

A vibrant, slightly faded photograph of a large group of young people, likely students, celebrating enthusiastically. They are jumping, cheering, and throwing confetti or small balloons into the air. The scene is set outdoors, possibly in a courtyard or street, with buildings visible in the background. The overall mood is one of joy and excitement.

Welcome to New Entrepreneurs





At Reap, we help entrepreneurs succeed.

Our formula? On-demand experts in marketing, sales,
and technology combined with the power of peer support.



The 5 Strategies for Success

Building
a successful company
is a continuous journey





#1 Identify Problem & Opportunity

Problem

- Is it an issue with a future
- Is it quantifiable
- Is it solvable

Opportunity

- Is it big (enough)
- Is it a crowded space
- Is there an untapped unique way of solving the problem

How to get started: Primary and secondary research, consumer interviews.

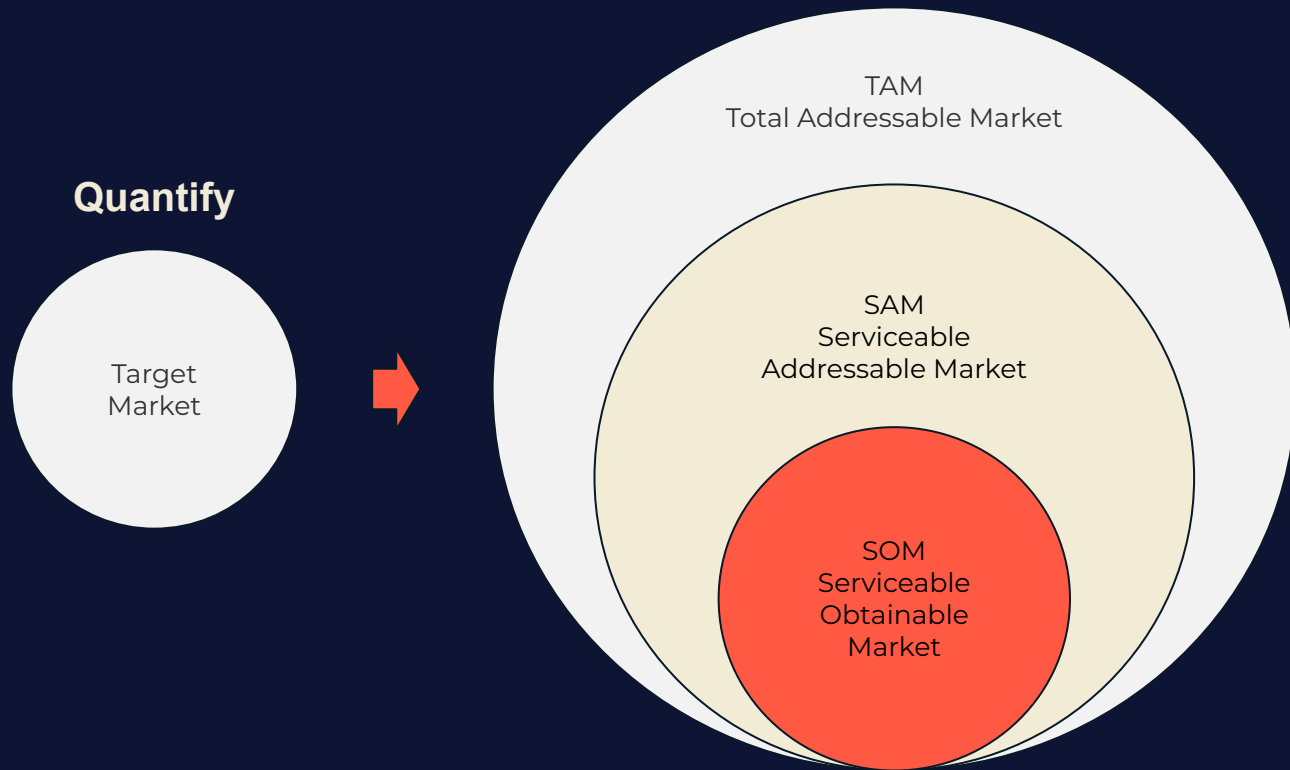


#2 Assess Target Market & Competitive Ecosystem





#2.1 Quantify Target Market



How to get started:

Model your market based on multiple, reliable data sources, be “moderately optimistic” in your projections.



