

TE 250: Week 5

Stakeholder Ecosystem Mapping

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Technology Entrepreneur Center



Every Mon - Fri

Have questions about how to pursue your startup ideas? Want to develop an entrepreneurial mindset, but not sure where to start? Drop in and talk with our staff! **LEARN MORE:**
go.illinois.edu/ea-ws-22



Wed | Sept 28 | 6-7:30pm

DINNER INCLUDED

Come hear about lessons learned from Craig Vodnik's entrepreneurial journey. Craig is a UIUC alum and co-founder of Cleverbridge, which makes ecommerce solutions for software companies. **RSVP:**
go.illinois.edu/ama



Tues | Sept 27 | 5-7pm

**ENTREPRENEURSHIP HUB
1050 SIEBEL CENTER FOR DESIGN**

Come pitch your startup ideas, network, & find teammates. Or, just sit back & check things out! **RSVP:** go.illinois.edu/socialfuse



Thurs | Oct 6 | 7-8:30pm

314 ALTGELD HALL

Get the basics on trademarks and patents for your startup idea from Prof. Joe Barich. **Register at**
go.illinois.edu/ipclinic.

Mon | Oct 3 | 11:59pm - Silicon Valley Entrepreneurship Workshop Application Deadline - go.illinois.edu/svew

Fri | Oct 14 | 2-3pm - International Student Entrepreneurship Workshop - Learn More: go.illinois.edu/isew

Agenda

- Guest Speaker: Harlee Sorkin
- Review homework examples
- Customer/Stakeholder Roles
- Ecosystem/Stakeholder Maps
- Customer Segments
- Archetypes/Personas



Guest speaker: Harlee Sorkin

CEO, InterShunt Technologies Inc

Serial Entrepreneur

Former instructor for TE250



Case Study: VasSol nova

Why Customer Discovery matters?

Questions for Harlee

Homework examples

Team 6 DefendKnight

Primary customer: Female college students

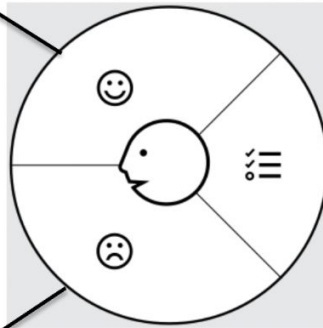
Customer Segment

Gains:

- Feeling safe while walking alone at night
- An easy to use and intuitive way to remain safe in a dangerous situation
- Giving freedom to go anywhere and fight off any danger

Pains:

- Not feeling safe to go out alone in the night.
- Feeling insecure with the rise in crime rates in the community
- Ineffectiveness of pepper spray/alternatives which fail against long range or lethal weapons.



Jobs To Be Done:

- Walk to places while it is dark outside
- Be able to run normal errands at night
- Feel secure and safe in the post-pandemic era where crime has become rampant.
- Get rid of safety as a factor of scheduling your day

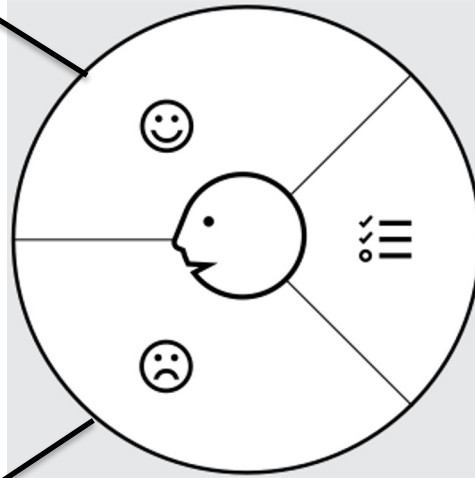
Customer Segment

Gains:

- Safe and cheap storage space for luggage
- Simple and fast drop off and return process
- Close and easy to find drop-off spots

Pains:

- Carrying bulky bags around is exhausting and slows one down
- Finding lockers is hard and the exact amount of money in the right currency is required
- Bags might not fit into lockers



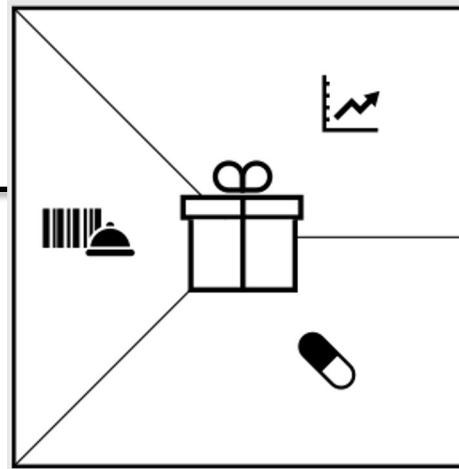
Jobs To Be Done:

Short term storage for luggage in central or easy to reach spots in big cities

Value Proposition

Solution:

LuggageHero, a network of short-term luggage storage options in more than 100 cities worldwide



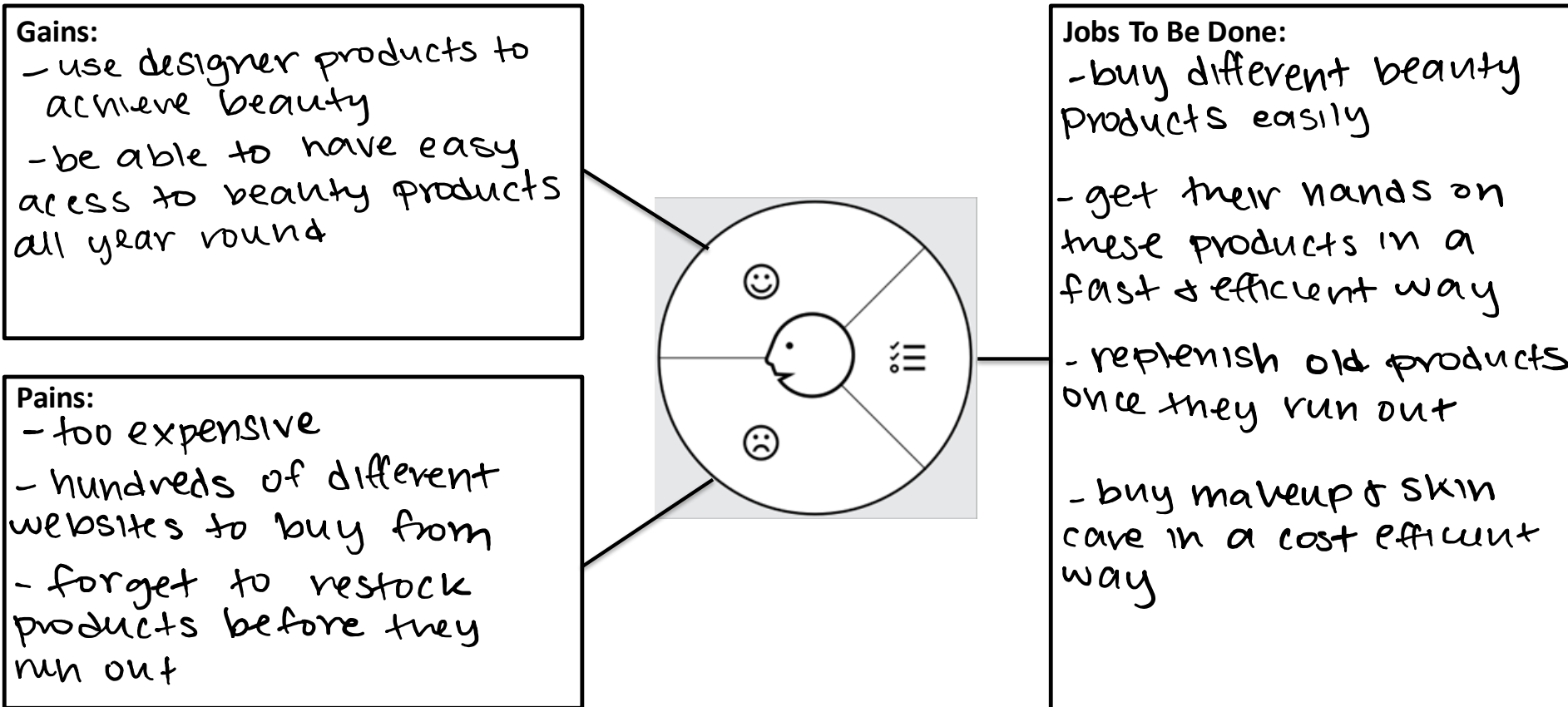
Gain Creators:

