

Meeting w/ Mr. Manickam 11/10

AGENDA

1. Ask to record
2. Welcome; Thank you note
3. Did you get a chance to read the supplemental materials?
4. Updates
 - a. Finished formula
 - i. Adjusted formula
 - b. Identified 6 competitors & ordered samples
 - c. Did a positioning analysis of 10 competitors
 - d. Reviewed email flows of the 6 competitors – content creation
 - e. Read *The Lean Startup* – that got me thinking about how I provide value to my customers, my leap-of-faith assumptions, and what rapidly testing my idea would actually look like
 - f. Created survey
 - g. Change in scope--no more graphic design (maybe pay someone)
5. Questions
 - a. Now that I have all of this data, how do I go about actually deciding how to position my product?
 - b. I touched on this with the survey, but what would you recommend to gain validated learning now?
 - i. What were your thoughts on the survey?
 - c. What are your thoughts on the specificity of a business plan?
 - d. How do you incorporate positioning into a brand name?
 - e. What was one time you took a huge risk and it paid off?
6. New book recommendation
7. Next steps:

- a. Finalize positioning
 - b. Mission
 - c. Name
8. Thank you

Notes

- Positioning
 - Use my value propositions and look at competitors positioning in terms of them
 - Stack-rank competitors for each value proposition, and determine 3 closest competitors
 - Look at the “space” between those 3 competitors--where is there room for me?
 - Pricing, slogan, colors, etc...
 - Vastly different vs. slightly refined
 - Determine 2-3 approaches and create brand asset mockups for each one
 - Focus group or survey?
- Lean Startup
 - Idea, product market fit, etc. are more important than long term forecasting
- Naming
 - Ensure potential for high search engine results
 - Look for commonalities among competitors’ names
 - Synonyms
 - Name as an established brand/insider
 - Science
- Document thought process