#2.2 Analyze Competitive Ecosystem

Analyze

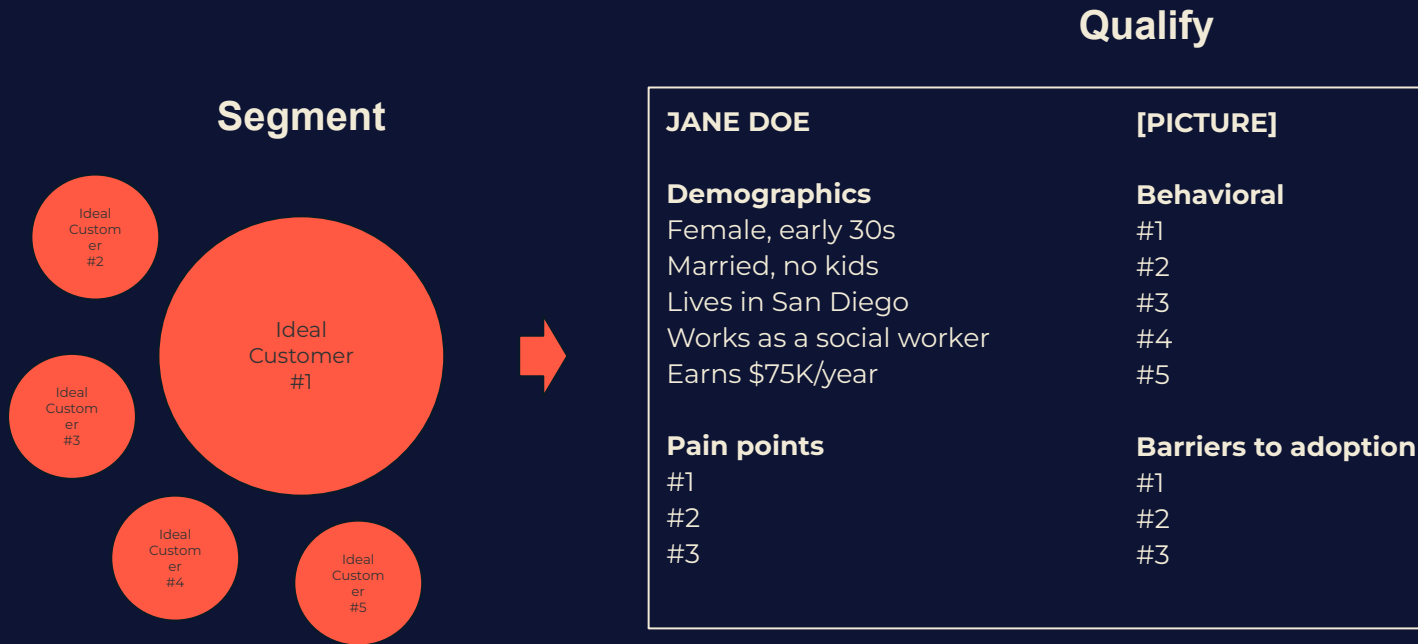


STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

How to get started: List key stakeholders, summarize impact to your business.



#2.3 Segment & Qualify Target Customers



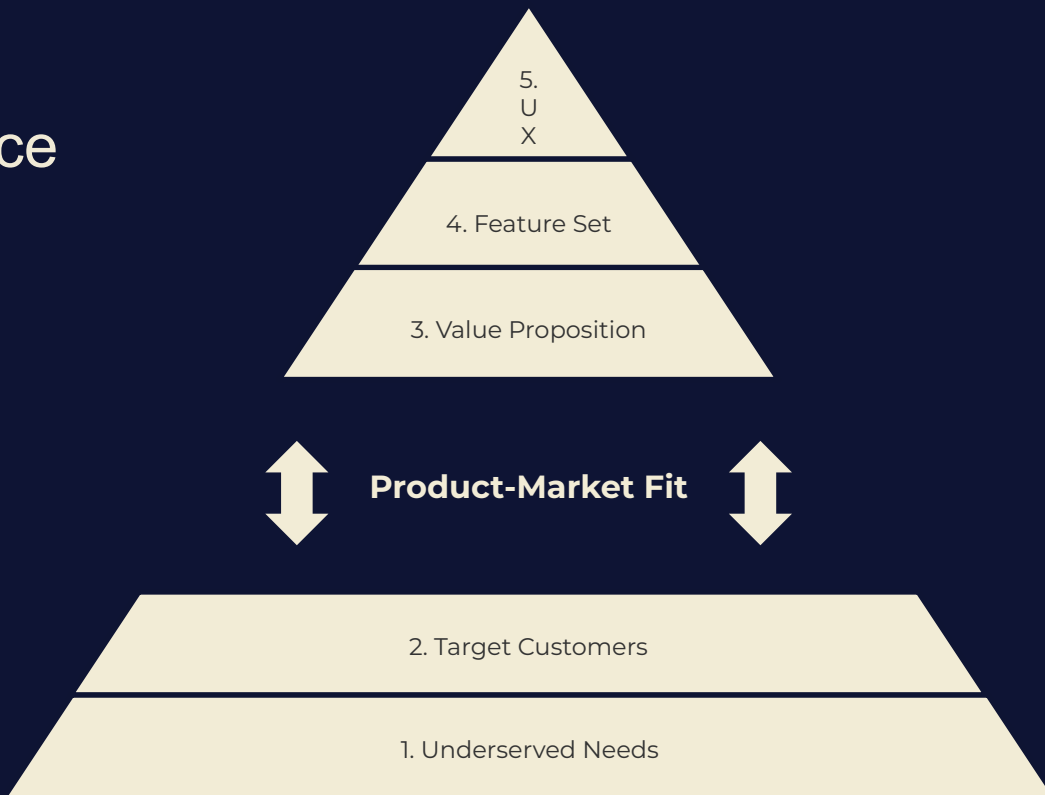
How to get started: Create distinct and complementary segments, bring them to life.