- Luggage insurance automatically included
- Only certified drop-off spots
- Options to pay hourly or daily

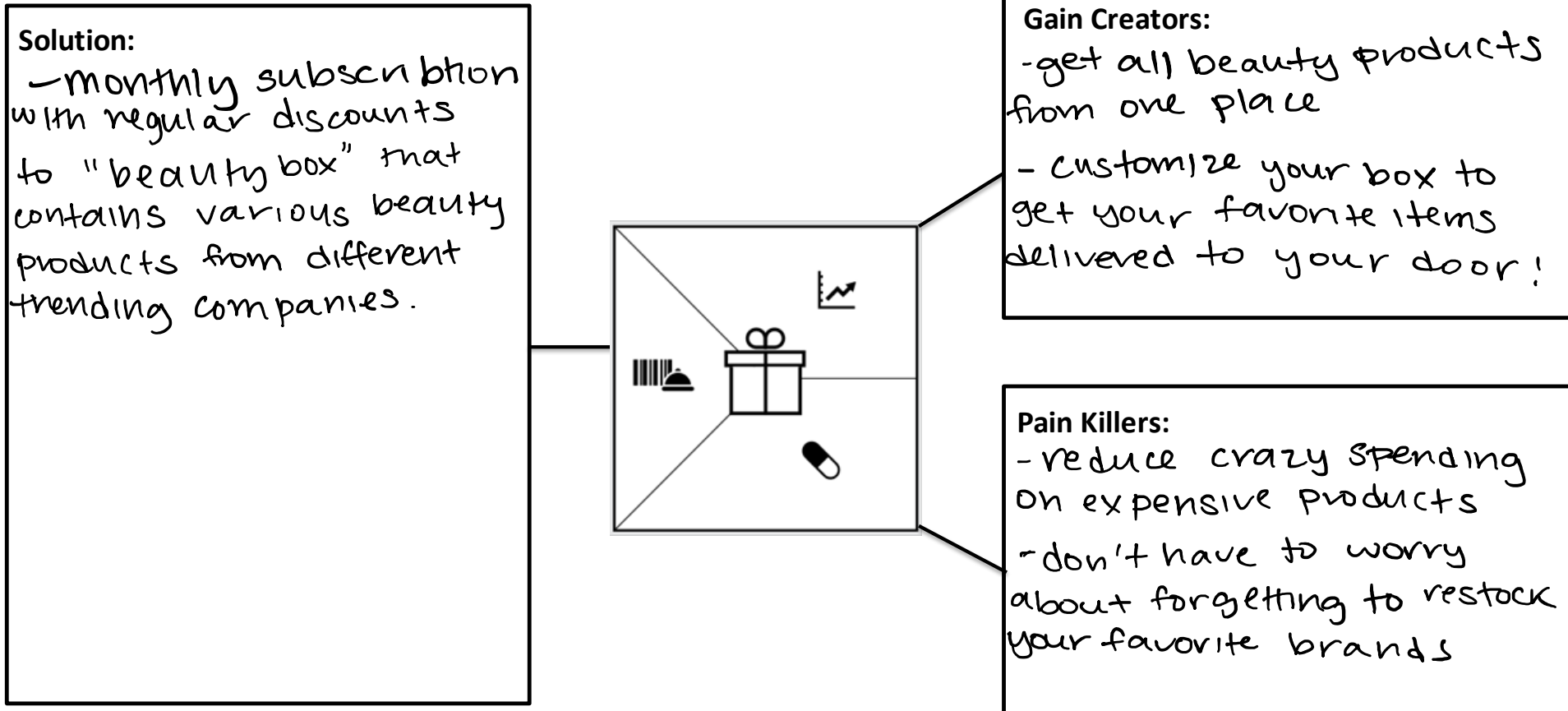
Pain Killers:

- Cooperation with shops, hotels and cafes to provide a plenty of drop-off options
- Online booking and directions

Customer Segment



Value Proposition



Customers and Stakeholders

Who is the customer?



Stakeholders Roles

End User

The person who will actually use the product or service.

Decision Maker

The person with the clout to decide which solution gets adopted

Payer

The person who has the budget for the solution

Influencer (external)

The person who 'weighs in' on the solution selection, adoption, and/or purchase

Recommender (internal)

A person tasked with making solution recommendations

Saboteur

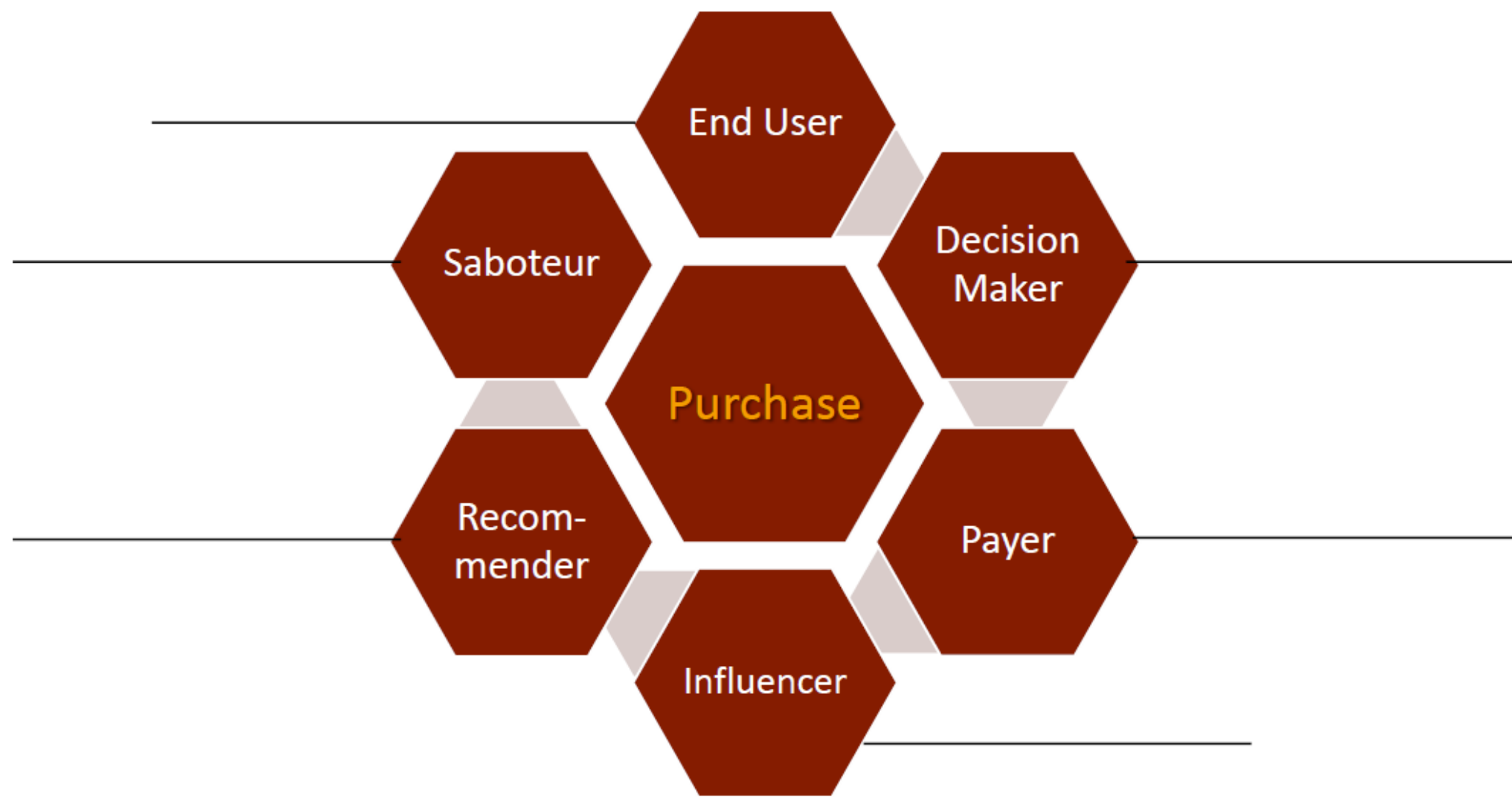
A person who loses out if the solution is adopted

