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V I C O M T E

Creating Renaissance Brands®

“Marketing, not Miracles”

A Capability Framework to Help Build
Disruptive, Sustainable, New Ventures

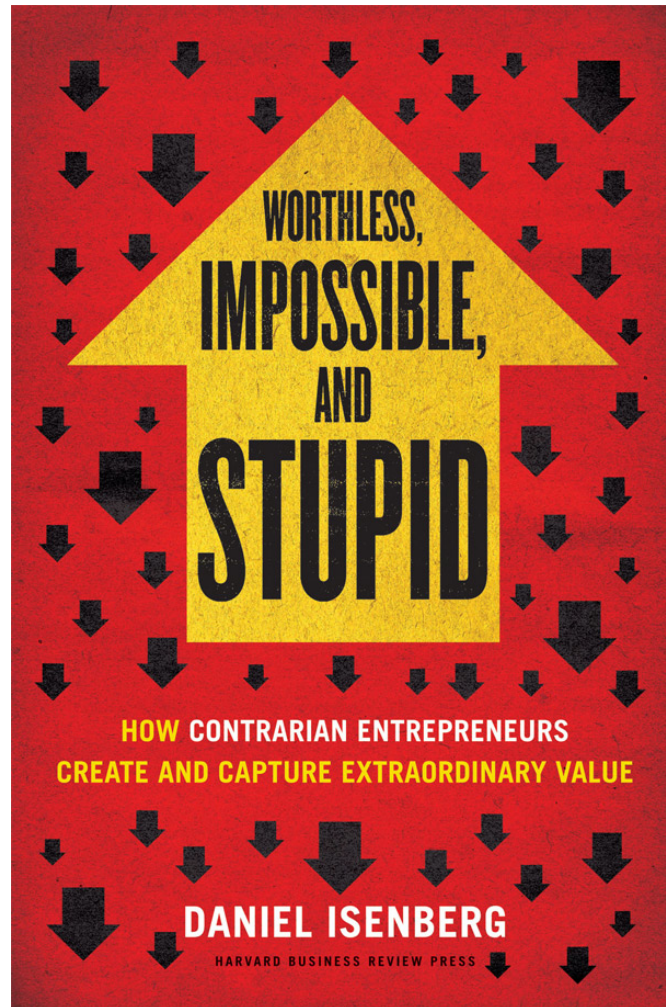
(KEY SLIDES ONLY)

Chris R. Burggraeve
for NYU Berkley - Entrepreneurship Bootcamp 2
NYC, October 27, 2013



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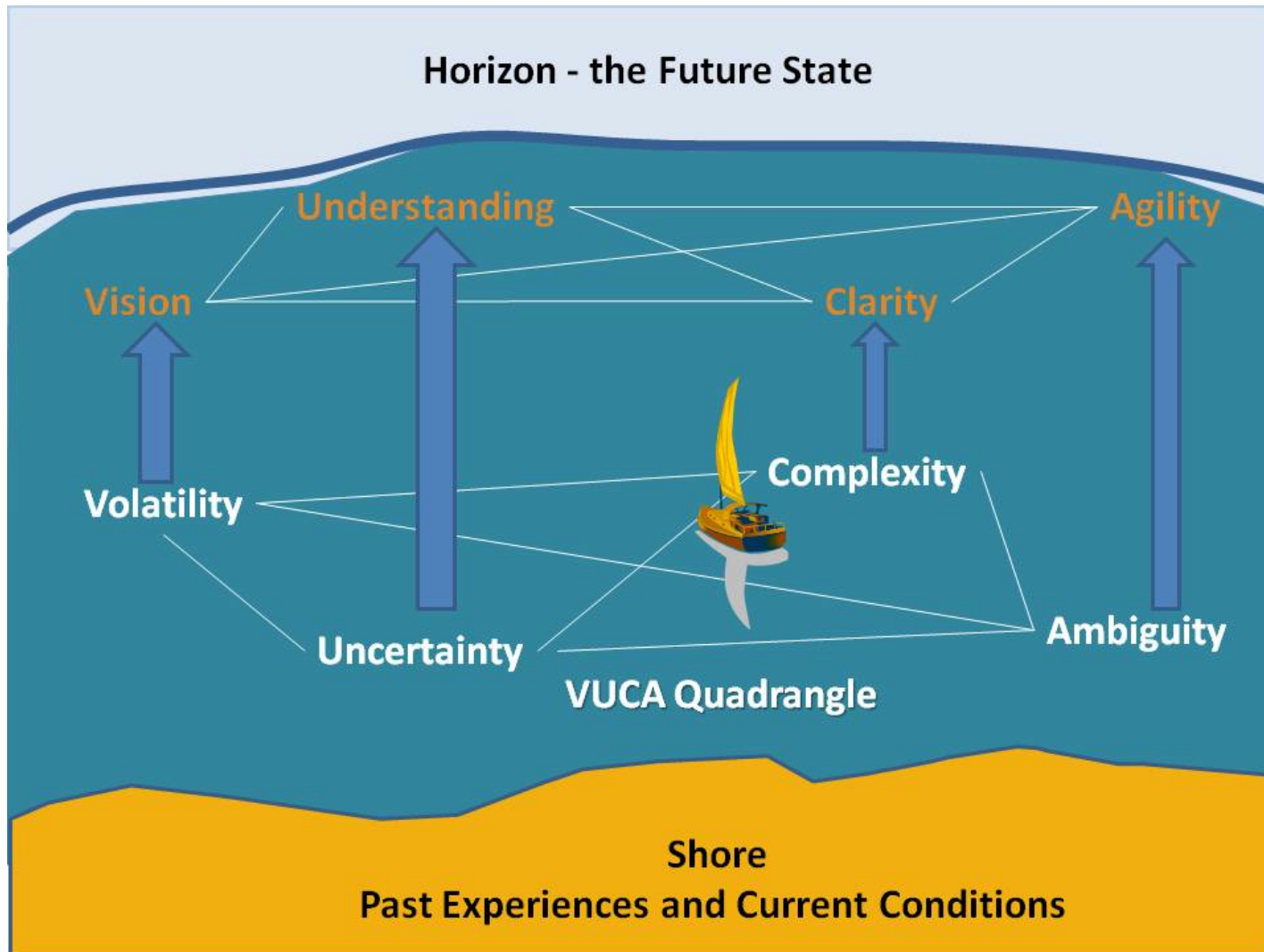




**“I have
nothing to
offer but
blood, toil,
tears and
sweat.”**

**Churchill
(May 13, 1940)**

How to navigate the VUCA waters ?