#3 Design Product or Service for this Market

Build a product or service that creates significant customer value.

How to get started: Specify your Minimum Viable Product, prototype it, test it, and iterate.





#4 Develop Unique Value Proposition & Messaging

WHAT

PROBLEM /
OPPORTUNITY

TARGET
CUSTOMERS

PARTNERS /
COMPETITORS

PRODUCTS /
SERVICES

HOW

FEATURE SET
& USER EXPERIENCE

BENEFITS &
DIFFERENTIATION

PERSONALITY
& STYLE

WHY

COMPANY VALUES

BRAND MISSION & VISION

BRAND STORY

**How to get
started:**

Keep it simple,
make it appealing to
employees,
customers,
partners,
investors,
journalists.

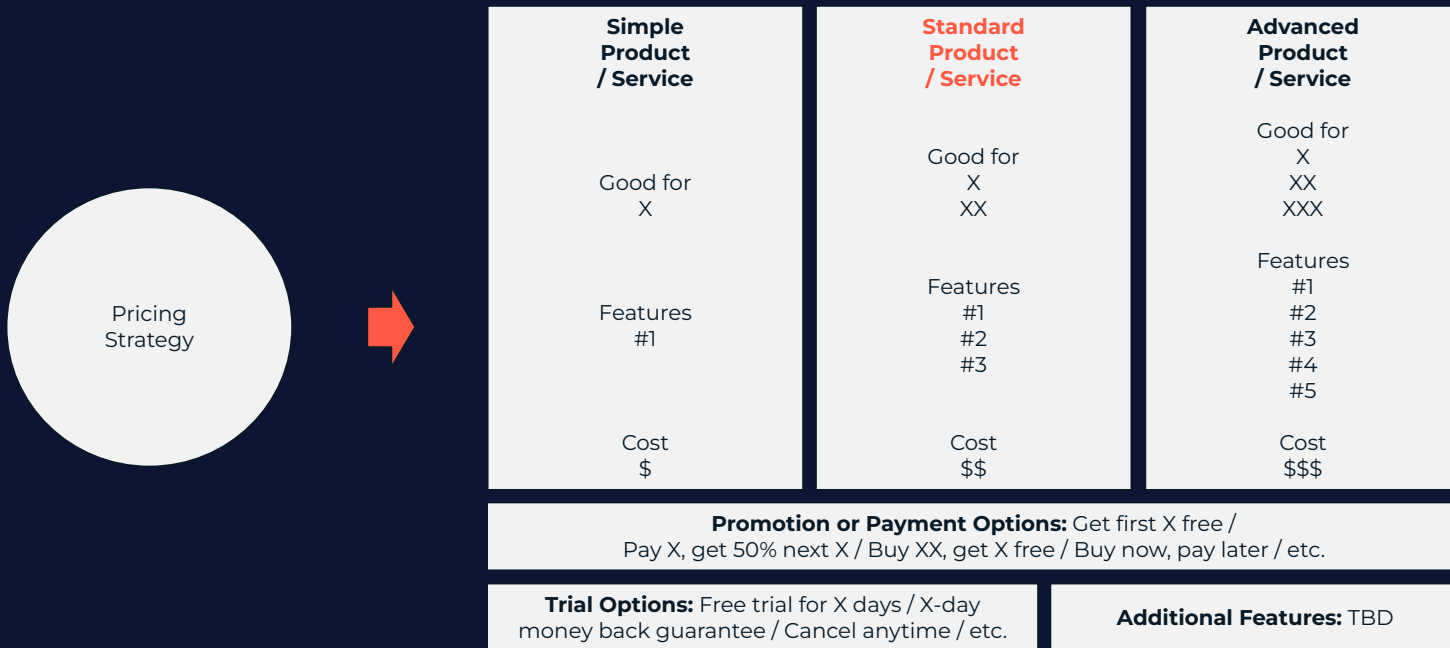


#5 Define Go-To-Market Strategy





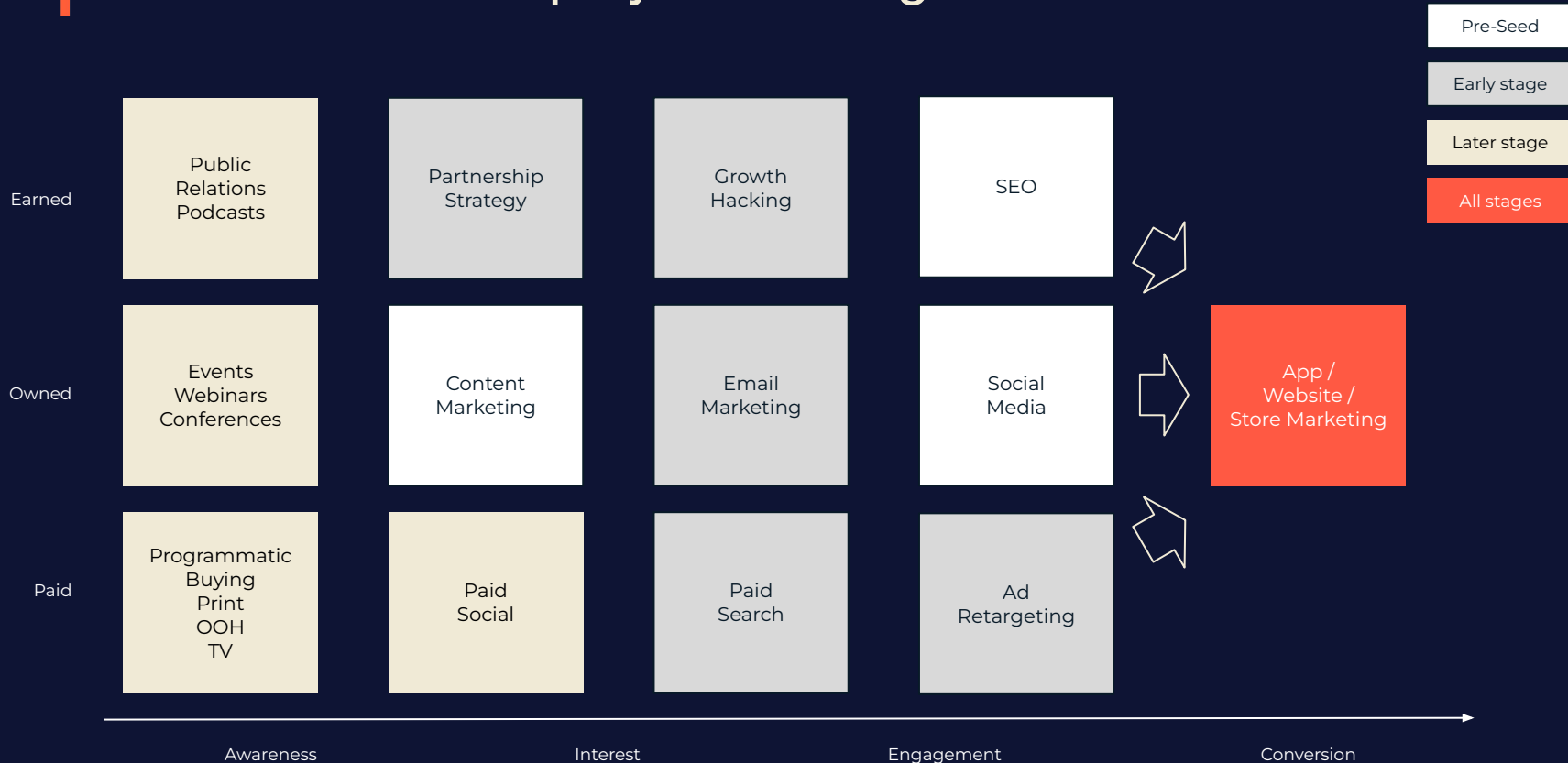
#5.1 Define Pricing, Promotions, and Payments



How to get started: Define standard offering, give other options, think up/cross-sell.