Customer Roles



Customer Roles Worksheet

For your project, list the specific role/job title that is likely to represent the various influence roles in the customer buying center. Note that some roles may not be relevant in your situation (e.g., insurance companies or “payers” play a critical role in healthcare payment, but may not be a critical role in other industries).



Multiple Customer Segments

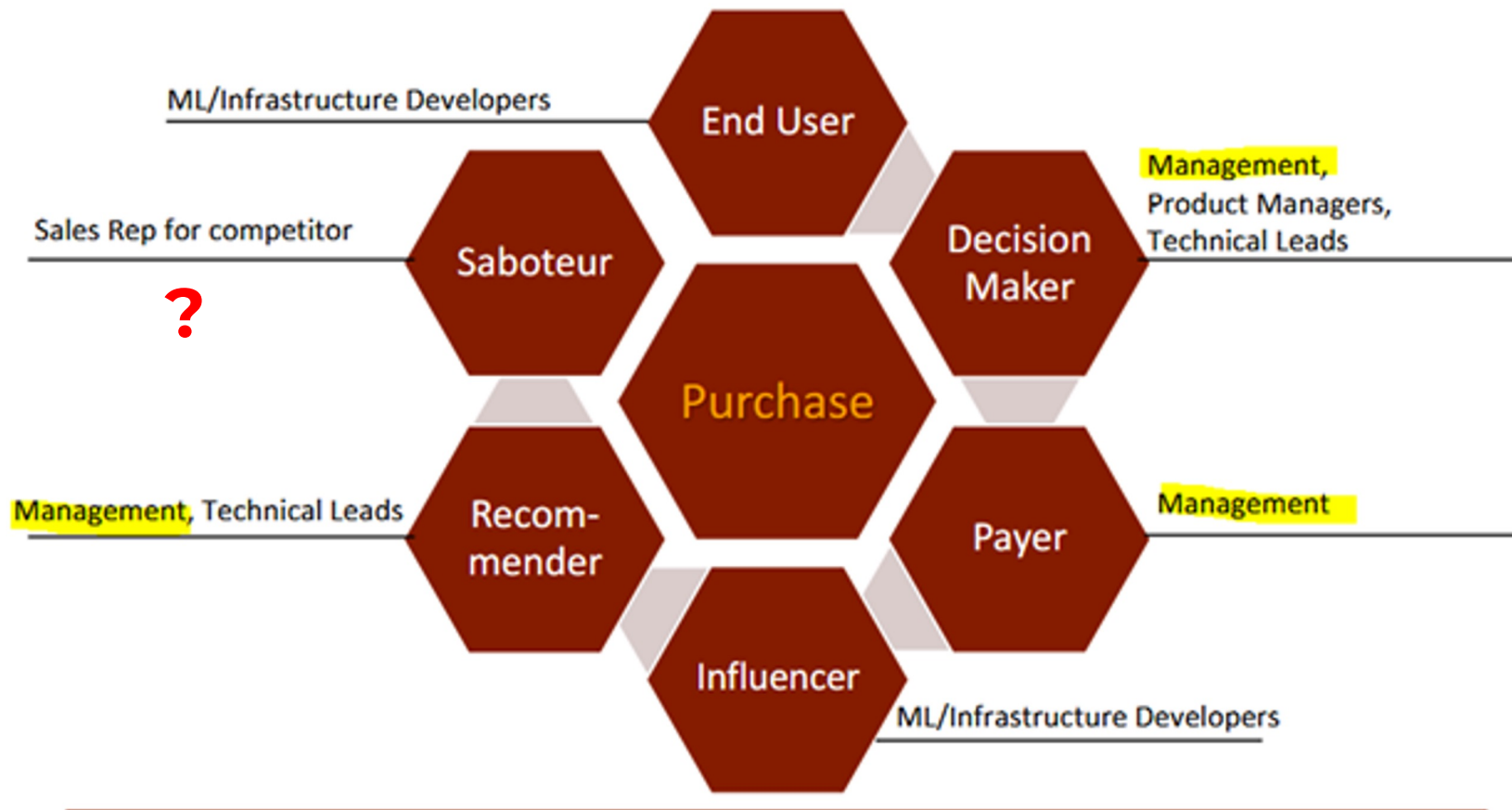
- Each has its own Value Proposition(s)
- Each has its own Revenue Stream
- One segment cannot exist without the other
- *Which one do you start with?*

Customer Roles - Team 17 MLProfiler

Customer Roles



Constructive
Feedback



Customer Roles - Team 13 C3 De-escalation

Currently looking at education as the next market

End User:

Elementary, Middle School & High School Teachers, esp Special Ed Teachers

Decision Maker: Director of Secondary Education

Payer: Accounts within school district. In Iowa, accounts within regional mental health districts.

Influencer: State Reps, State Senators, Staff at Education for Equity, parents, and others who pressure schools

Recommender: Primarily teachers & parents, but may include principal or superintendent.

Saboteur: Oddly, a middle-to-high manager at a regional mental health district. Also a well-established local psychologist.

