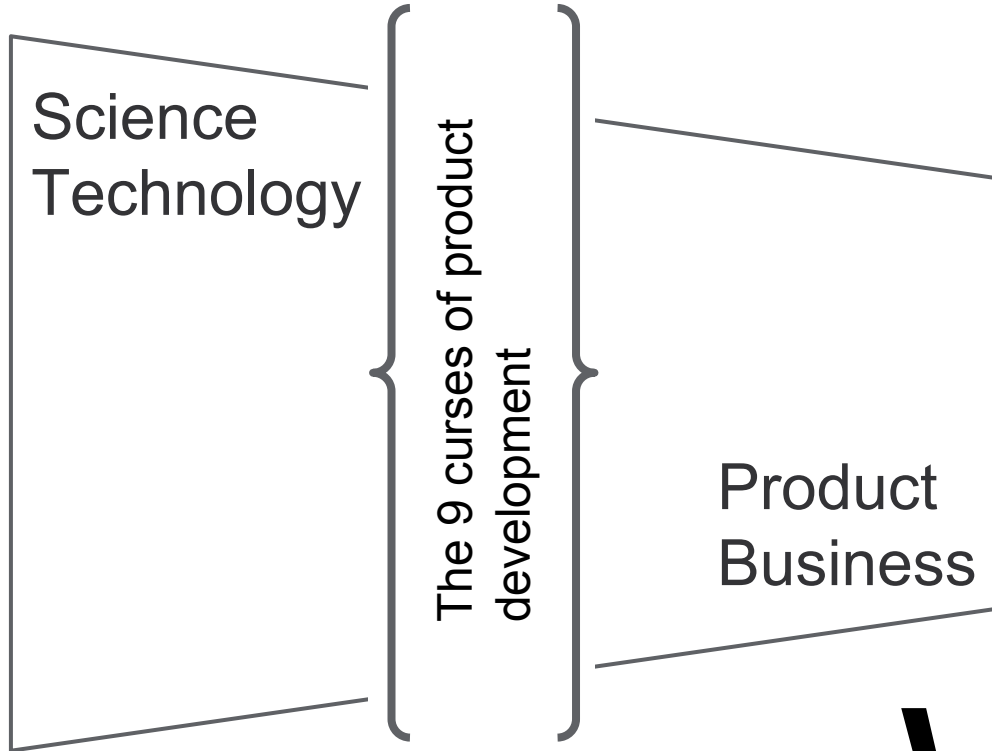
Raxis

- 1999 Problem: 3D scanner for scoliosis diagnostic
- 2000 Solution: fitted!
- 2000-01: Product/market: failed!



So?

The "BIF"* effect
Broken Innovation Funnel



Why?