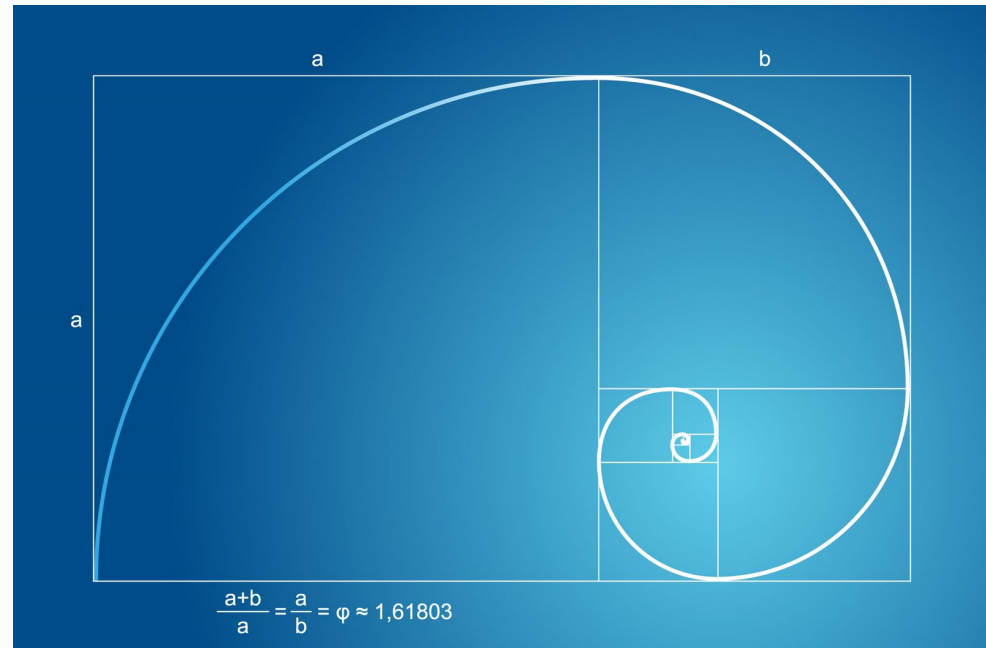
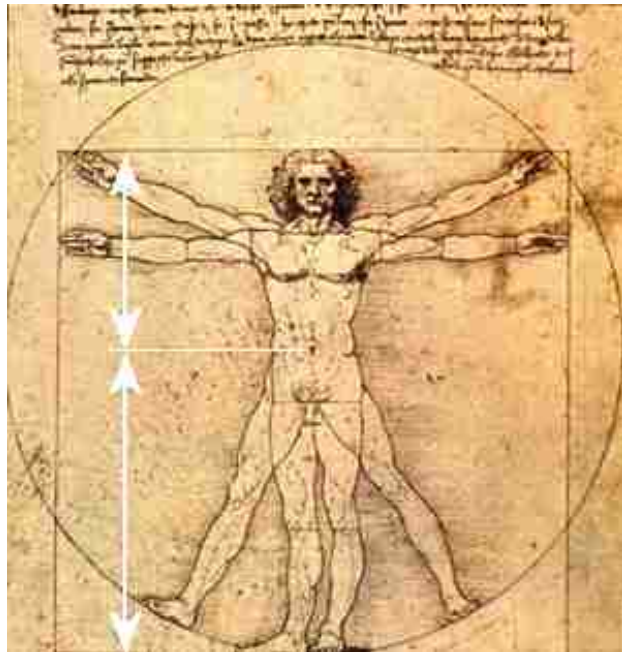


Capturing “lightning in a bottle” ? Luck ?

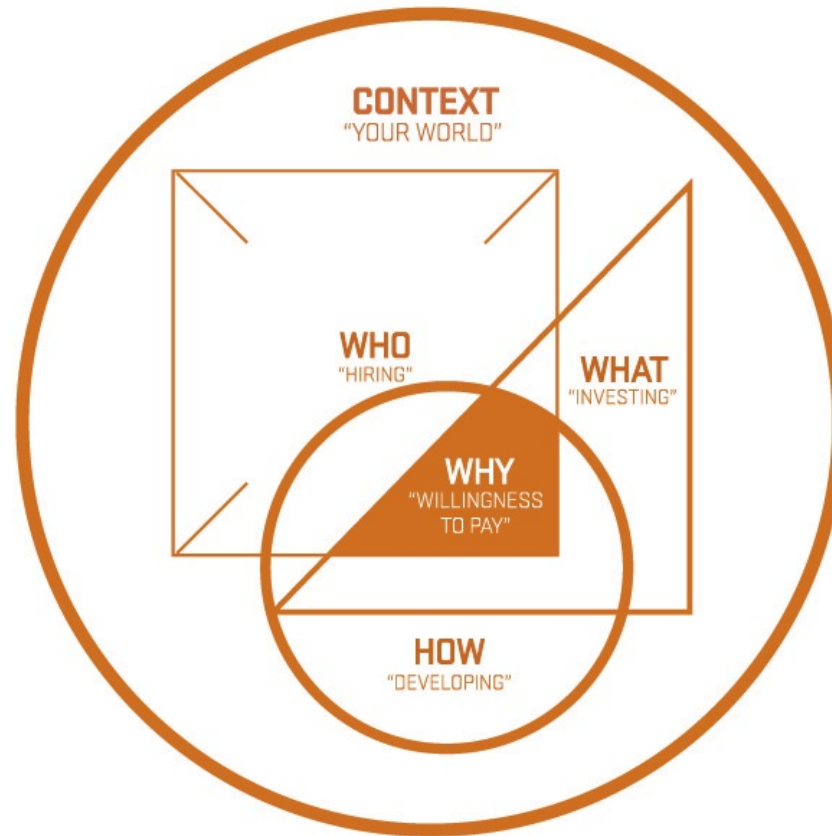


Or is there more to it ?

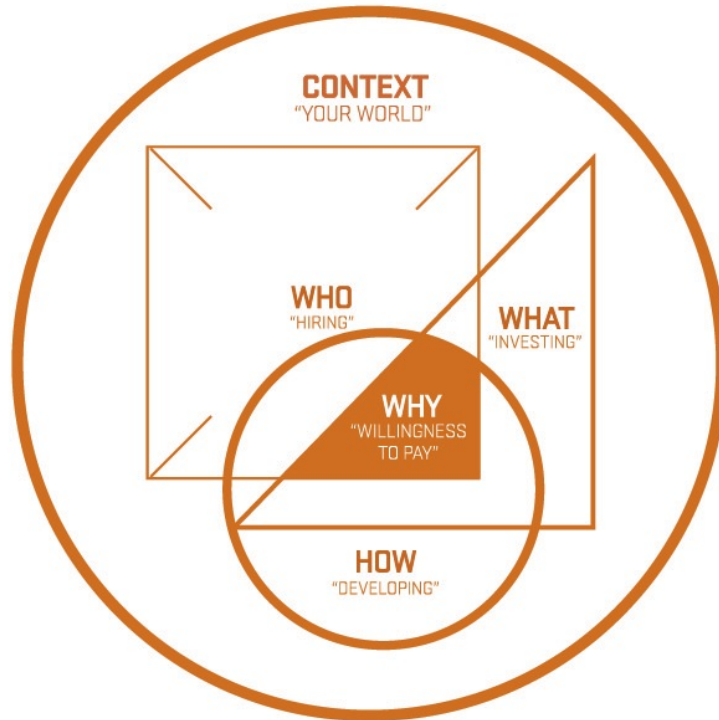
A Method to my Madness



Marketing Capability Model ?

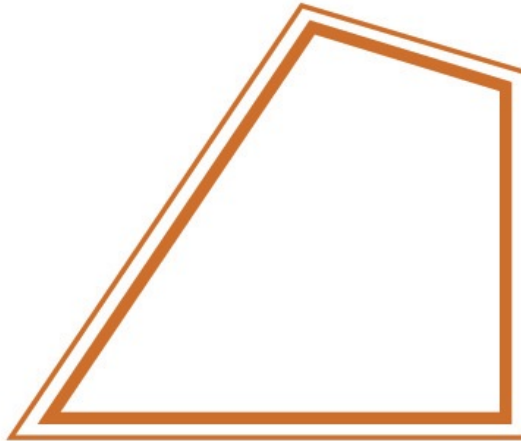


Marketing Capability Model: a VUCA Compass ?