Customer Roles



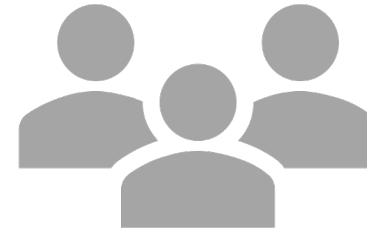
Kudos &

Constructive Feedback

Working Groups



10 minutes



Stakeholders

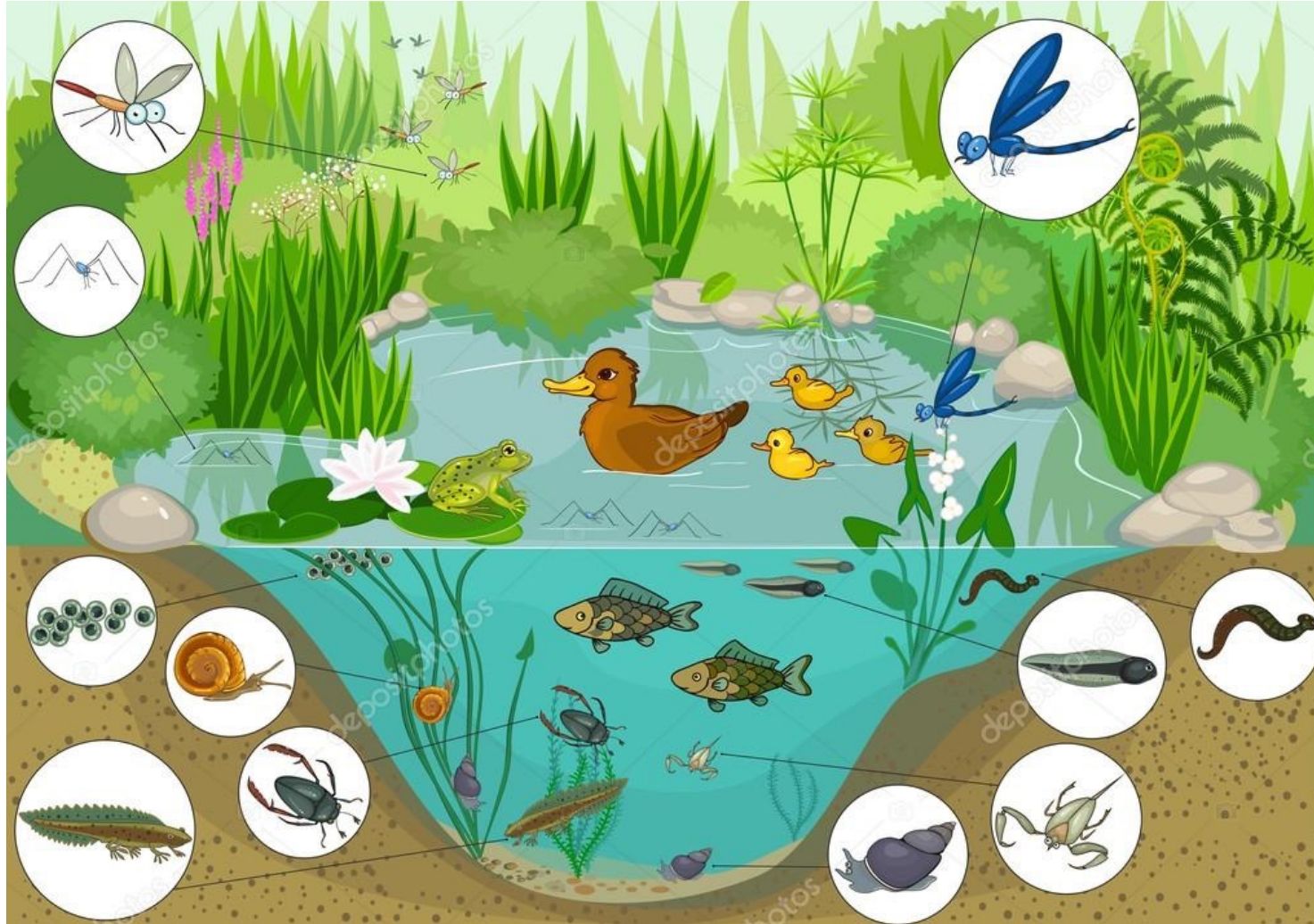
By Title & Organization

Who is the customer?



Mapping the stakeholders/customer roles

This is the first ecosystem map most of us saw



Ecosystem – Our working definition

How your product interacts with the world once it is in the hands of the customer.

So how do we build one?

- Start with a list of anyone who you think might play a role in your ecosystem (your stakeholders)
 - Customers
 - Suppliers
 - Distributors
 - Servicers
 - Infrastructure/platform providers
 - ...
- Learn how they interact

An example from the agricultural equipment industry.
Equipment sellers like to show harvest running like this:



Grain Harvest Logistics Ecosystem – who should we consider?

- Farmers
- Combine Operators
- Grain Cart Operators
- Grain Truck Drivers
- Public Grain Elevators
- Farmer Owned Grain Storage
- Grain Originators (*learn the vernacular!*)
- ...

However... there are logistical, equipment and traffic challenges...