The 9 curses of Product Development

#1 I know what the customers wants

#2 I know what features to build

#3 Focus on launch date

#4 Execute instead test, learn and iterate

#5 Traditional (zombie) business plans: no trials, no errors

#6 Job titles are not startups rolls

#7 Sales and marketing teams execute the plan

#8 Premature scale

#9 Managing by crisis leads to a dead spiral



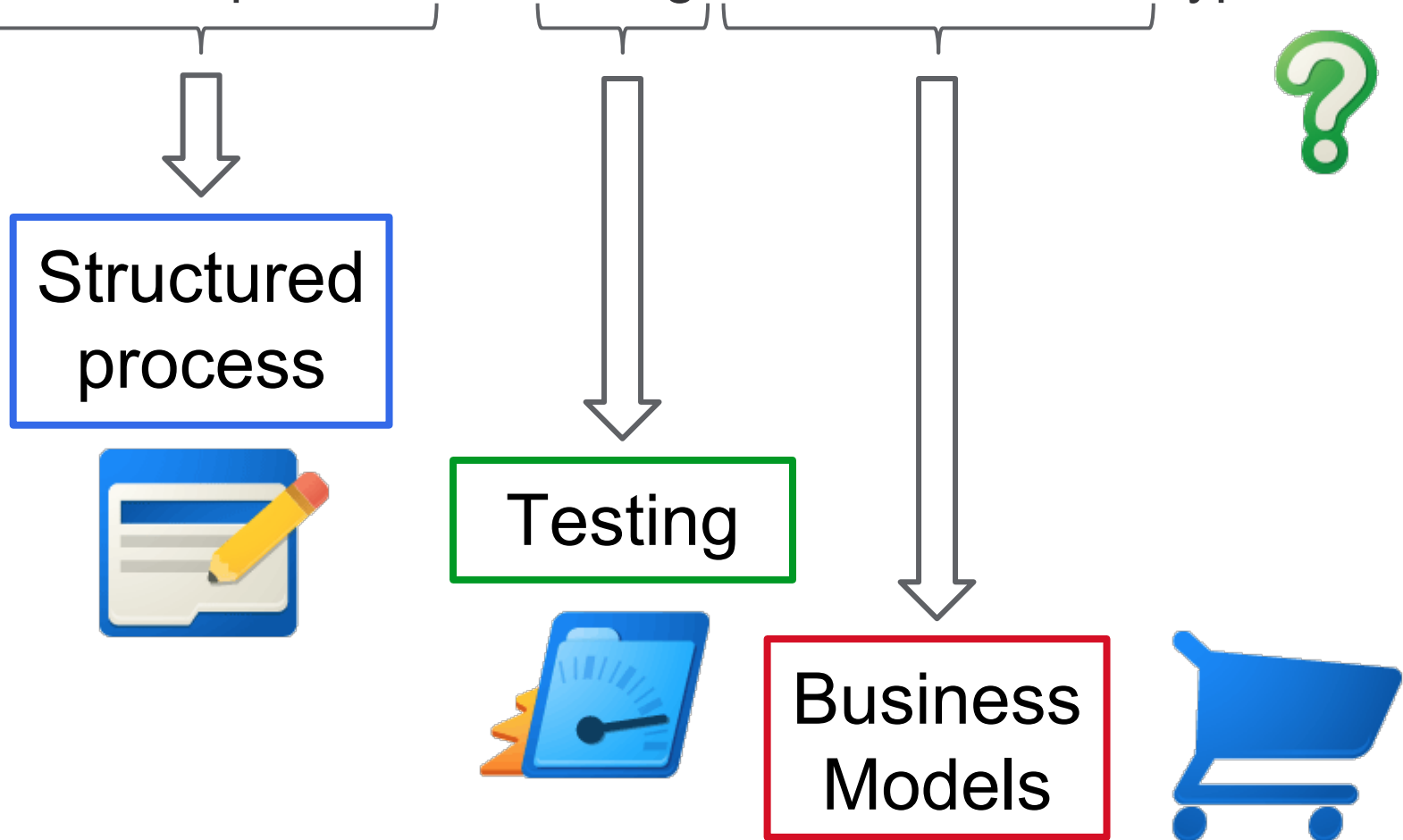
Let's teach them to fail!



“The closer a company is to a predictable, scalable business models, the higher its likely valuation, preserving more stock for the founders at fundraising time”

Customer Development

“A structured process for testing business models hypotheses”