WHY

“WILLINGNESS TO PAY”



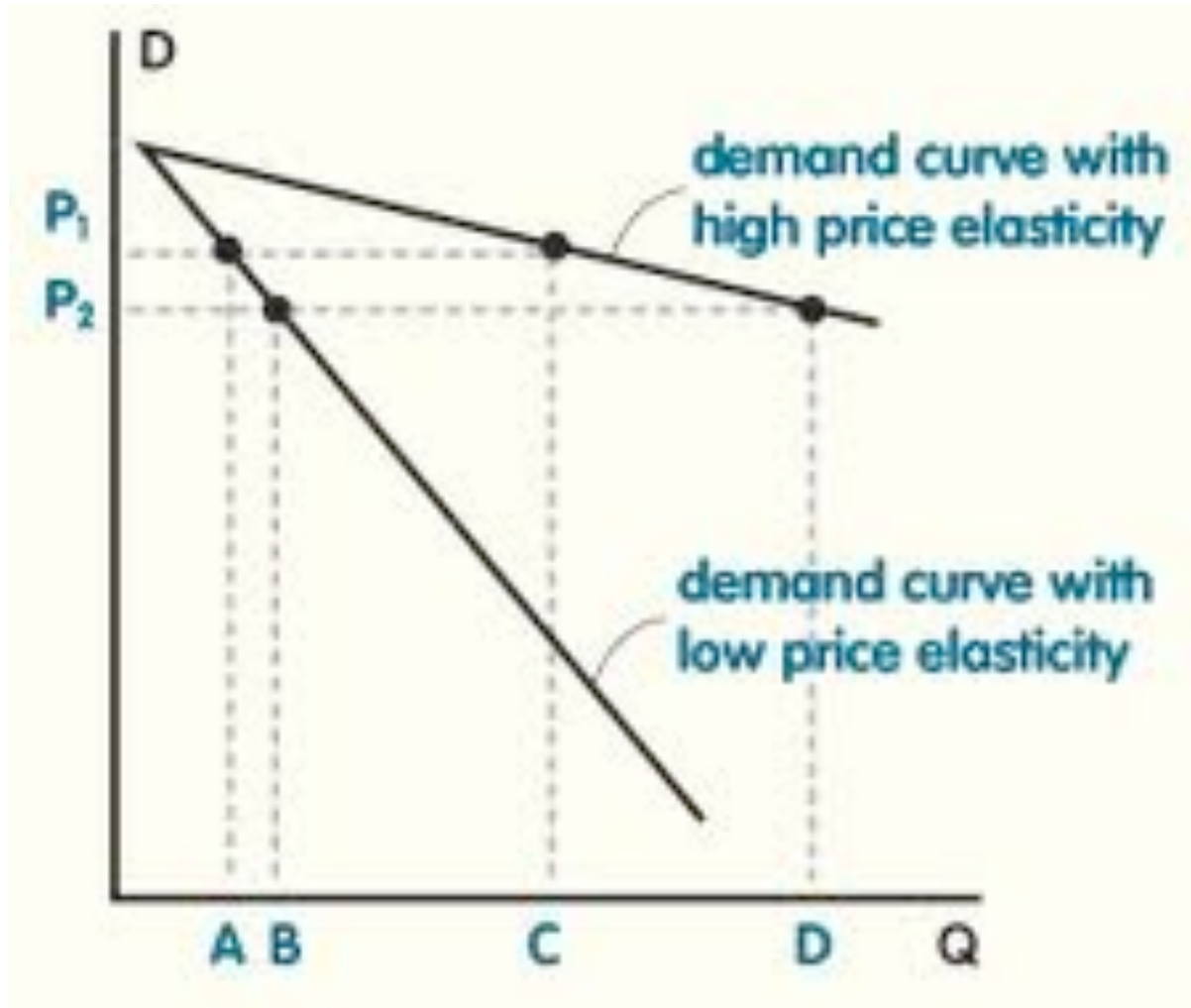
Why a Brand ?





THE AIM OF MARKETING
is to know and understand
THE CUSTOMER
so well the product or service
fits him and sells itself.
- Peter Drucker

