“Marketing, not Miracles”
A Capability Framework to Help Build Disruptive, Sustainable, New Ventures

(KEY SLIDES ONLY)

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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?
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

[Diagram showing demand curves with high and low price elasticity]
Marketing is Finance: Brands are CORE to any Branded Business Model
Usually the toughest part to define:
The Value Proposition

![Diagram of perceived value and cost](image)
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?

I’m right.

I know I’m right.

I’m really really sure I’m right.

Really sure. Really really really sure I’m right.

Well, I’m pretty sure, anyway…
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...
Dad
Hey! We were just thinking about calling out for pizza!

I know!
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”

ART
SCIENCE
DISCIPLINE
Art

Science

Discipline

WHO

ART

SCIENCE

DISCIPLINE

$
“Restaurant Owner or Waiter Model” ?
WHAT
“INVESTING”

BEHAVIOR  ATTITUDE
Brand Health

Attitude

Behavior
Change Existing

Create New

Strengthen Existing
Technology Adoption Life Cycle: Diagnose and adapt as markets evolve

KEEP THE CUE,
PROVIDE THE SAME REWARD,
INSERT A NEW ROUTINE
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.
Track Brand Health Outcomes

Track Marketing Mix Inputs/Drivers

WHAT
"INVESTING"

CHANGE
HOW
“DEVELOPING”
As **DIRECT** As Technologically Possible
As EXCLUSIVE As Humanly Possible (Experiential,...)
CONTEXT
“YOUR WORLD”
CAPACITY
CULTURE
COMPETITION
Taken out of context
I must seem so strange

CONTEXT
CAPACITY
CULTURE
COMPETITION

CHANGE

Diagram showing relationships between:
- Associations and Organizations
- Interests Groups
- Strategic Partners
- Employees
- Suppliers
- Public Authorities
- Customers
- Local Communities
- Governments
- Press/Media

Managers
Owners
“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
Prepare Your Pitch

How exciting!! Please tell me more!!

http://conversionxl.com/value-proposition-examples-how-to-create/
Thank You

LIKE

DISLIKE