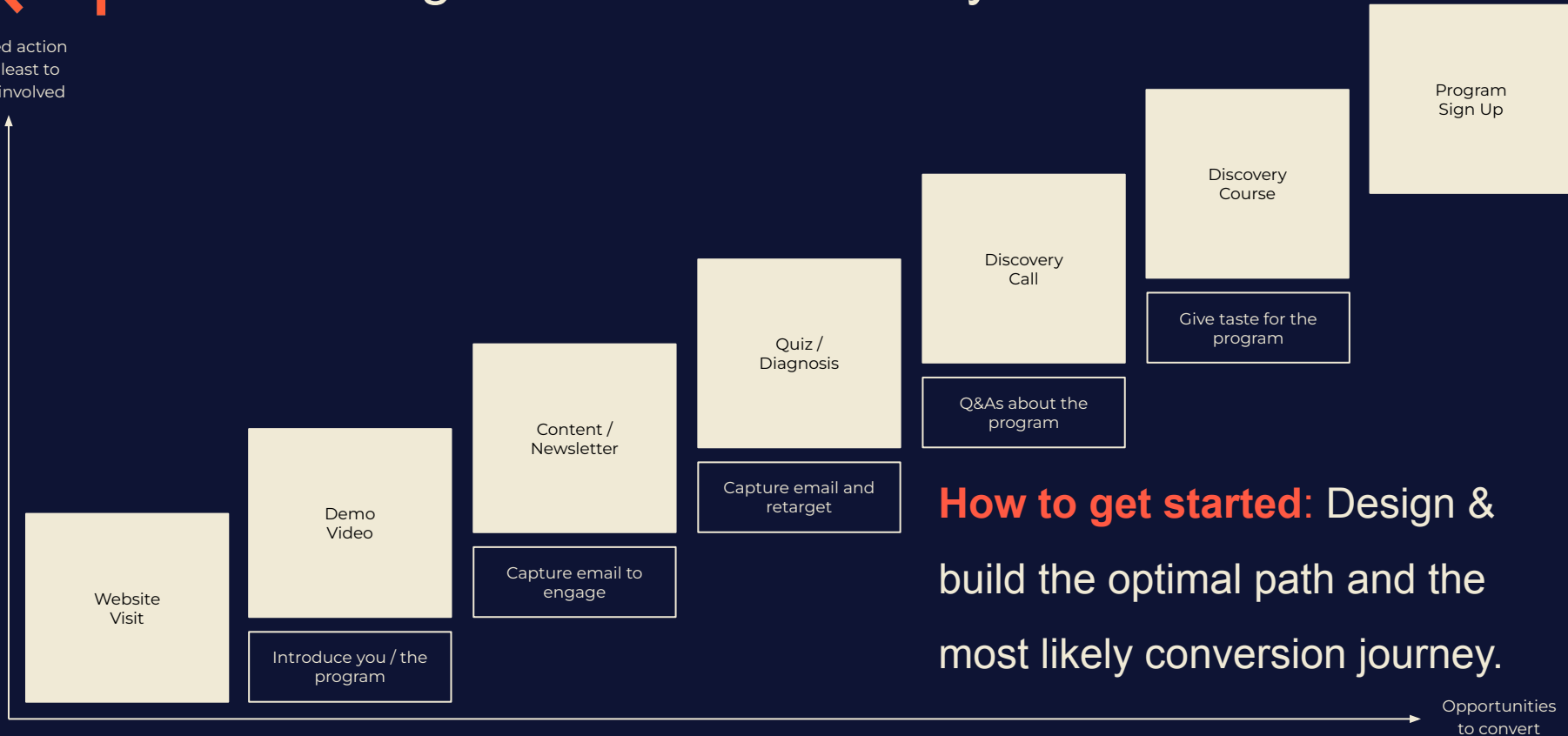
#5.2 Plan & Deploy Marketing Channels





#5.3 Design Conversion Journey

Desired action
from least to
most involved



How to get started: Design & build the optimal path and the most likely conversion journey.

Opportunities
to convert



Key Takeaways

- A solution / product / platform **without a clear problem** to solve or a **major opportunity** to leverage is like a house without a foundation.
- Define your target market, bring your buyer persona to life, get to know your customers. Don't try to be all things to all people - **be something meaningful to a few people**.
- Your **competitive ecosystem** goes beyond your close competitors. Buyers, suppliers, supporters, regulators, alternative solutions are also part of it.
- Getting to product-market fit means building a product that creates **significant value** for a set of target customers by meeting underserved needs.
- Keep your storytelling **simple and memorable**. Appeal to all stakeholders.
- Find your **go-to-market formula** = pricing + channel + conversion strategies.



Thank you!

Reap

a more rewarding entrepreneur's journey

Join us at reapcommunity.co