Marketing is Finance: Brands Reduce Price Elasticity



Marketing is Finance:
Brands are CORE
to any Branded Business Model



The Business Model Canvas

Designed for

Designed by

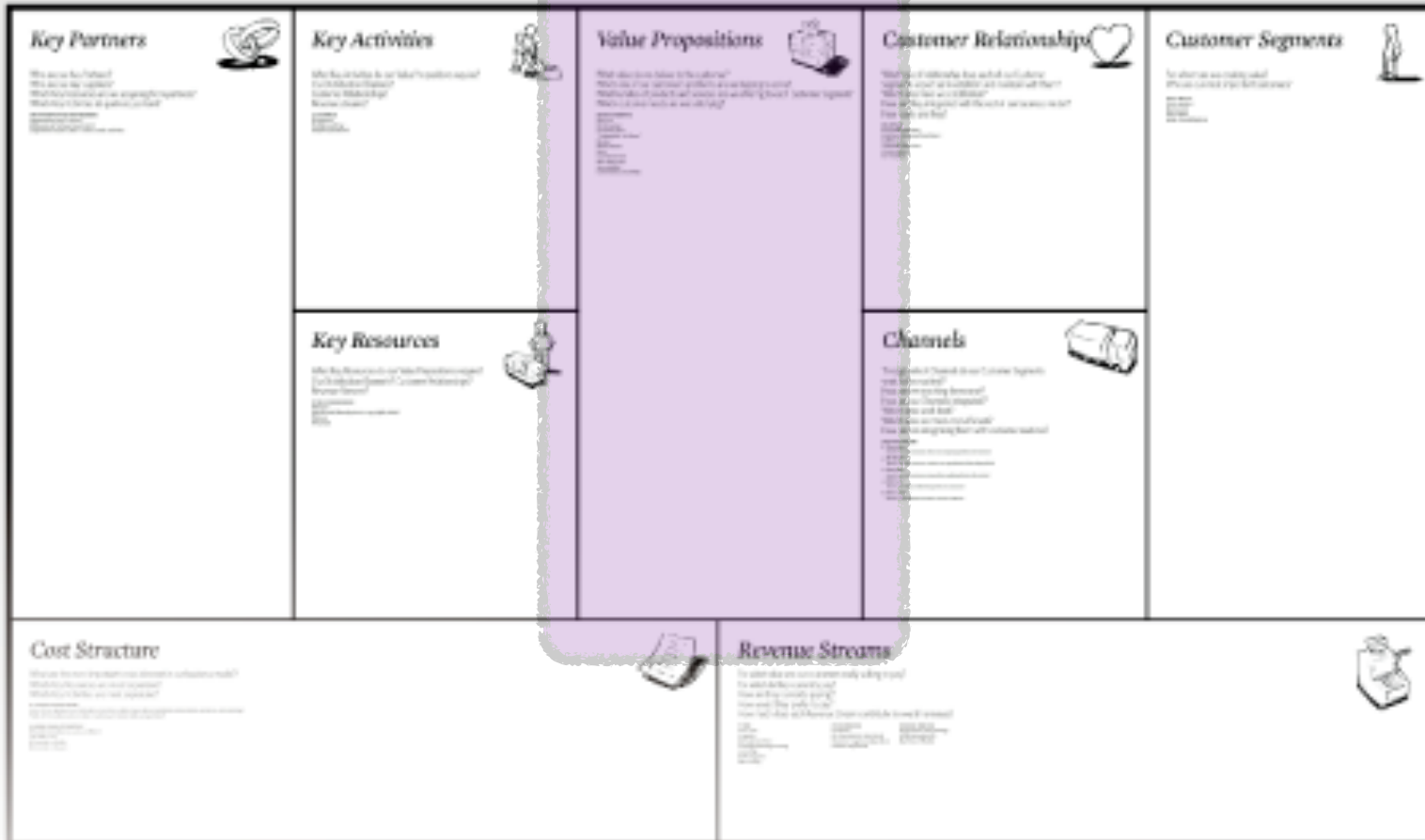
File

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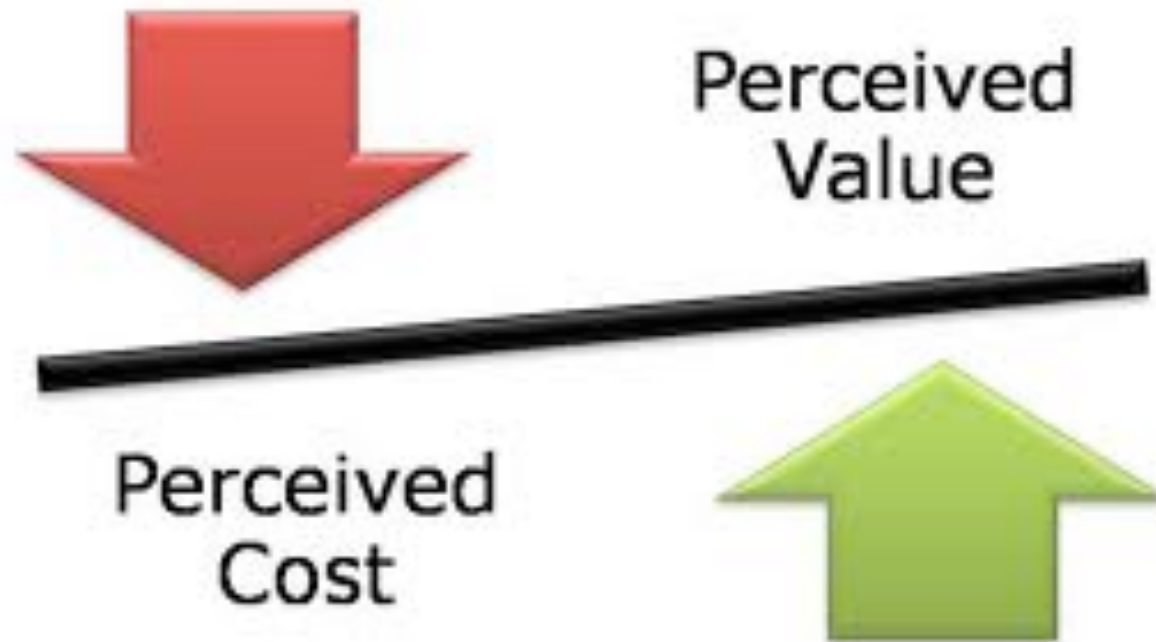
Search



www.businessmodelgeneration.com

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Usually the toughest part to define:
The Value Proposition



The Best Value Proposition ?

More
for
Less

Value Propositions: Part of Every Day Life

(West 4th Street - Oct 27, 2013, 8.45 am)



Types of Potential Value Propositions

More **for** More

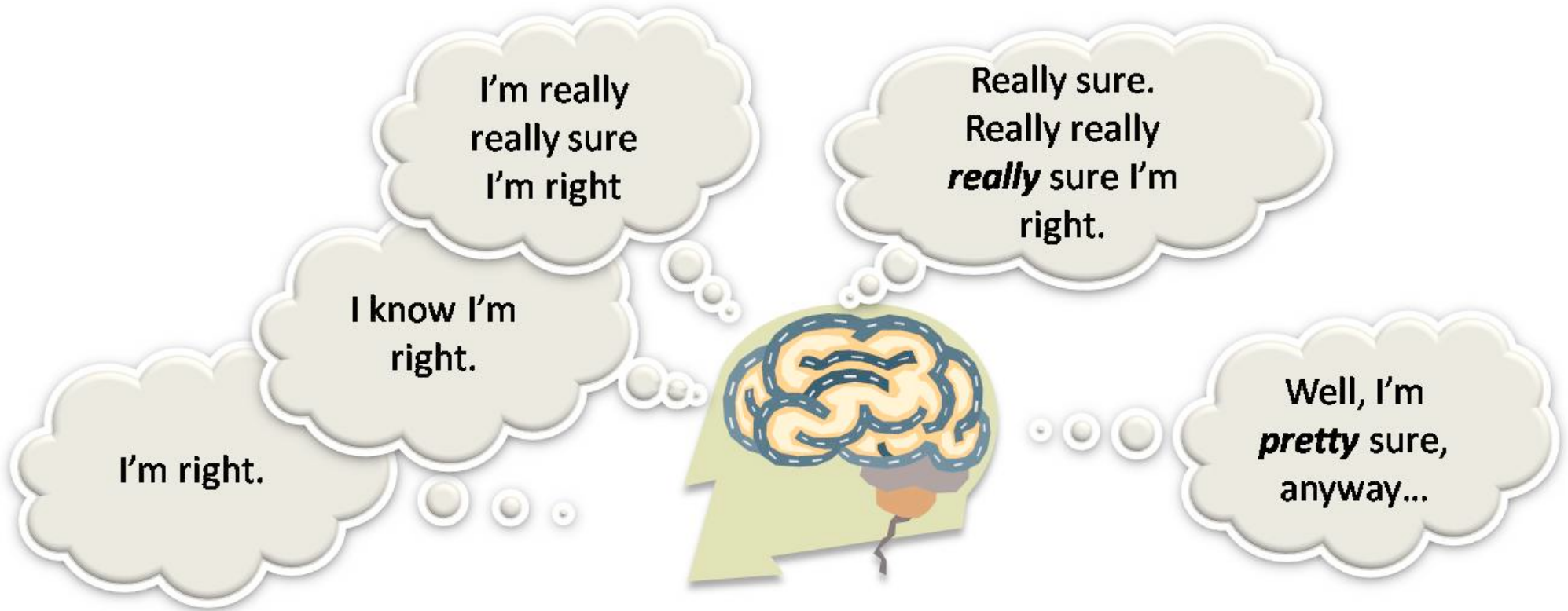
More **for** Same

Same **for** Same

Same **for** Less

Less **for** Less

Who is not biased ?



What is the Reference? Compare to X ?



Existing ?

Obvious ?

To be invented ?

**To be brought alive in
the mind ?**



Save 5 hours in Summer traffic - one way ?





**How do you sell
fajitas ?**



WELCOME TO OUR NEW LOUNGE!

Tickets are on sale - from May 28th...



www.flyseabird.com
Seabird Flight Line: 0 212 310 23 30



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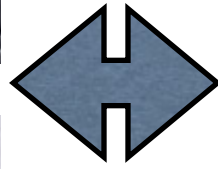
Smartphone: Marketers versus People ?



>90%?



>50%?

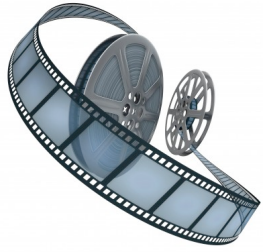


“Build it and they will come?”

(technology looking for market, or market looking for technology?)







Role of Beer in Society ?