A simple map for the farmer during harvest

Combine Operator



Grain
Originator

Private Grain Facility



The
Farmer

Grain Cart Operator

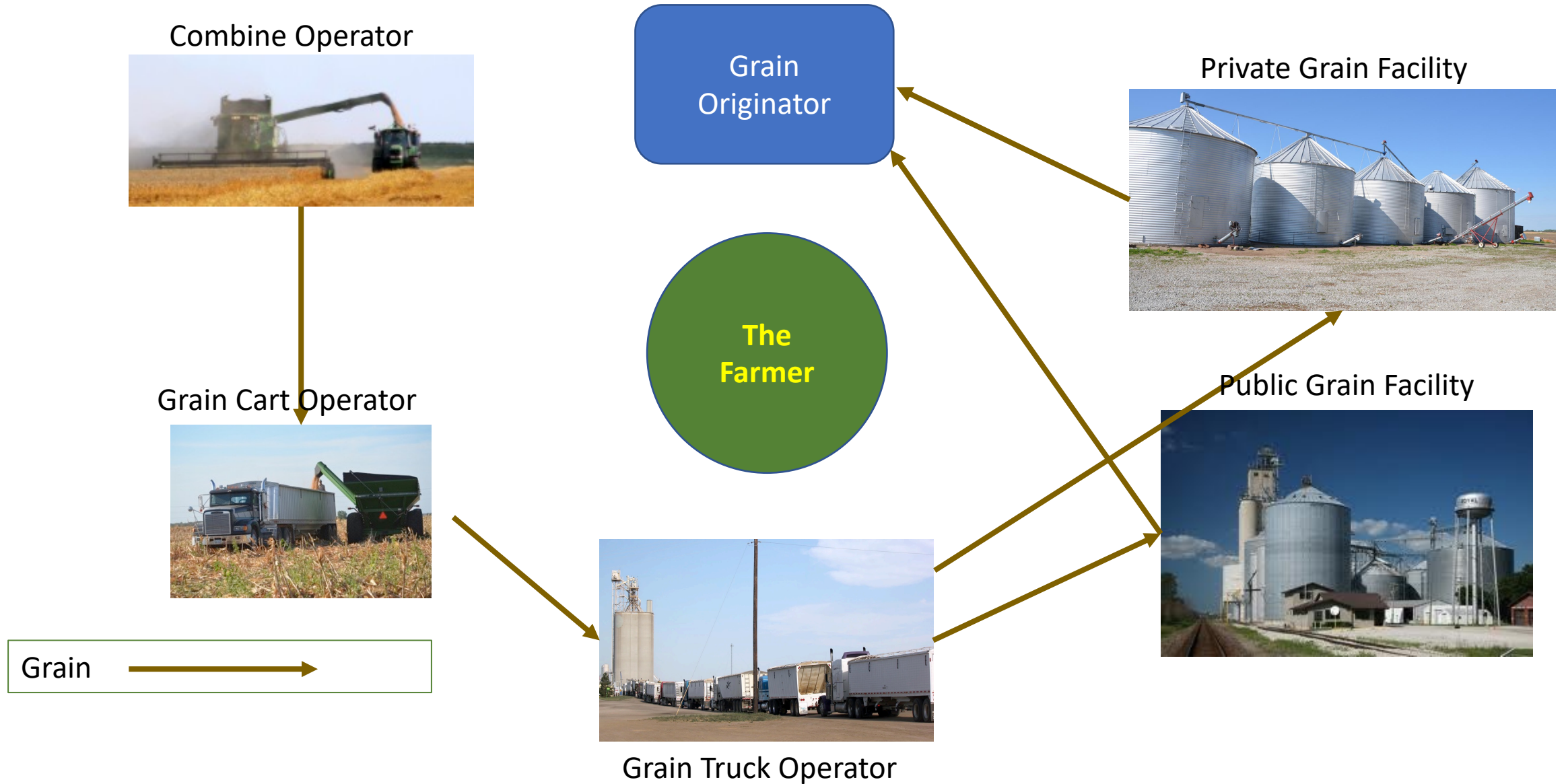


Public Grain Facility

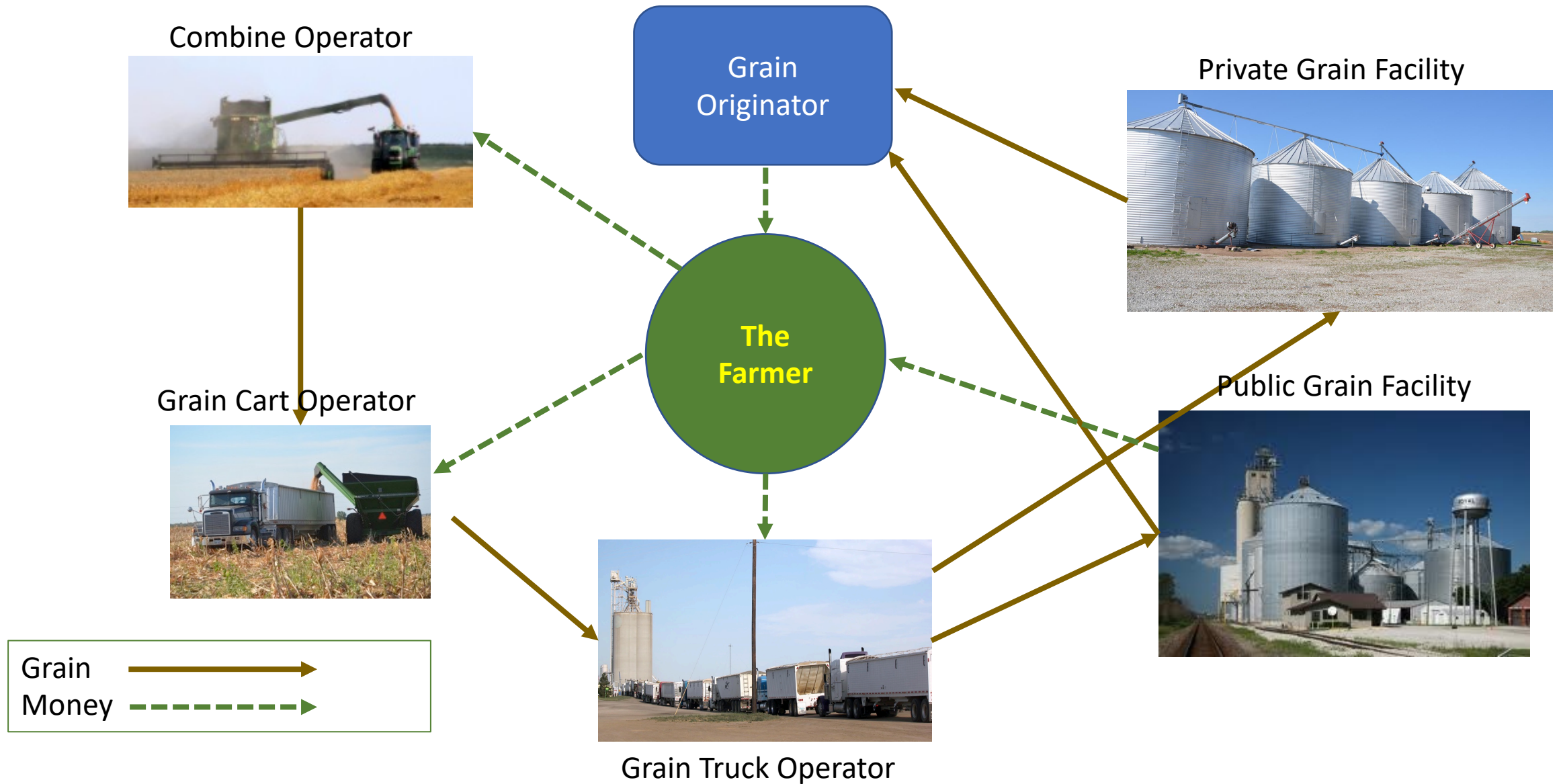


Grain Truck Operator

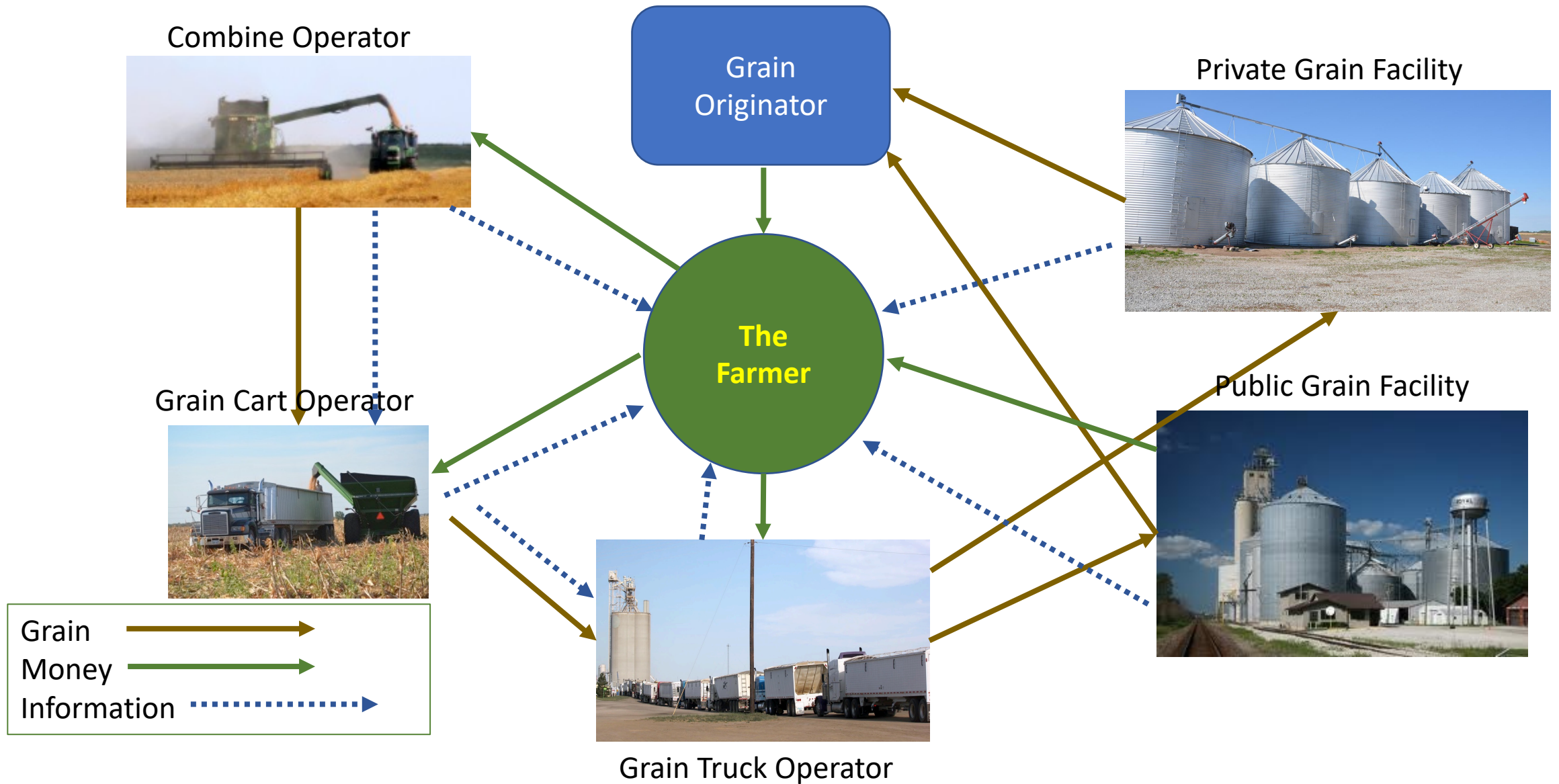
What goes where?