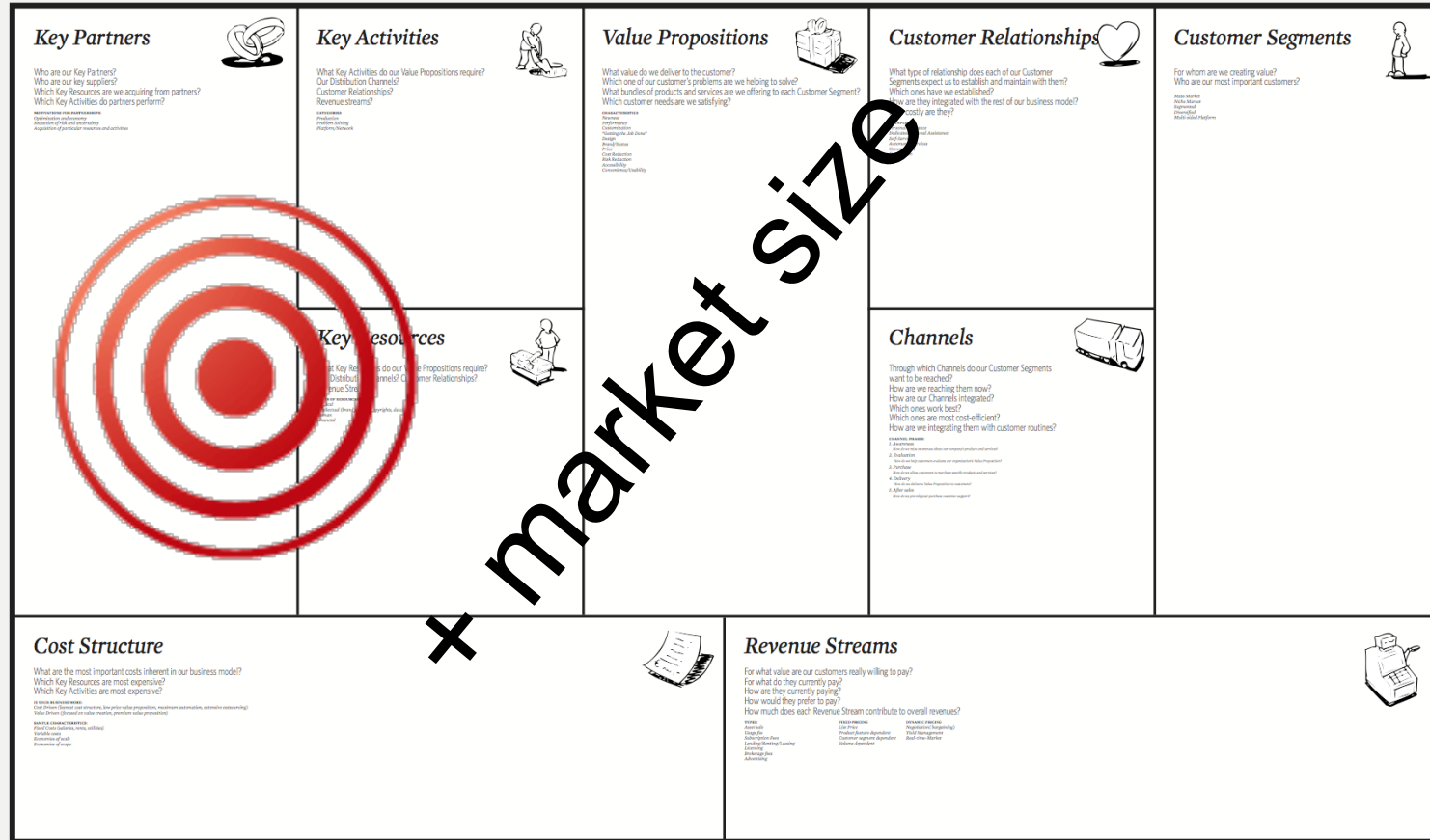
Hypotheses?... Business Model Hypotheses?