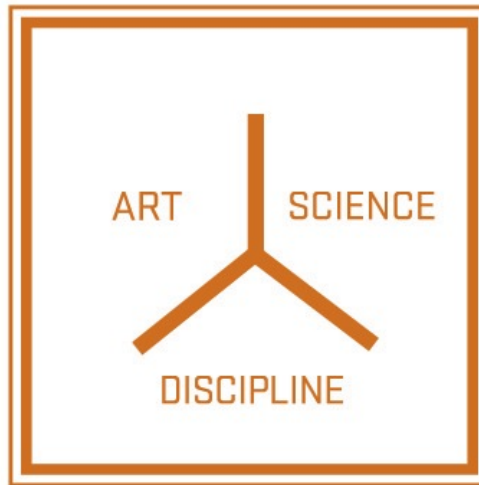
defining a Business and a Plan

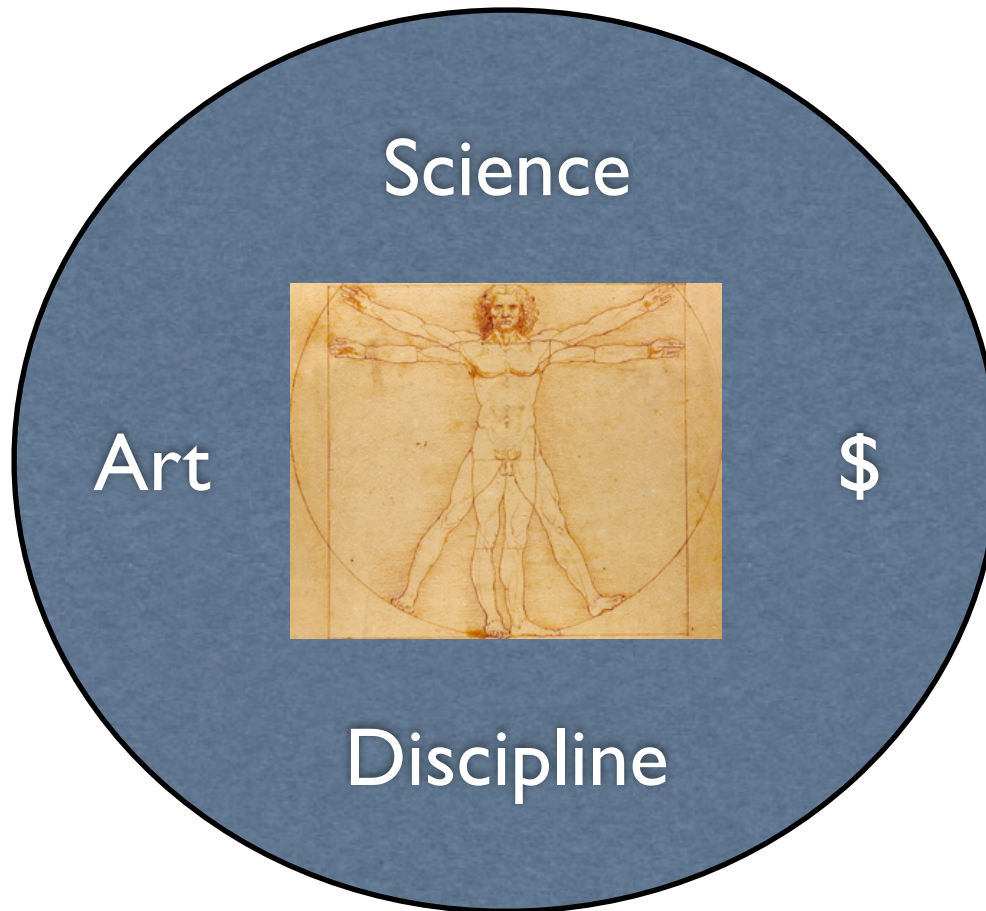
starts with

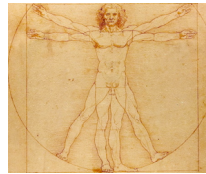
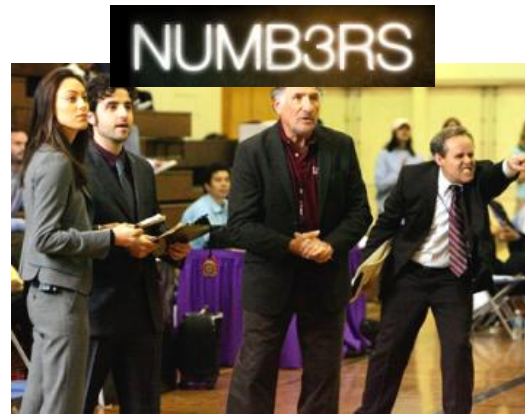
defining what Business we are in

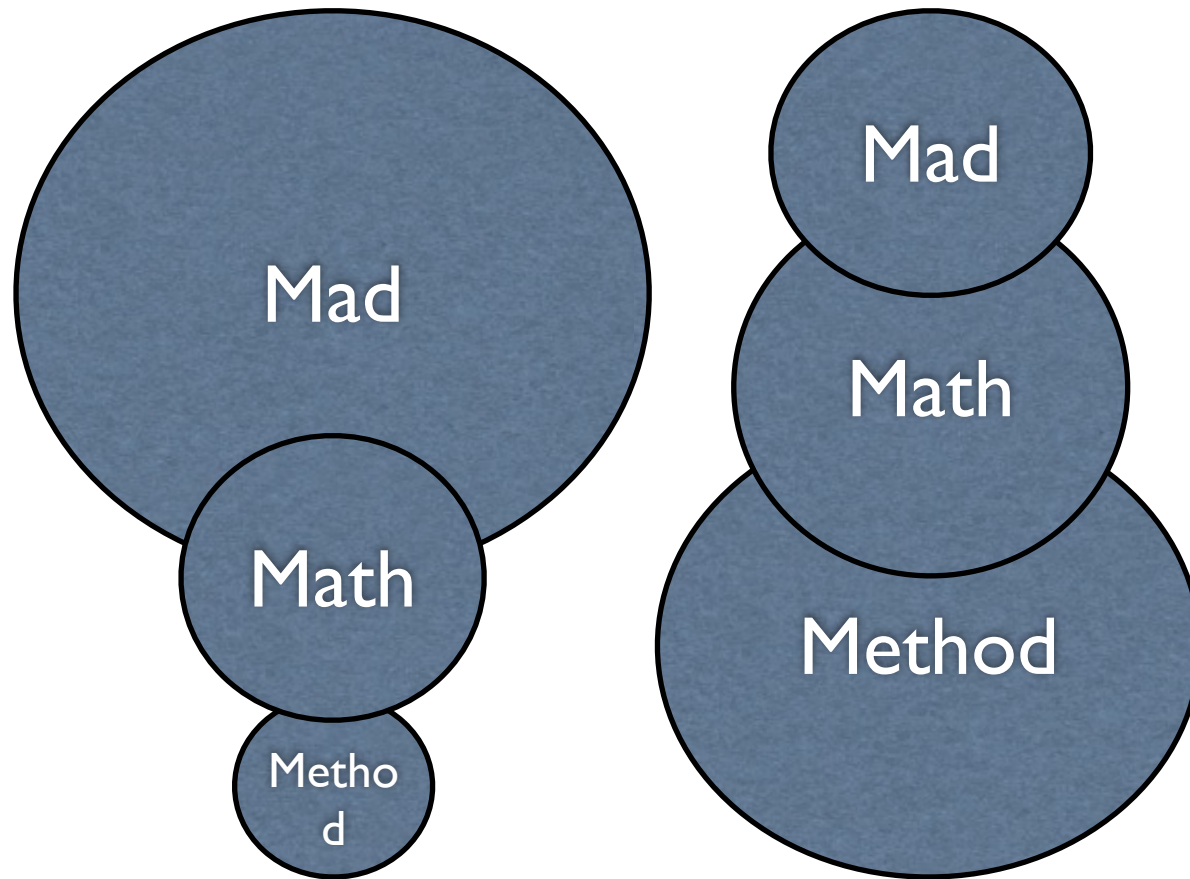
WHO

"HIRING"











“Restaurant Owner or Waiter Model” ?