What goes where?



What goes where?

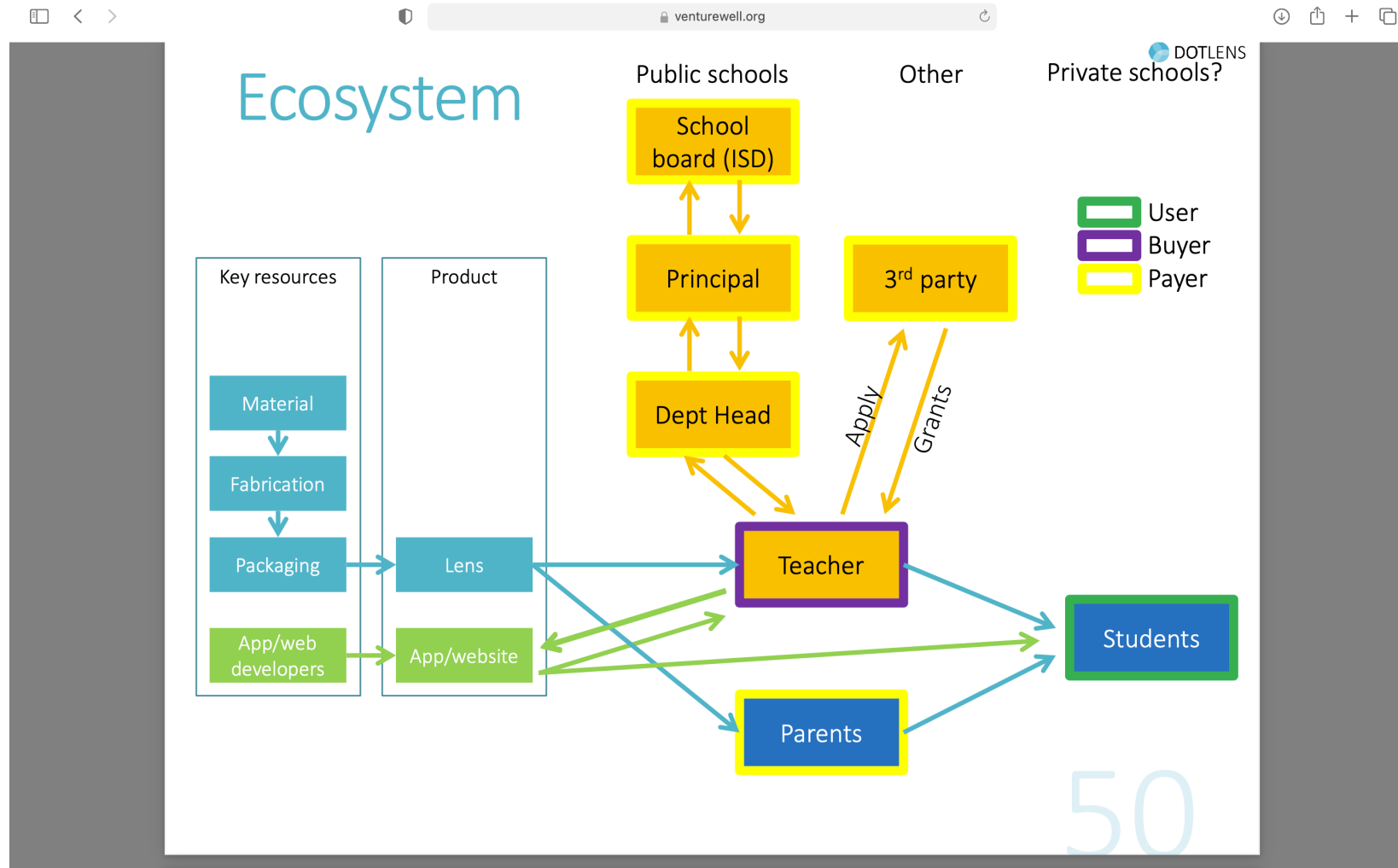


Dotlens – Add-on smartphone microscope lens

- Decision maker
 - Teachers
- Economic payer
 - Dept Head, Principal, School Board, Grant Funder
- Saboteurs
 - Microscope sellers
- Influencers
 - Existing science kit suppliers
- End users
 - Science students in middle and high school

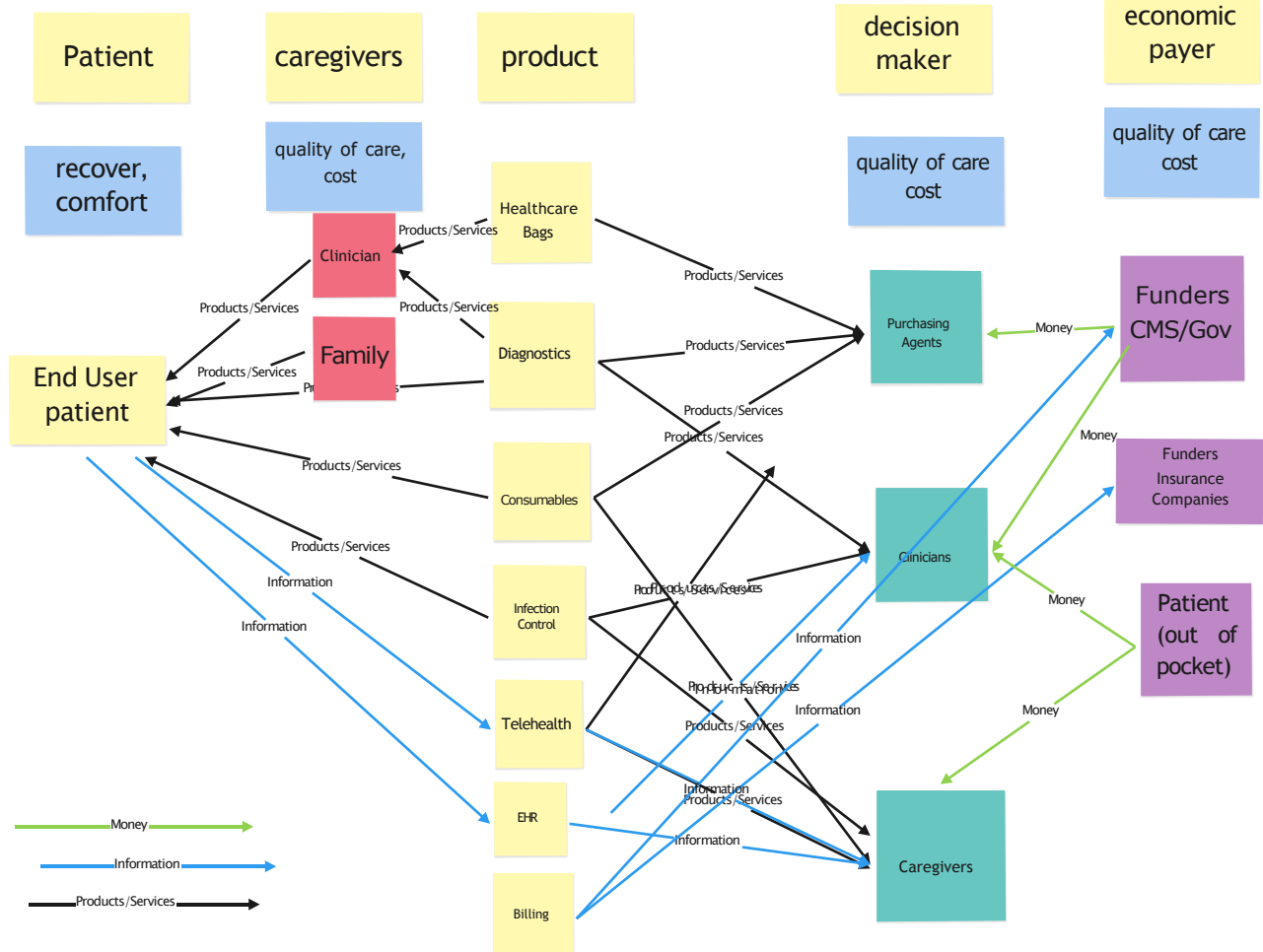
https://venturewell.org/wp-content/uploads/554_Dotlens_12032015.pdf