The Business Model Canvas

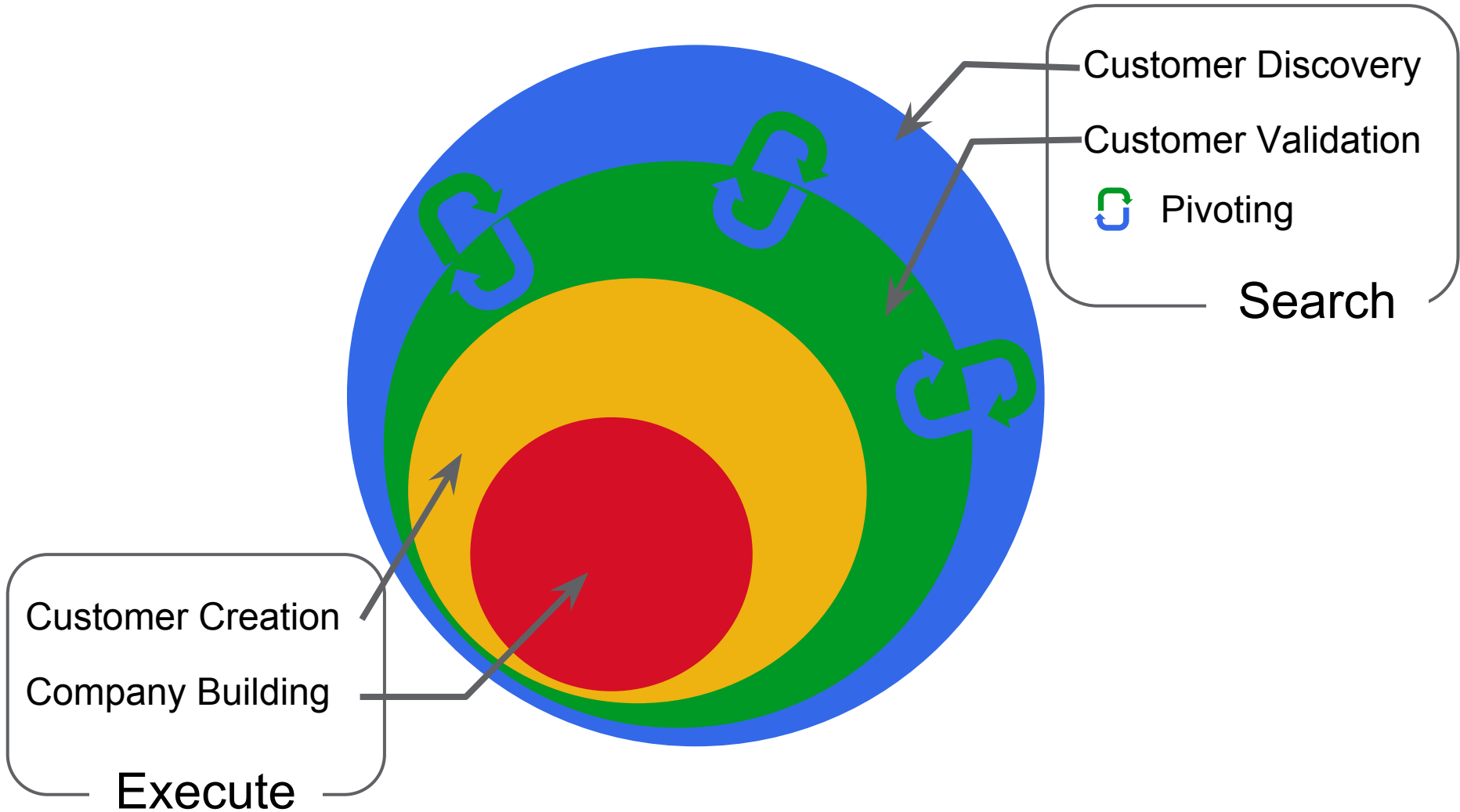
Designed for:

