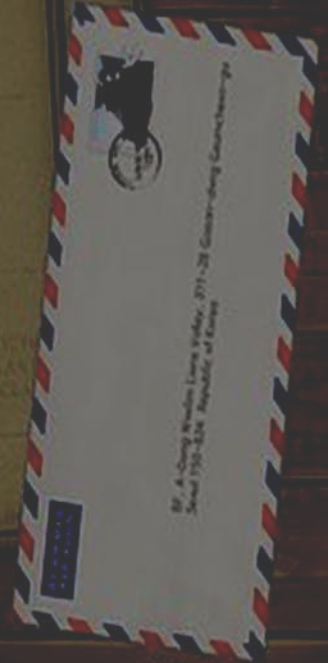


# FROM IDEAS TO VENTURES

Suresh Shenoy



# What Happens in an Internet Minute?



## And Future Growth is Staggering



# 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  $\neq$  ACHIEVEMENT



TANGIBLE RESULTS MATTER

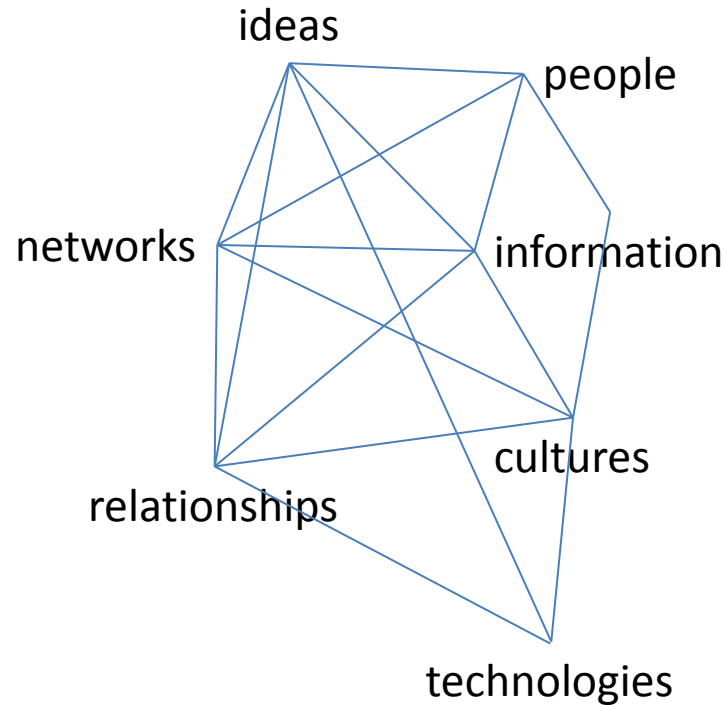


CHANGE • CHOICE • PRINCIPLES •



LIVE • LOVE • LEARN • LEGACY •

# THE NEW ECONOMY...



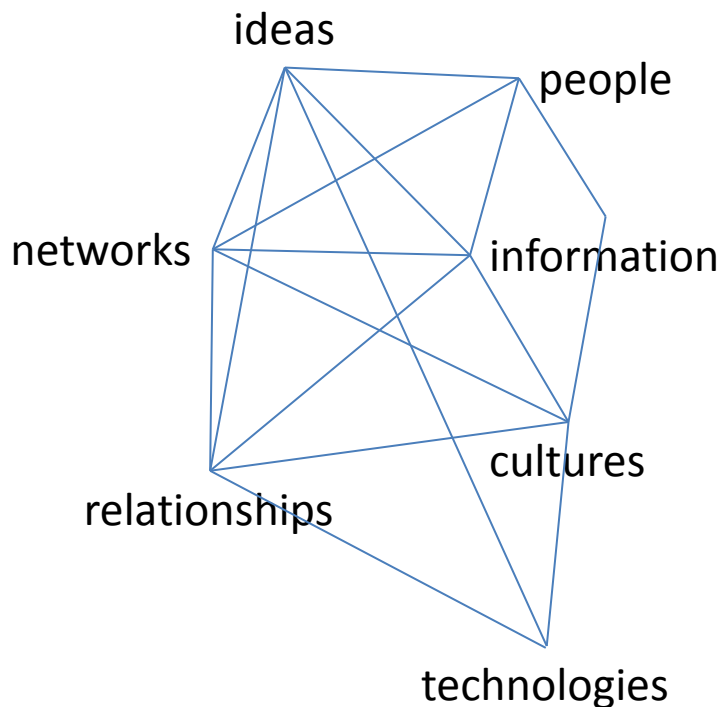
$$\text{VALUE OF NETWORK} = N^2$$

Where N = Number of nodes or people



# THE NEW ECONOMY...

tangible MATTER *matters less!*  
*intellectual Property is key asset*



*What are your key differentiators?*