Dotlens – Add-on smartphone microscope lens



https://venturewell.org/wp-content/uploads/554_Dotlens_12032015.pdf

Build the Healthcare - Home Healthcare Ecosystem



Providing Healthcare in the Home

Influencers Hospitals

Types of care

- ca Clini
- Non-skilled care

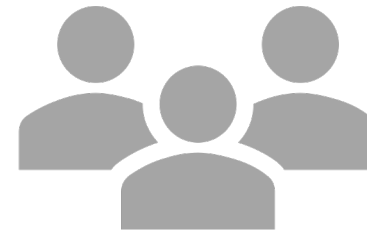
Insights and takeaways

- The map is a tool to help you achieve an understanding of your ecosystem by making it visible.
- Use it to help figure out
 - Who the players are
 - Who you need to interview
 - What to ask them about
- The map will change as you learn more

Working Groups



10 minutes



Ecosystem/Stakeholder Map

Who is the customer?



Customer Segments

Definition: Customer Segments

- A well-defined group of people that share the same need/job/problem and can be served by the same business model.

What Makes a Good Customer Segment?

- They are PEOPLE (not companies, departments, ...)
- They immediately grasp the value and “own” the metric
- Obvious who they are
 - You could go to LinkedIn and/or co. directory and search for them
- There are very few people that fit the description that won't buy your product
 - Laser focused on a well-defined group that ALL share the strong and direct value proposition
- Share the same business process and “why” for buying
- List ALL the key stakeholders

Customer Segmentation

Common Mistakes

- Too broad and vague
- Confused with industry segments
- Not traced through the value chain
- At organizational or department level
- Customer doesn't "own" the metric or value

Archetypes and Personas

What is it?

... fact based visual representation of a set of users that helps visualize, understand and build relevant connects with the target users...

<https://userguiding.com/blog/user-persona-examples/>

...depiction of your ideal customer based on actual data from market research, competitor analysis, and existing customer profiles...

<https://www.semrush.com/blog/buyer-persona-examples-beyond-basics/>

Archetypes –Who Am I?

Soccer Mom?

- Jobs to be done
- What do I worry about
- How do I want people to feel about me
- What are my demographics (age, disposable income, where do I live, etc.)
- What are my psychographics (values, beliefs, contributions, volunteer, etc..)

Surfer Dude?

GM Engineer?

Volunteers? Where is your ideal place to live?

Bridget DAY

AGE 26

OCCUPATION Marketing Director

STATUS Single

LOCATION New York, NY

TIER Enthusiast

ARCHETYPE The Marketer

Ambitious Admired Focused



"I would like to find and learn skills that would help me grow my business footprint online."

MOTIVATIONS



GOALS

- To grow a strong industry reputation
- To build her own Blog
- To expand and learn new skills

FRUSTRATIONS

- Slow download times
- Data crashes
- Poor communication

BIO

Bridget's business has been slowing lately and she could really use a set of skills that would help her understand evolution of her work.