Designed by:

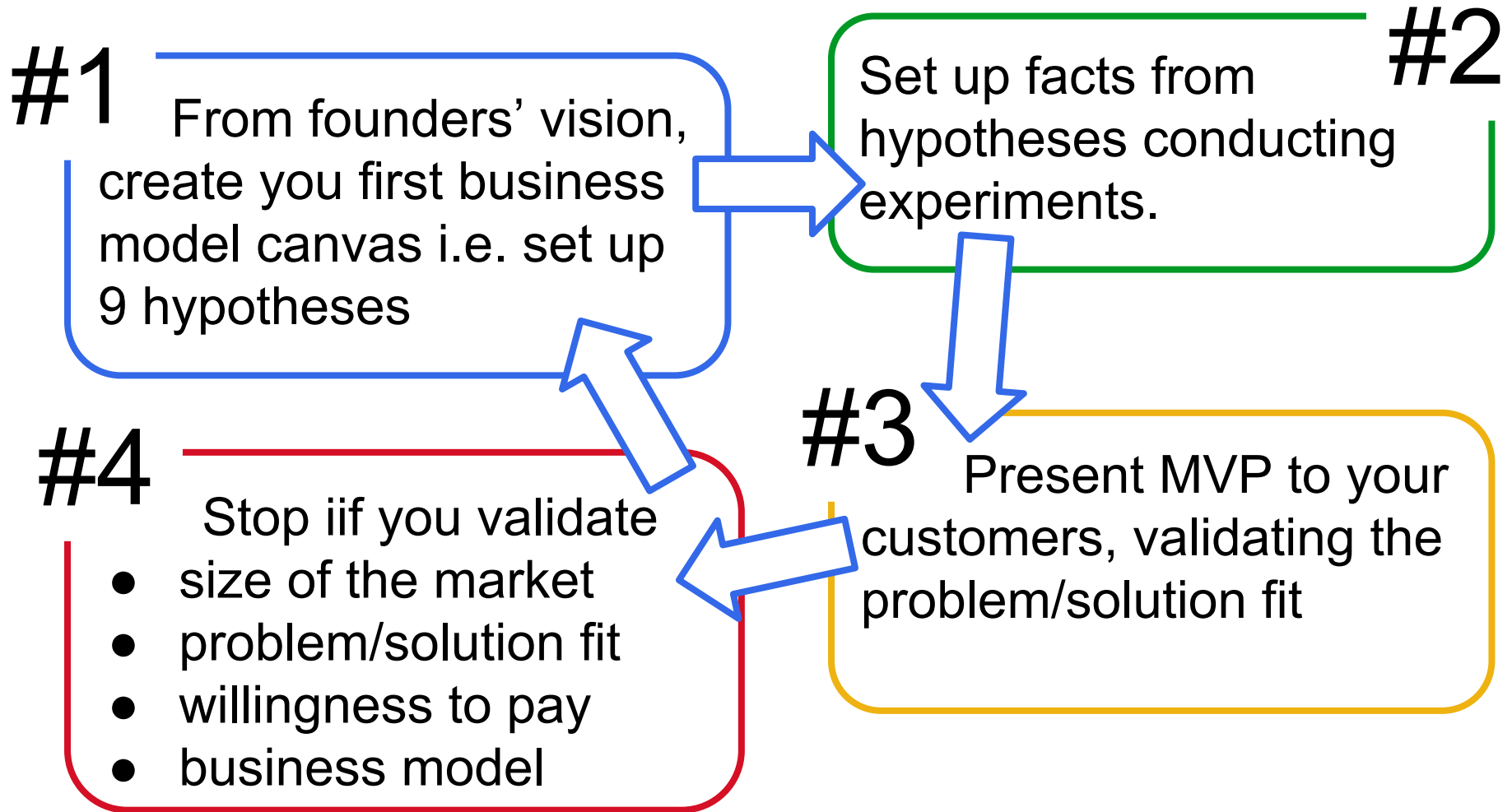
On: Day Month Year
Iteration: No.