*What “problem” are trying to address?*

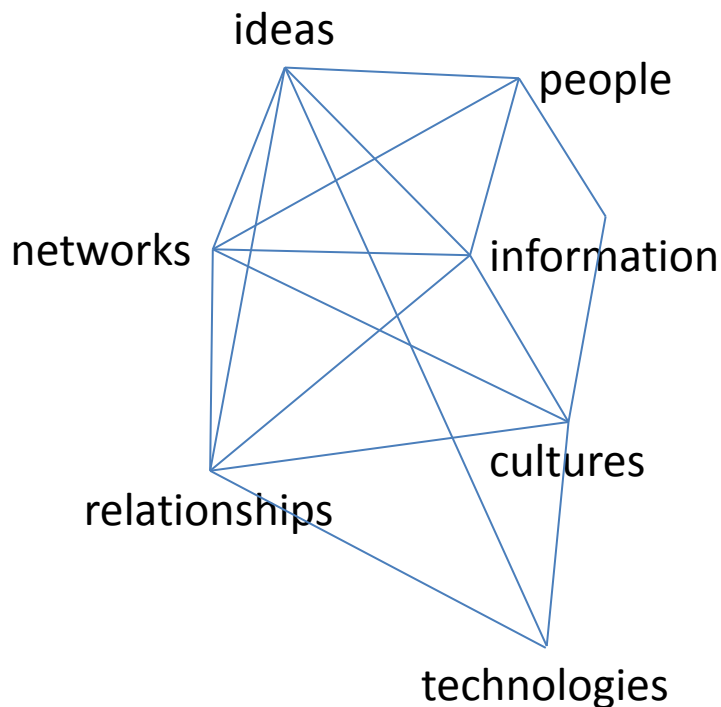
*Who else is doing it?*

*How are people addressing this challenge now?*

*Is your idea patentable or copyrighted?*

# THE NEW ECONOMY...

TIME and SPACE are highly compressed. *Instant interactivity is CRITICAL, and is breeding accelerated change.*



## Everything is GLOBAL

*Where are your resources?*

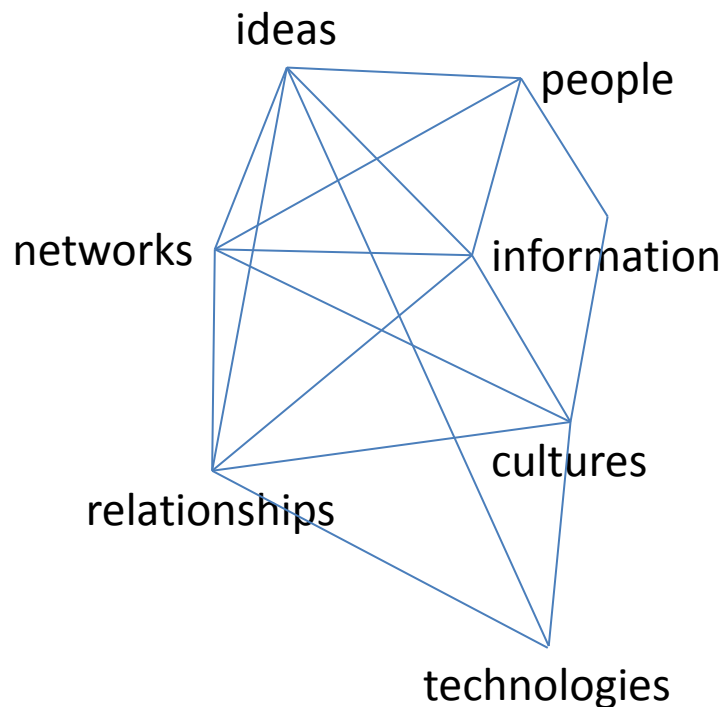
*Where will you produce?*

*Where is your marketplace?*



# THE NEW ECONOMY...

GROWTH and VALUE *rise exponentially with market share.*



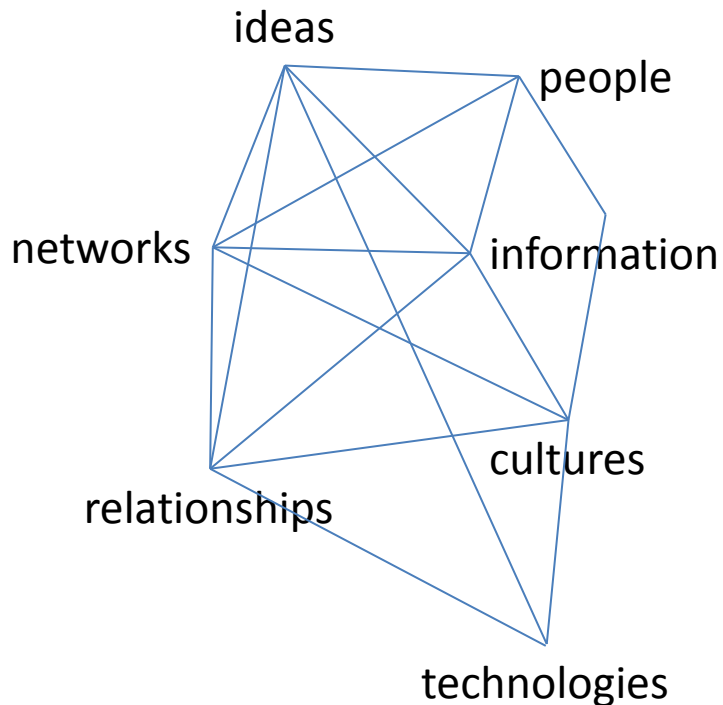
*growth is measured by size of network*  
*value is based on impact*