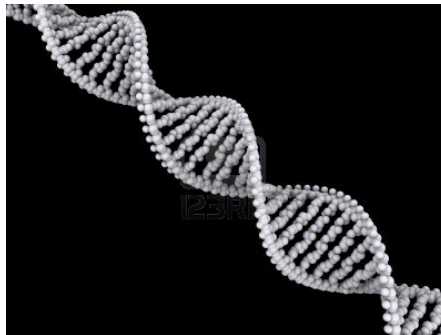


WHAT "INVESTING"



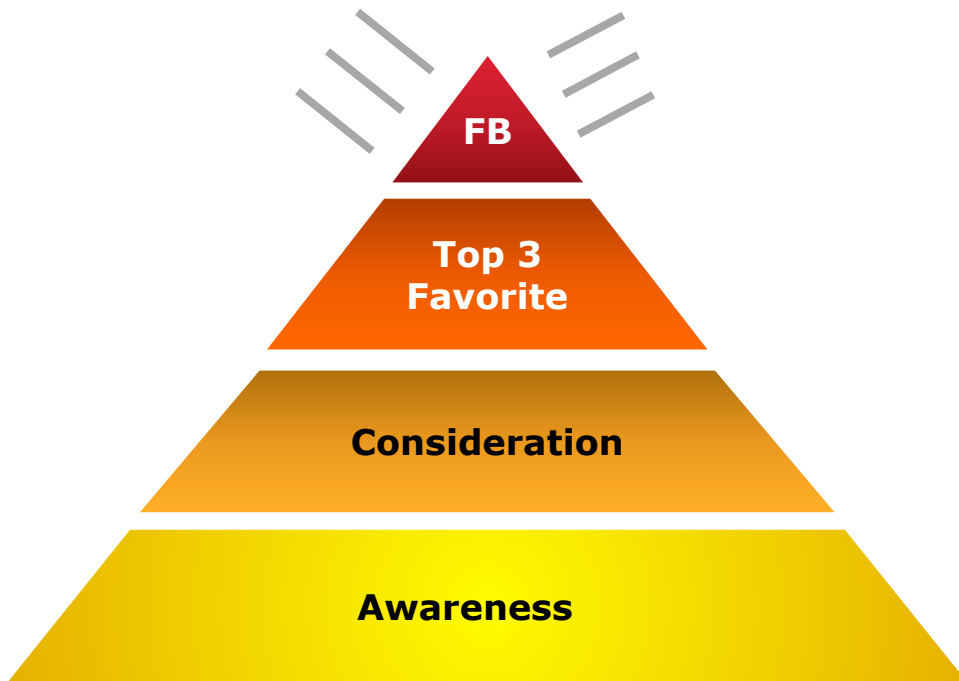


Brand Health

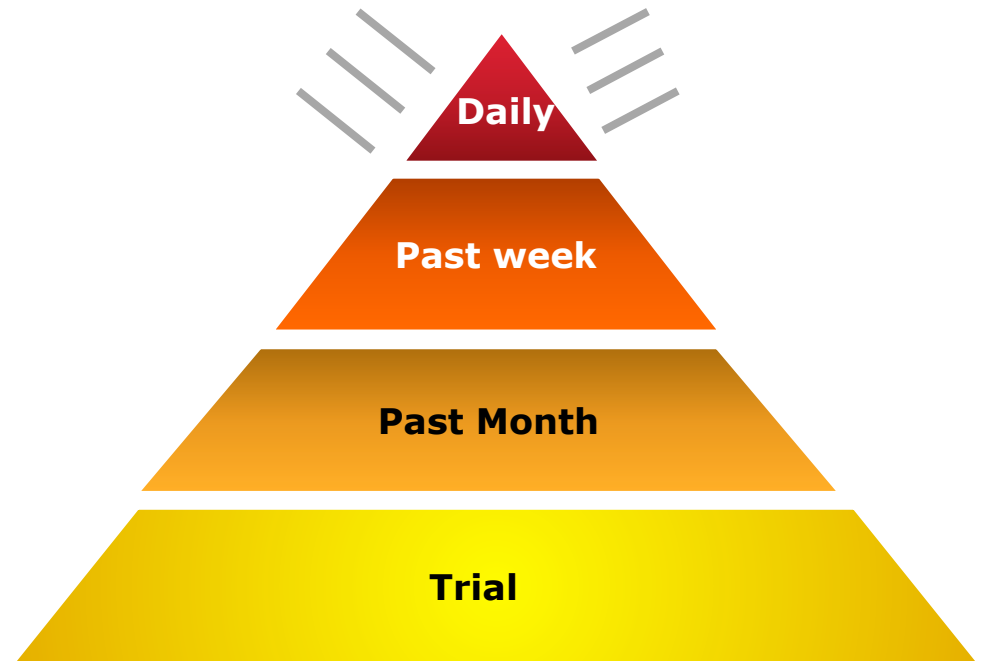


Attitude

Behavior



Attitude



Behavior



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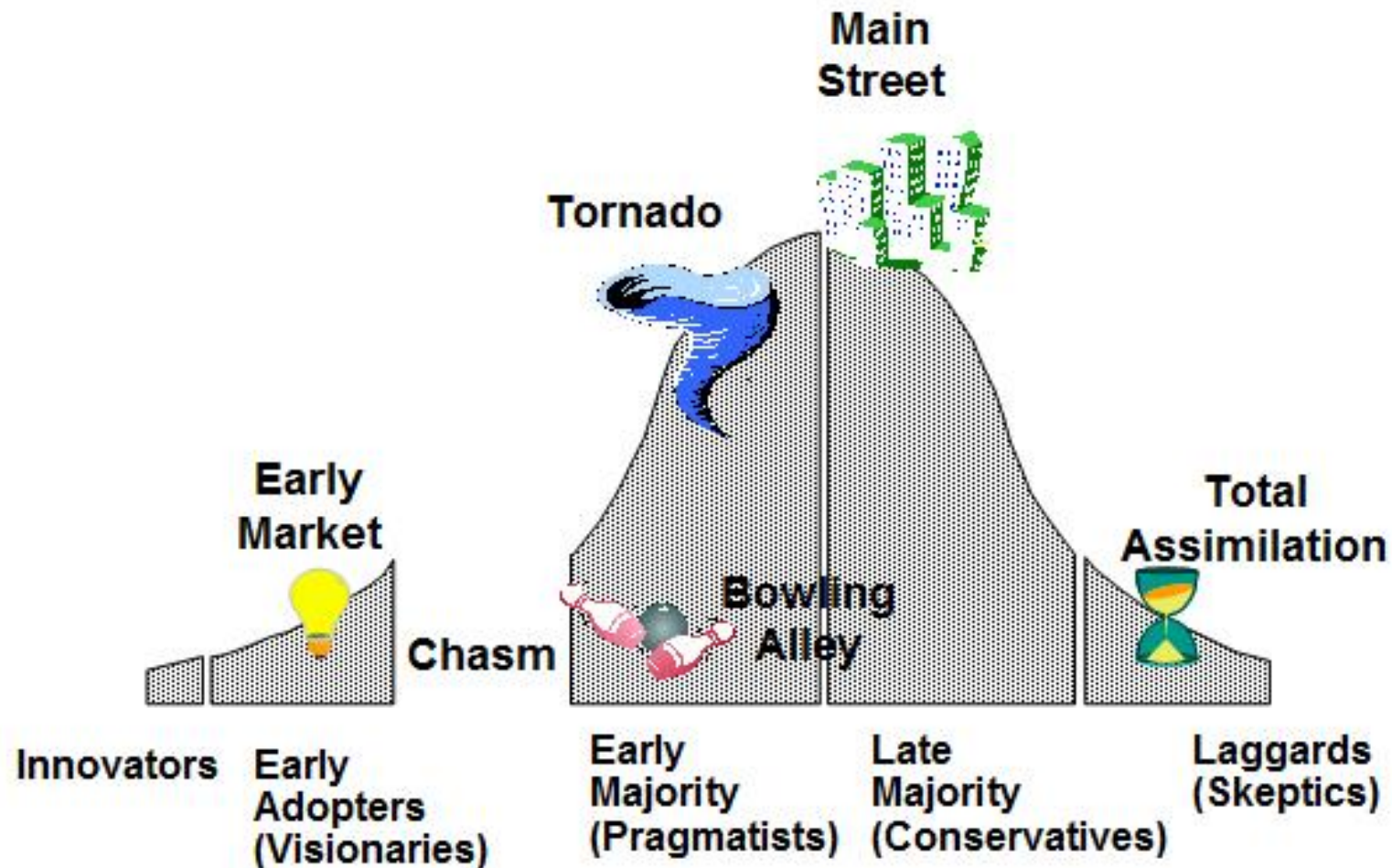
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Change Existing