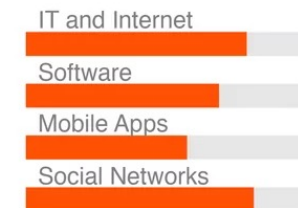
ACTION

Read How To articles
Looking for expert analysis

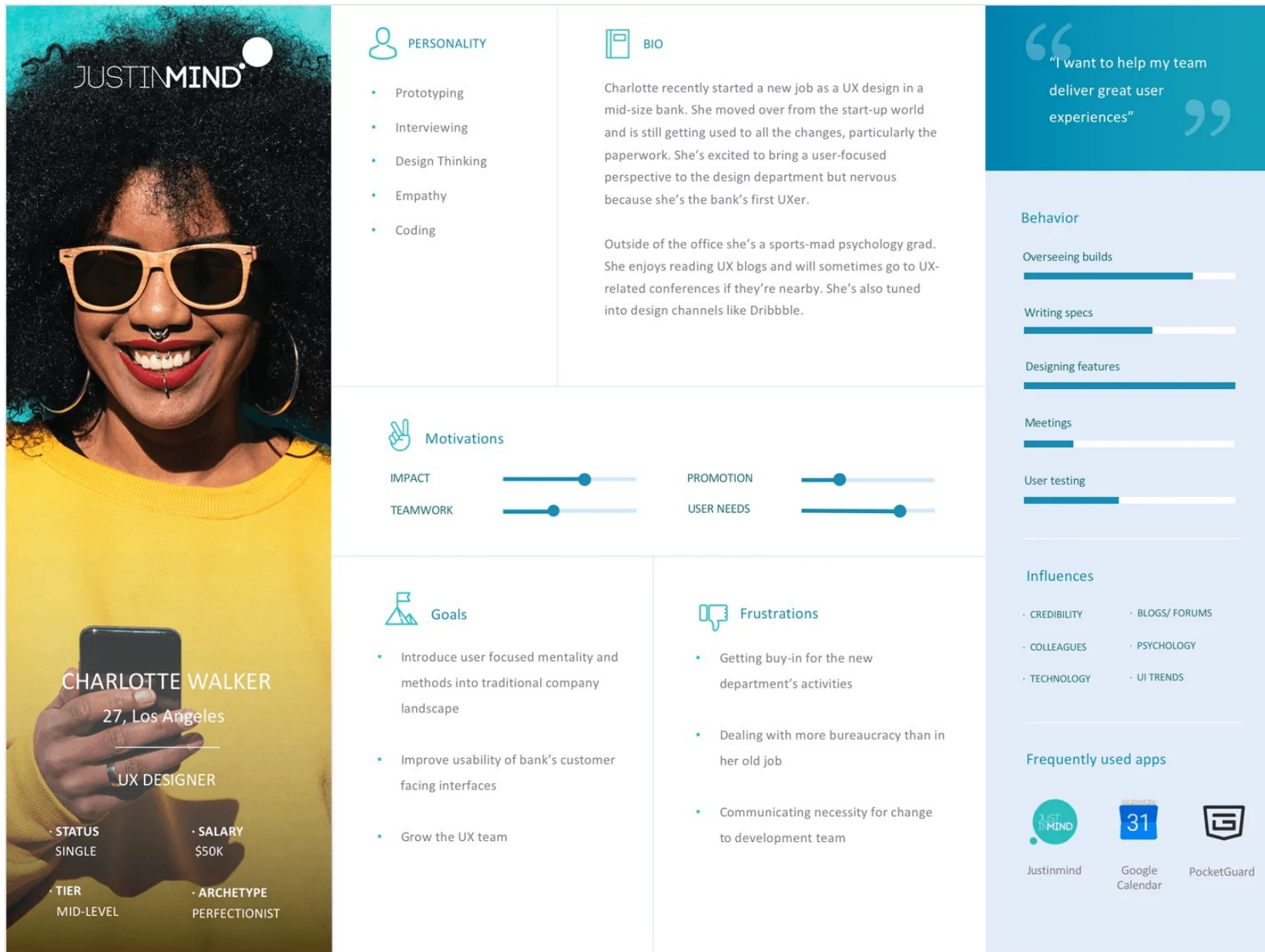
PERSONALITY



TECHNOLOGY



JLeclainche.wordpress.com





Drew

Influencer

ABOUT

-  Age 25-34
-  \$50K-75K
-  High Tech Proficiency

EVENT ATTENDANCE ATTRIBUTES

Frequent event go-ers (monthly), tend to be very early planners, and more likely to travel regionally or nationally for an event, tend to go to trending events only.

EVENT INFLUENCERS

-  Friends
-  Cultural
-  Adventure
-  Learning
-  Networking
-  Hype
-  Credibility

MOTIVATIONS

Motivated to find new things to do and share them with network, having influence, being the first to know about something and getting tickets right away.

CORE NEEDS

Finding events on social media and being able to easily share them. Being able to see trending events that will up their klout. Also getting notificatinos of on-sale so they can be the first to get tickets.

PAIN POINTS

Finding the time to attend events and staying on budget.

39%
Total Universe GTV

12
Events per month

*GTV Calculated based on # of Users x Frequency of Events.
Based on a study conducted with 115 participants.

B2C Customer Persona

<https://www.semrush.com/blog/buyer-persona-examples-beyond-basics/>



Mrs. Clark Grimes

Demographic info

Age
37

Location
New York State

Family Status
Married, 2 children

Education level
Graduate degree

Income level
\$150,000+

+ Add field

Bio

Working mom looking to buy a new home. Her current house seems too small now that she has a second kid. She is searching for a bigger space close to her current location to accommodate her growing family.

Pain points

- The current house is too small for her growing family.
- Finding a perfect location is challenging since it should meet her needs, as well as her kids' and her husband's needs.
- Juggling work and family life is also challenging. She doesn't have enough time for a home search.
- The economic instability in the country leads to her thinking that buying a house right now is risky and it needs to be a very smart investment decision. However, she has no experience and little knowledge in this area.

Gains/expectations from my product

- Learn from a trusted expert about the best way to invest in her new house in a quick and simple way.
- Find a perfect house in her / similar neighbourhood without going through a nightmare.

Quote

“ I feel like it's time for us to find a bigger place, where each of us will have enough room for their needs and where our kids and their own kids will come to stay for Christmas. But making such a decision is really hard since I already have so much on my plate.”

Factors influencing buying decisions

- Agency: most of the communications and operations should be carried out online, speed and clarity are very important.
- House: Distance from the city + local infrastructure, space, and modern decor.
- Her husband is the biggest influencer when it comes to selecting the agency and the house.
- Reviews and social proof around real estate agencies are a deal-breaker.

Communication channels

Channels

Instagram, Mom influencers, WoM

Content types and formats

Blog posts, videos

Content topics

Life in NYC state, raising kids, buying a house

B2B Customer Persona

<https://www.semrush.com/blog/buyer-persona-examples-beyond-basics/>



Shawna Cummings

Key info

Age

36

Location

San Francisco

Education level

Bachelor's Degree

Job title

Founder/CEO

Company type

Small agency

Bio

Shawna is a career-oriented professional managing a small marketing agency providing digital marketing services to startups.

Frustrations (pain points)

- Working with clients and simultaneously growing the agency is tough. She ends up trapped in daily tasks while she wants to focus on the business strategy.
- Most of the projects are still managed via spreadsheets and documents, decreasing the overall efficiency.
- There are more clients and several employees in the agency now, but it still feels like she works as a solopreneur.

Jobs to be Done

"When I run a small marketing agency I want to organise project management in a way that lets me delegate it while also being able to keep an eye on things, so I can focus on growing my business and improve productivity."

Gains from my product

- Ensures she can see all projects happening in the agency without spending hours in Google Drive.
- Helps her find the bottlenecks in the campaign production process and identify needs for new hires, investments, etc.
- Lets her delegate project management tasks and operations while also being able to monitor things with ease.

Factors influencing buying decisions

- Extended free trial option.
- Affordable subscription plan for small teams.
- Responsive customer support and customer success that can help her and her team learn.

Industry experience and knowledge

- Started researching different options for automating project management, knows the main players.
- Has never adopted any project management tools on a company level before, but came across several solutions when she was an in-house employee.

Susan Johnson



"I'm a very active person, enjoy a lot with my work, but I hate wasting my time"

AGE 28

OCCUPATION Marketing consultant

STATUS Married

LOCATION Brooklyn, NY

TIER Pro

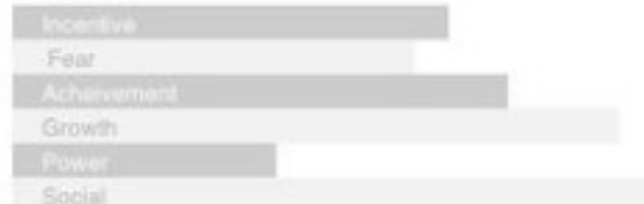
ARCHETYPE The advocate

Dynamic

Inclusive

Engaging

MOTIVATIONS



GOALS

- Improve the timing to design surveys
- Review and extract info from previous surveys easily
- Upgrade the communication channel

FRUSTRATIONS

- Writing initial draft without all the necessary knowledge
- Waiting for feedback and ability to reflect the changes
- Conflicting inputs between managers, partners and clients

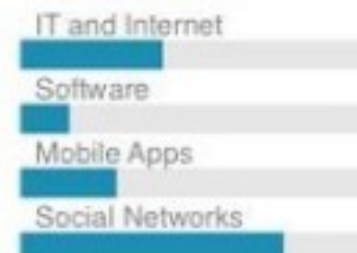
BIO

Susan is a marketing consultant who lives in the great city of New York. She is married one year ago. She love running, going out with their friends and family. At home, at work, she give the best of her, she knows how to deal with people. She is a hard worker that she need to get results soon and be rewarded.

PERSONALITY



TECHNOLOGY



Wrapping up

Week 5 Wrap Up

- No individual homework
- Team homework –
 - Complete customer roles/stakeholder worksheet for your project
 - Build a stakeholder ecosystem map using the identified stakeholders
- Watch videos and read books
 - Books???????