From Ideas to Ventures

Suresh Shenoy
What Happens in an Internet Minute?

- 639,800 GB of global IP data transferred
- 20 victims of identity theft
- 47,000 app downloads
- 204 million emails sent
- $83,000 in sales
- 61,141 hours of music
- 20 million photo views
- 320+ new Twitter accounts
- 30,000 photo uploads
- 100,000 new tweets

And Future Growth is Staggering

- Today, the number of networked devices = the global population
- By 2015, the number of networked devices = 2x the global population
- In 2015, it would take you 5 years to view all video crossing IP networks each second
NEW WORLD

Opportunities do not come in neat packages

"Call on God but row away from the rocks"

Learn to be content without losing ambition
MEASURING SUCCESS

Activity ≠ Achievement

Tangible Results Matter


THE NEW ECONOMY...

VALUE OF NETWORK = $N^2$

Where $N =$ Number of nodes or people
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tangible MATTER matters less!
intellectual Property is key asset

What are your key differentiators?
What “problem” are trying to address?
Who else is doing it?
How are people addressing this challenge now?
Is your idea patentable or copyrighted?
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TIME and SPACE are highly compressed. *Instant interactivity is CRITICAL, and is breeding accelerated change.*

Everything is GLOBAL

*Where are your resources?*
*Where will you produce?*
*Where is your marketplace?*
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GROWTH and VALUE rise exponentially with market share.

growth is measured by size of network
value is based on impact
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DISINTERMEDIATION and DEMOCRATIZATION of MARKETS

Infomediaries replace intermediaries
Buyers and Sellers have more power and opportunities
EVERYTHING and EVERYBODY is connected
to EVERYBODY and EVERYTHING

emotions rule...the gap between desire
and purchase has closed
it’s a one-on-one game
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PEOPLE - *they are the crown jewels and they know it!*

Recruiting, retention and motivating teams are the main challenge
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- **Products**
  - Tangible – easier to sell
  - Material
  - Quality is obvious/measureable
  - High barrier to entry
  - “Perishable”
  - Cyclical/Seasonal
  - Arms length – Channels
  - Brand
  - Proprietary
  - Packaging
  - Volume
  - Driven to commodity – “Supply/Demand”
  - Global
  - Scale
  - High margins

- **Services**
  - Intangible – not easy to sell
  - Non-material
  - Quality is not obvious: “Good lawyer/Doctor” usually determined after service is provided and subjective
  - Usually low barrier to entry
  - Undetermined life
  - Cyclical/seasonal: tax, flu etc.
  - Relationship driven
  - Brand?
  - Knowledge based
  - Packaging
  - Utilization
  - Service level agreements
  - Localized
  - Does not scale easily
  - Margins may be proportional to knowledge

- **Media**
10 Commandments of Marketing

1. Research: Demographics, politics, culture, man-power, economy
2. Evaluate strengths & weaknesses of your offerings
3. Evaluate competition/Industry: state of technology, comparative status of your offerings
4. Evaluate resources: how much is needed and source
5. Define target markets: geography, segments etc.
6. Clearly focused objectives: market share, long/short term goals, ROI, volumes, partnerships etc.
7. Clearly defined strategy: promotion, channel selection, manpower
8. Evaluate organization: capacity to implement plans, decentralized/centralized/subsidiary/JV/flexible
9. Establish clear communications: Internal/external
10. Remember:
   – 4 Ps of Marketing: Price, Promotion, Place, Product
   – 6Cs of Channel Strategy: Control, Cost, Company, Customers, Competition, Coverage
“If the ladder is not leaning against the right wall, every step we take just gets us to the wrong place faster”
Thank you...

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