Create New

Strengthen Existing

Technology Adoption Life Cycle: Diagnose and adapt as markets evolve

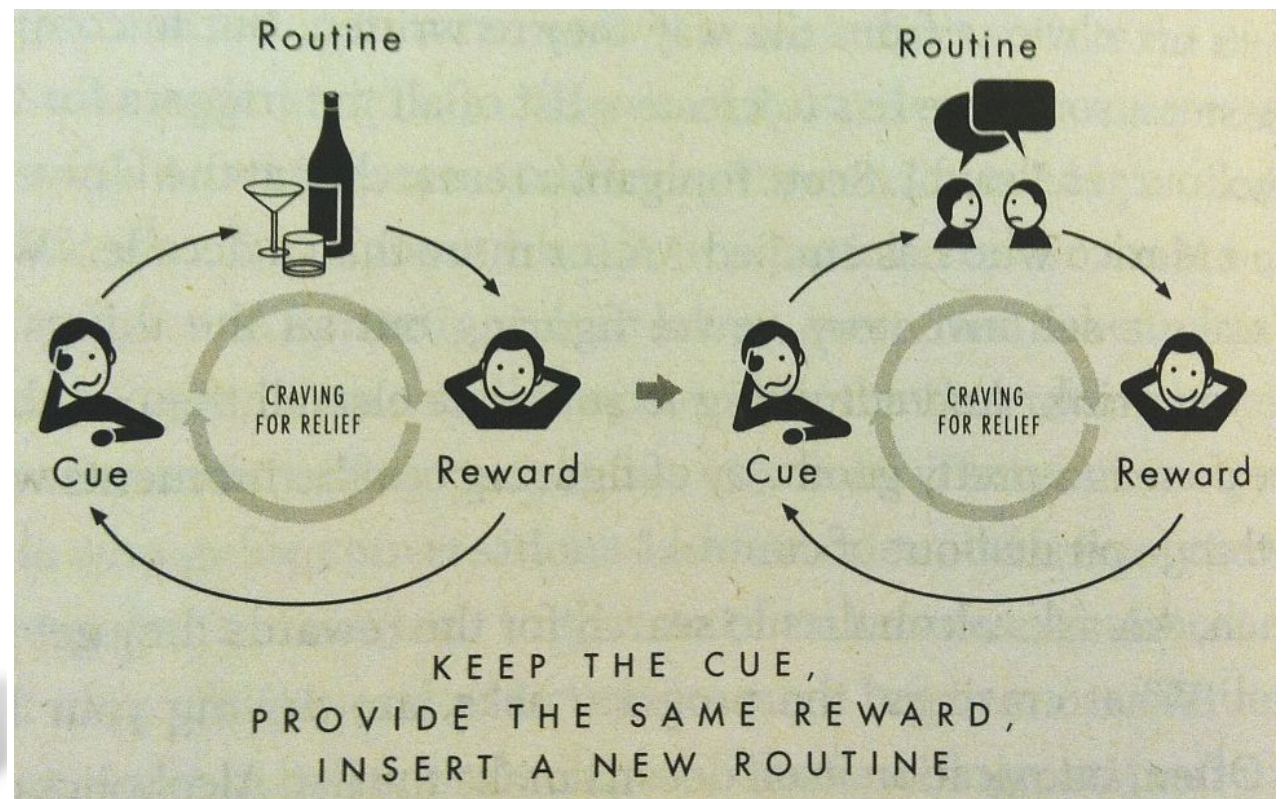
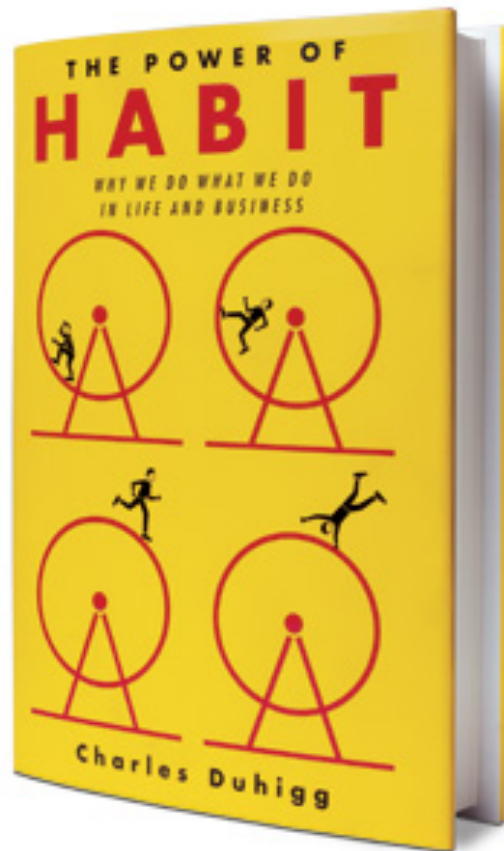


Source: Moore (2002), *Crossing the Chasm*; Wiefels (2002), *The Chasm Companion*.



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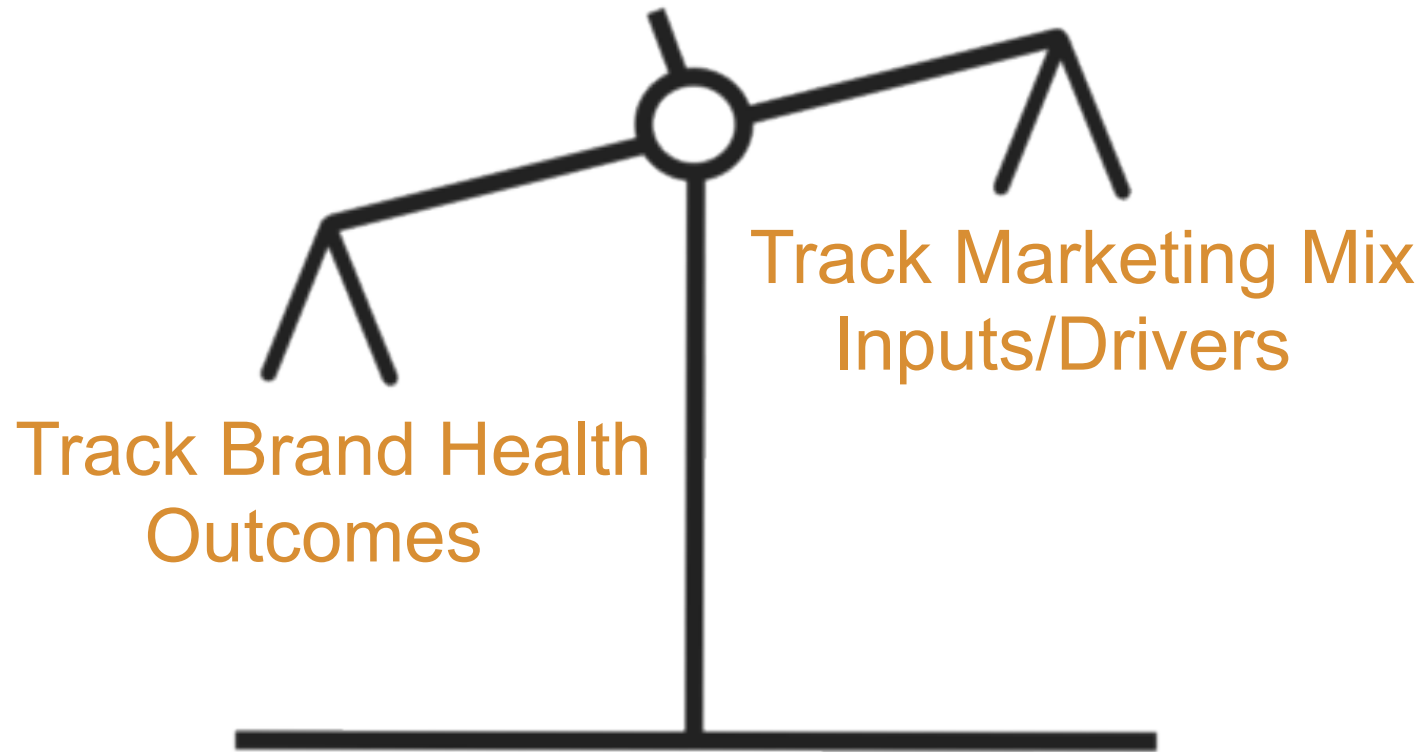


