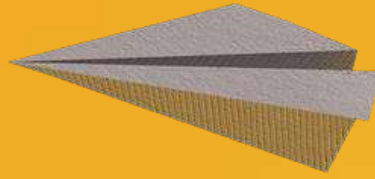




NextGen Ignite

The brand-new transformational journey for guiding a new generation of entrepreneurs

Customer and Markets
Handout



By the end of the week, you will be :

- Identify the market type for your venture
- Segment your customers and identify a niche market
- Create your customer persona

Steps:

1. Market Identification
 2. Customer segmentation
 3. Carving a Niche
 4. Customer Persona
-

1. Key Players



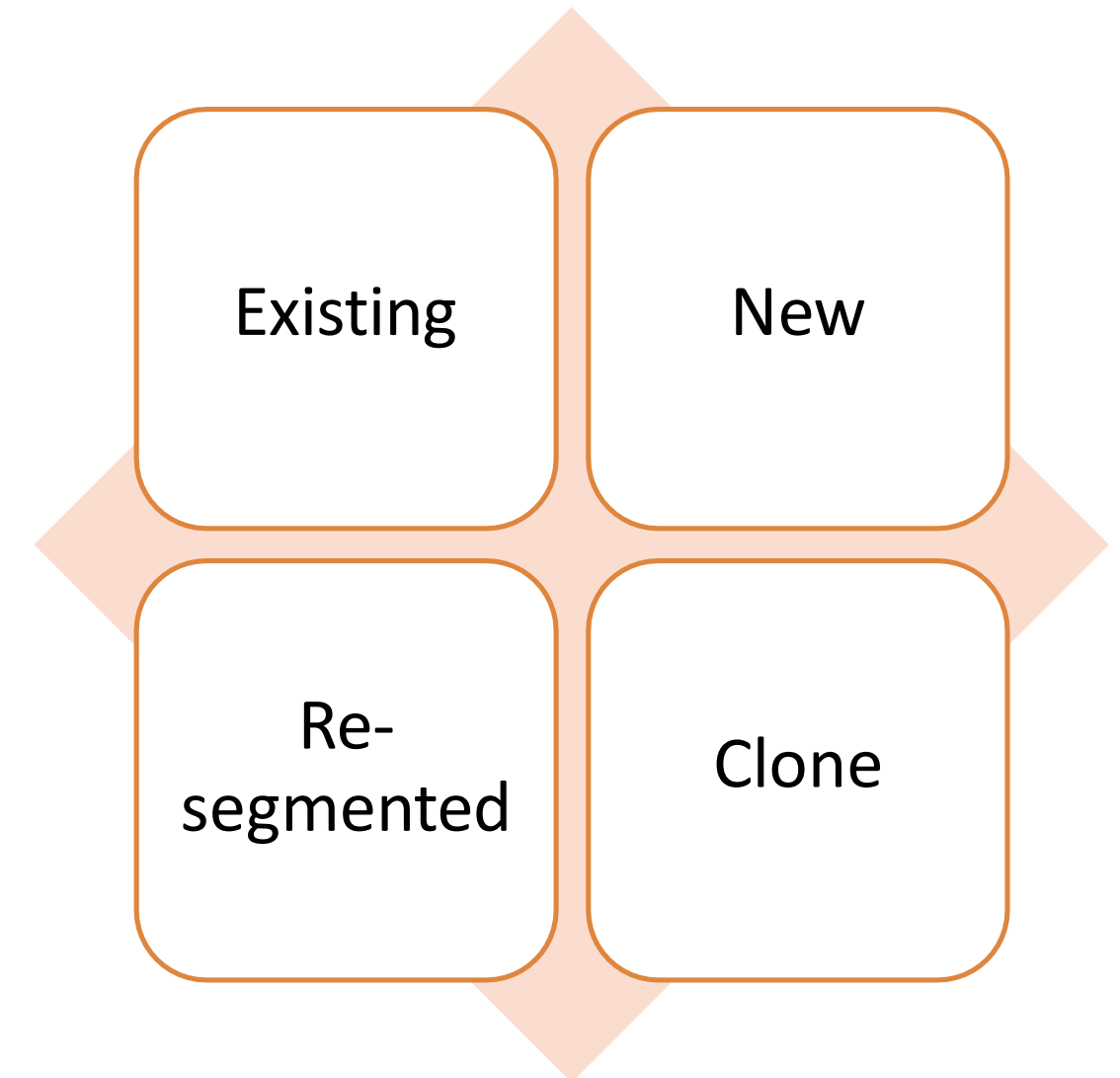
2. Recent Innovations



3. Sales Cycles



4. Adoption Rates



Customer Segment

Demographic

Geographic

Psychographic

Behavioral

Identify your Niche

Demographic

Geographic

Psychographic

Behavioral

- Top-down approach

- Bottom-up approach

Persona – Entrepreneur



Risk takers

Self-motivated

Passionate

Goals

- Business Sustainability
- Become the next-big thing
- **Receive investor interest and funding**
- Secure financial future for self and family

Frustrations

- Not receiving the desired level of customer traction
- **Lack of connection to mentors and experts**
- **Getting an audience with investors**

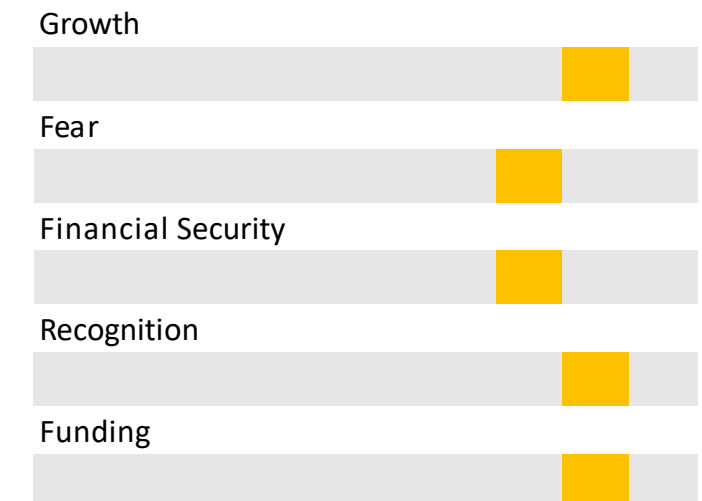
Bio

Krish has started his venture about a year ago. Presently, he is at POC stage and has some customers. The venture has yet to achieve its breakeven. He *needs* to make the venture sustainable so that he can start planning for funding to fuel his next level of growth.