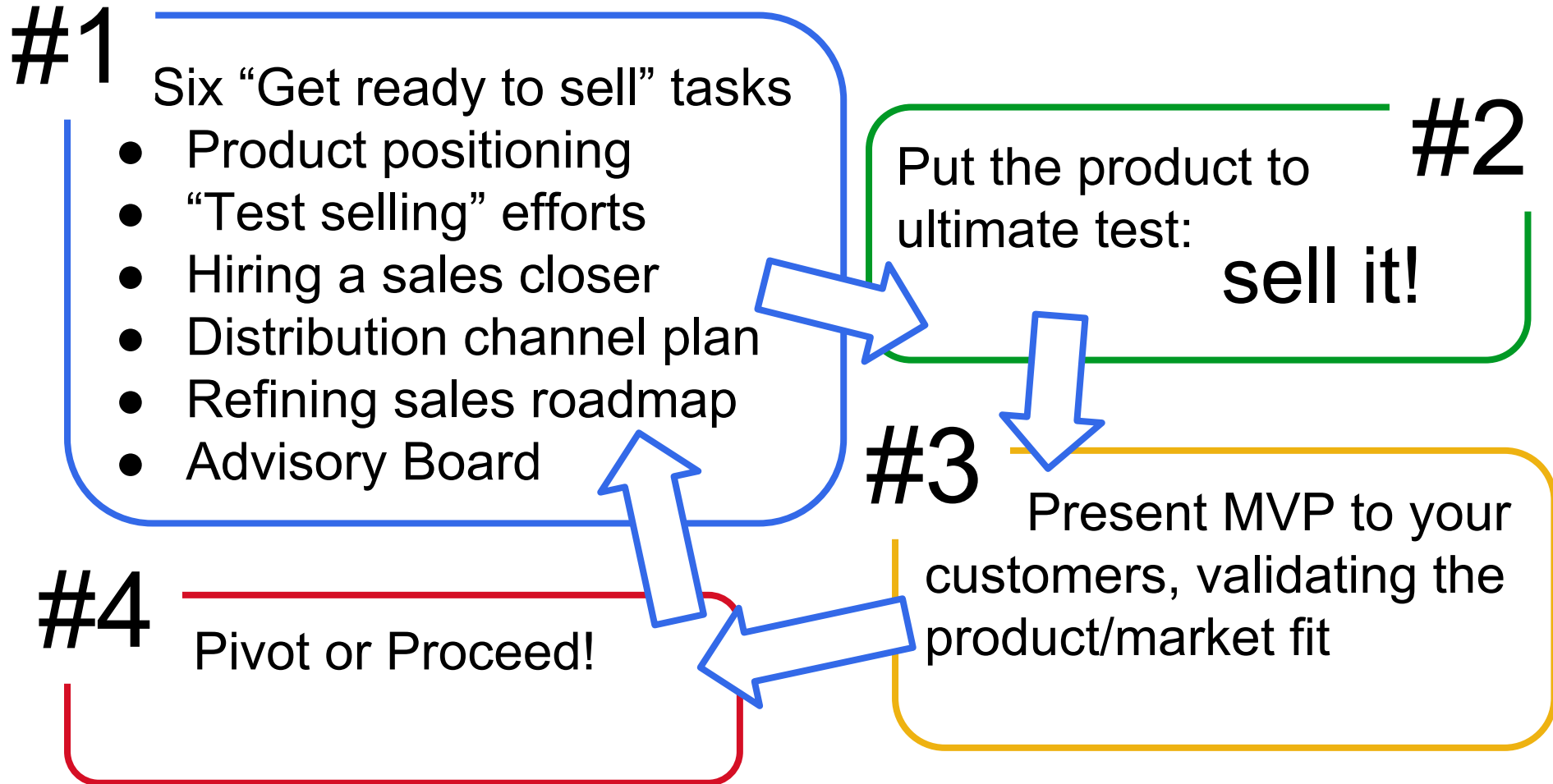
Customer Development: structure



Overview of Customer Discovery



Overview of Customer Validation



Google “Customer Development” Platform

Discovery

Trends

Consumer Survey

Blogger / Sites



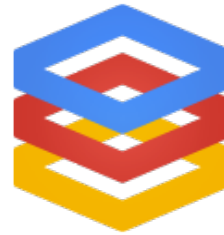
Validation

Analytics

AdWords

Play

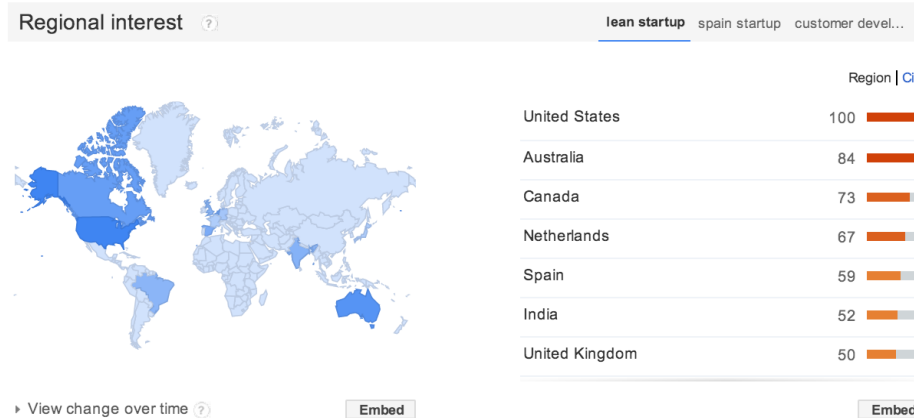
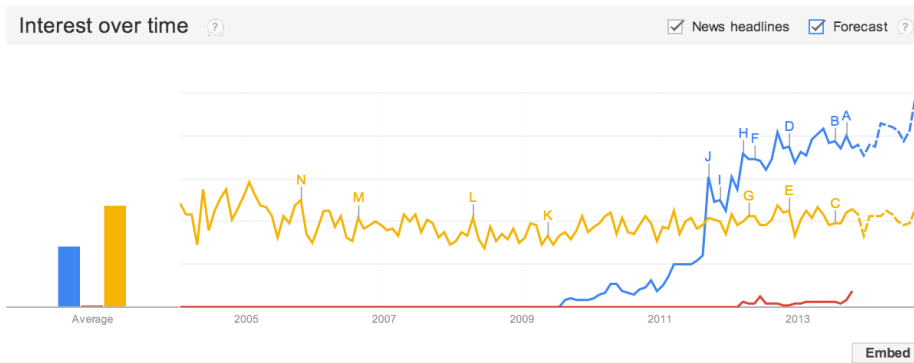
Wallet