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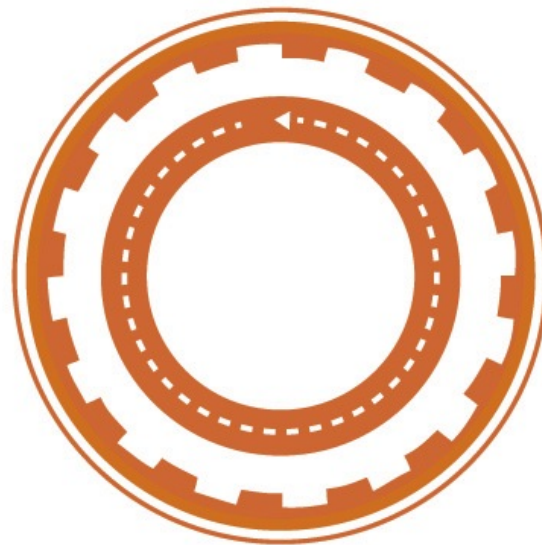
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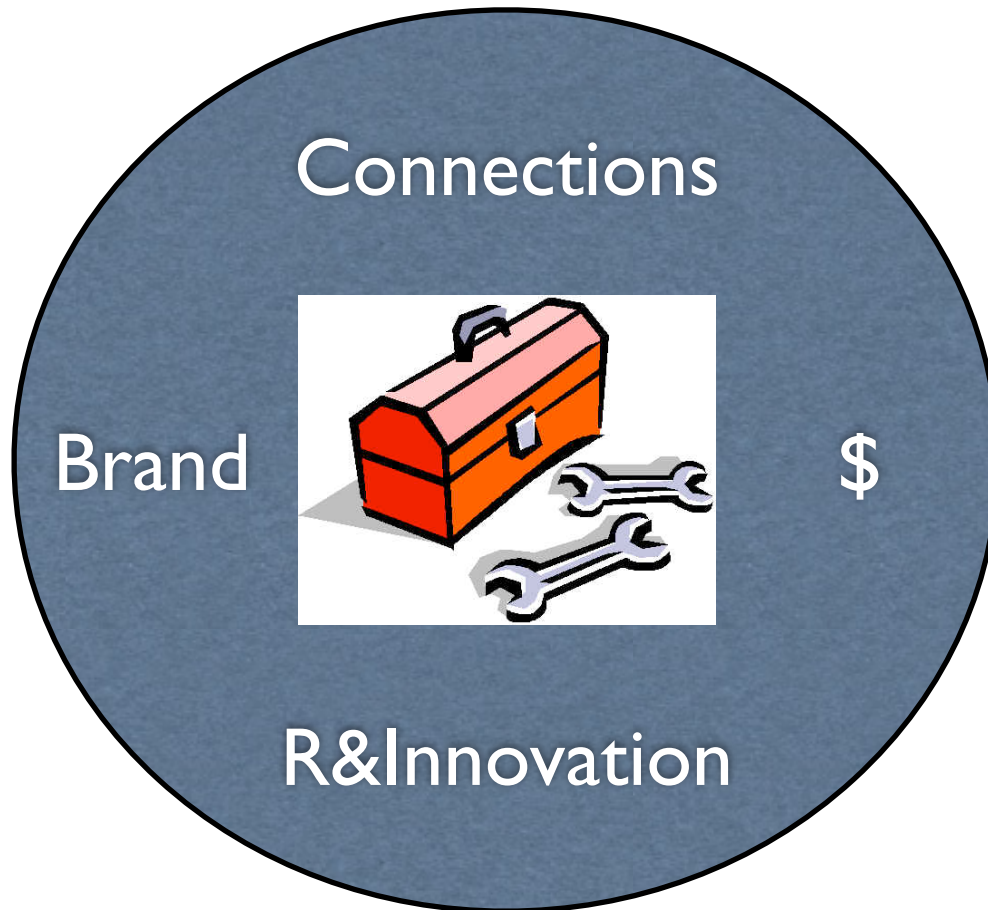
WHAT IS AN INSIGHT ?

An accepted belief, habit or practice
related to your brand or category,
that, if understood,
can be acted upon
to strengthen, to change, or to create new
behavior and perception



HOW "DEVELOPING"









CONTEXT

"YOUR WORLD"



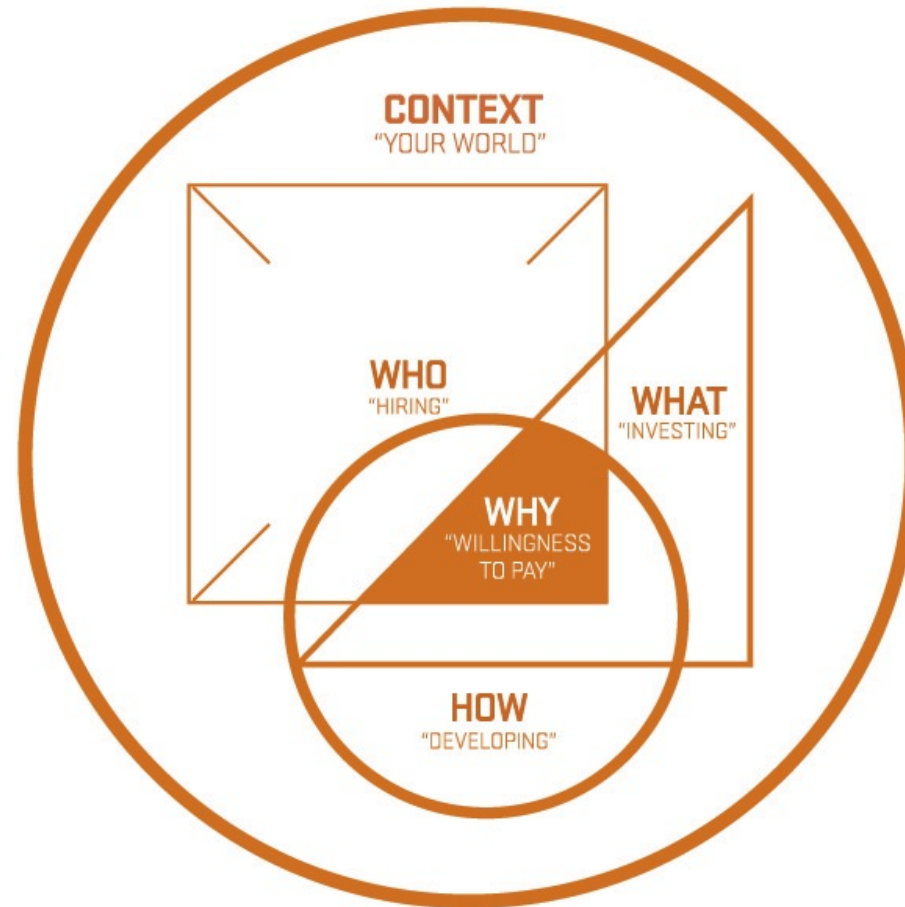




“if not at the Table, you will become part of the Menu”



Marketing Capability Model



Your
comfort
zone



Where the
magic happens

What *story* will you tell us next time ?



Prepare Your Pitch



45 presentation tips for startups

[http://
www.presenterimpossible.
com/presentation/startup-
pitch-how-to](http://www.presenterimpossible.com/presentation/startup-pitch-how-to)

Prepare Your Pitch



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Thank You