He believes the solution has an immense potential to carve out a niche for himself and might end up changing the market dynamics. He is open to take guidance from the mentors, and experts to take his business to success.

He attends different entrepreneurial seminars **and tries to network with experts**. He makes an effort to discuss his business challenges with similar-minded people. At times, he becomes defensive and is unreceptive to strategic advice that is not conducive to his line of thought. At the same time, he is riddled with the fear of losing personal financial security, unfavorable market feedback and lack of investor interest.

Motivations



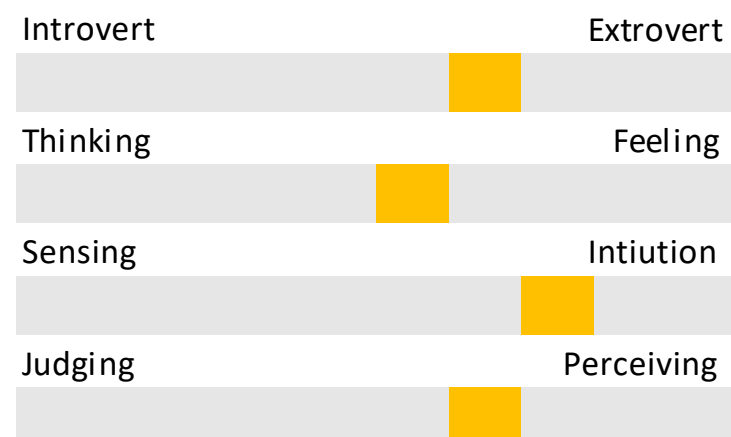
I am in love – I eat, sleep and breathe my venture every moment of the day. I will make it happen.”

Age: 25 - 35

Work: Entrepreneur

Location: Sec A / Sec B cities

Personality



Customer Persona Template



Personality trait

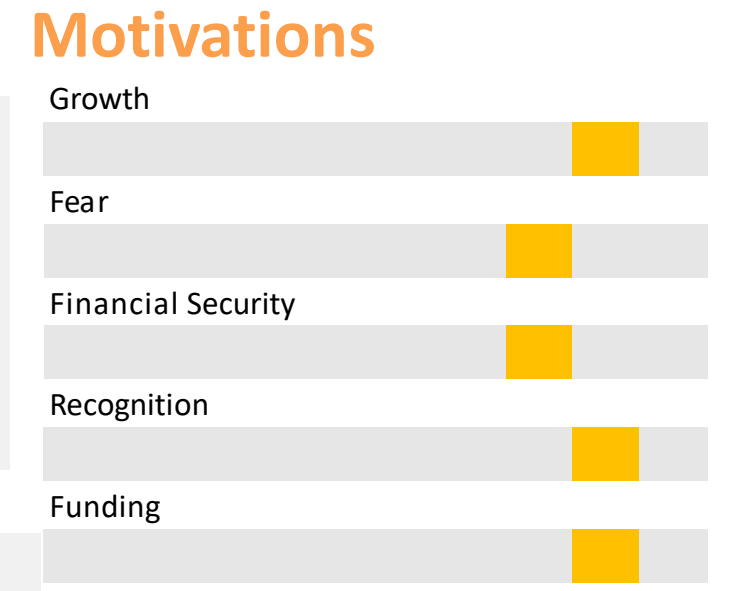
Personality trait

Personality trait

Goals

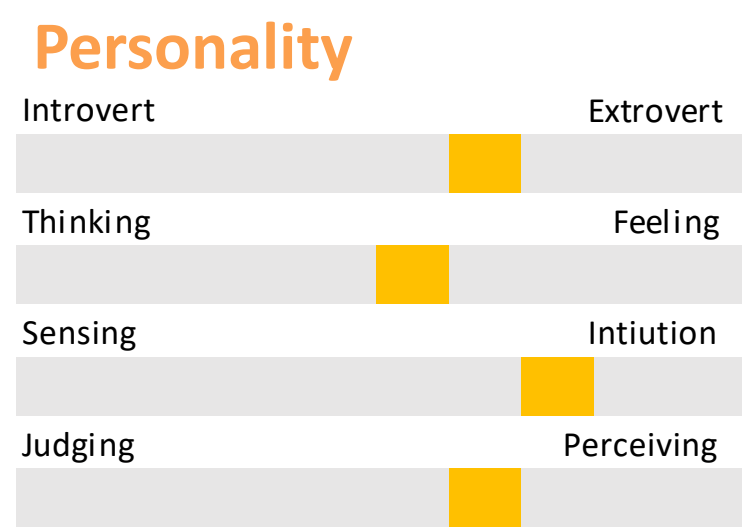
Frustrations

Bio



Ethos

Age:
Occupation:
Location:



Customer Conversations

Go back to your problem definition - Is there a need to reframe the problem statement?

What are the Jobs to be done?

What are the pain areas the customer would like to avoid while getting the Job done?

What are some additional benefits that would delight the customer?



WADHWANI FOUNDATION | Entrepreneur

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