# THE NEW ECONOMY...

## DISINTERMEDIATION and DEMOCRATIZATION of MARKETS



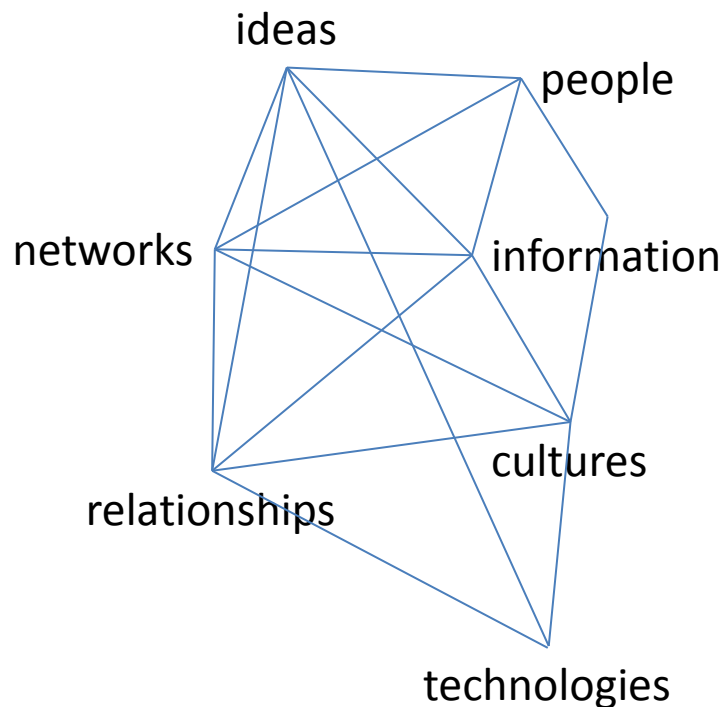
*Infomediaries replace  
intermediaries*

*Buyers and Sellers have more  
power and opportunities*



# THE NEW ECONOMY...

EVERYTHING and EVERYBODY is connected  
to EVERYBODY and EVERYTHING

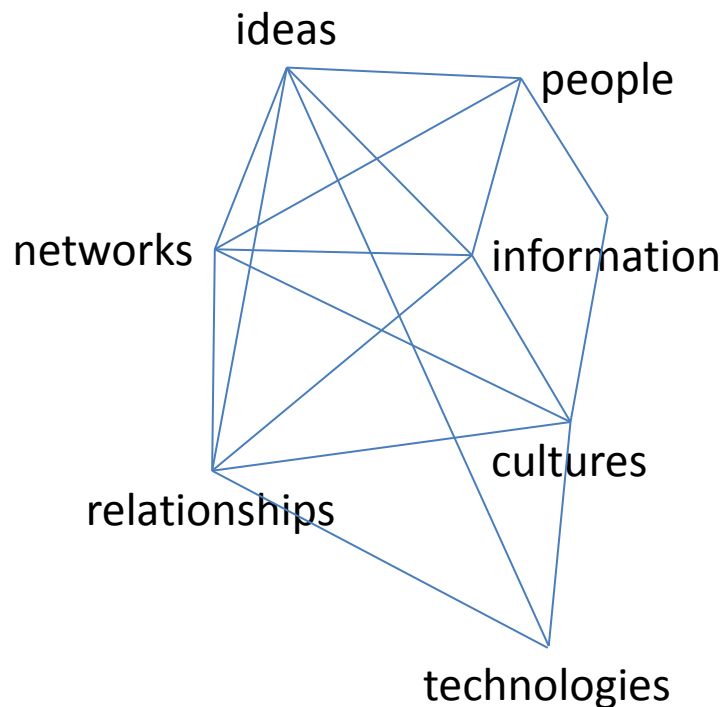


*emotions rule...the gap between desire  
and purchase has closed  
it's a one-on-one game*



# THE NEW ECONOMY...

PEOPLE - *they are the crown jewels  
and they know it!*



*Recruiting, retention and motivating  
teams are the main challenge*

# THE NEW ECONOMY...

## • Products

- Tangible – easier to sell
- Material
- Quality is obvious/measurable
- 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
  - 5Ws of Selling: What, Why, Where, When, Whom
  - 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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