Search

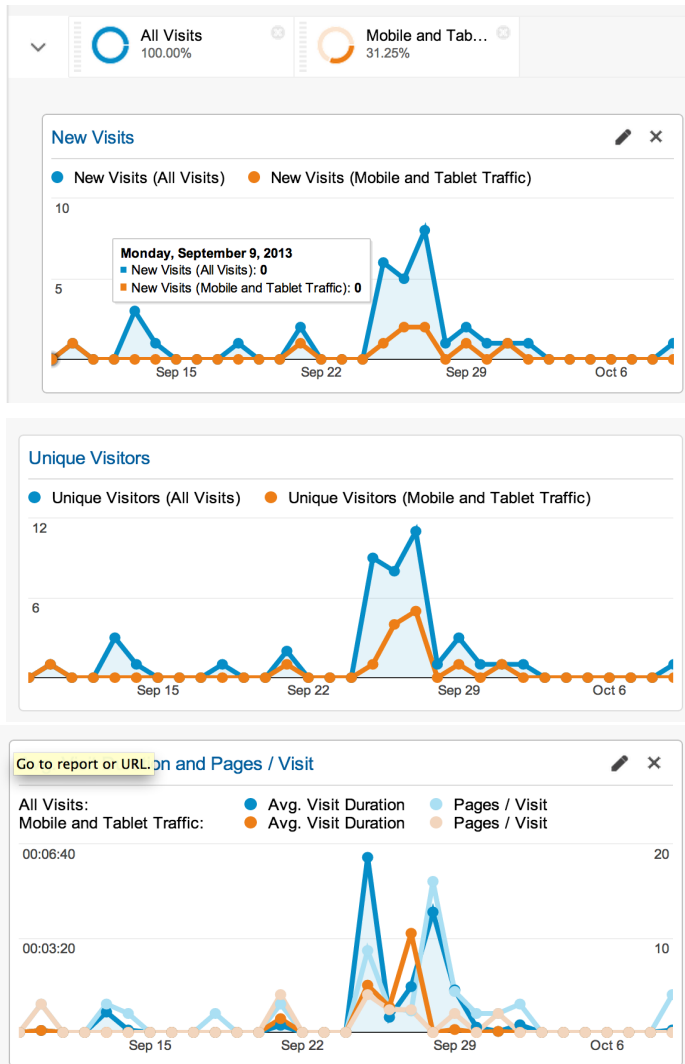
Google Trends

Search term |
 Search term |
 Search term |
 + Add term



- Market modeling
 - Size
 - Distribution
 - Internationalization
- Competition Analysis
- Product positioning
 - Sustitutives
 - Complementaries
- Company positioning
- Earlyvangelist identification
- Advisory board identification

Google Analytics



- Testing A/B (with Blogger or Google site)
 - Customer segmentation
 - Product positioning
 - Company positioning
 - Test selling
- Marketing inbound (with Google App for extended analysis and reporting)
- Acquisition plan
 - Customer acquisition
 - Customer activation
- Business model scaling
- Monetization

Google Consumer Survey



Concept & Product Development



Market Trends



Brand Tracking



Marketing Design



Campaign Measurement



Timely Questions



Customer Satisfaction

NEW



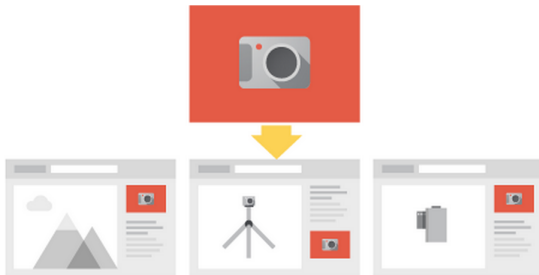
Custom Survey Portals

And many more tools...

Adwords



Display networks



Development platforms

- Mobile / Web / Cloud
- Free / Freemium
- Starter Pack for Startups: \$2,000 free credit (Ask me for more information)
- Online stores



In conclusion....



All the rules about new-product management are turned upside down!



Save money, testing your business model before to scale!



Google is a great platform to implement agile metrics for business models

Thank you!



Google
Developers

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