
mkarasek@illinois.edu



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Agenda

- Review homework examples
- Customer/Stakeholder Roles
- Ecosystem/Stakeholder Maps
- Customer Segments
- Archetypes/Personas
- Guest Speaker: Joe Jablonski, Co-founder and Chief Product Officer, Ocident

Homework examples

Customer Segment

Gains:

Would like mental health support that is customized to individual needs. (Youth Customizability)

Needs cost effective alternative to professional mental healthcare. (Youth Income)

Would like entertainment within a wellness solution. (Youth Engagement)

Desires anonymity to limit human to human interaction regarding private traumas. (Youth Privacy)

Would like an everyday outlet for independent mental health strategies. (Youth Self-Care)

Pains:

Clients face *loneliness* and *casual lows* contributed by *university academic load*.

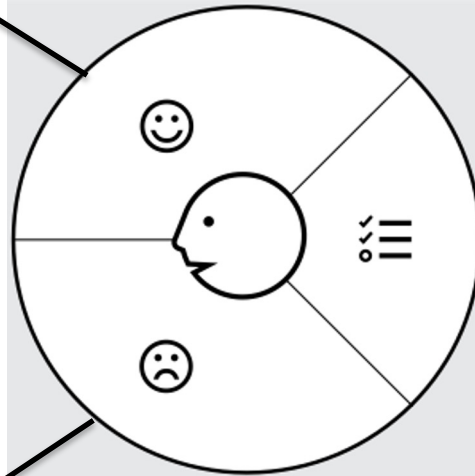
With a *busy workload*, clients are unable to fit into *competitive scheduling* from mental health services.

Clients require a *more personalized solution* to help during times of *acute lows*.

Researching types of healthcare is *confusing* for youth, and it takes *too long*.

Extensive research is required to understand the professional mental health services in one's area.

The cost of seeing a professional mental health specialist is too expensive.



Our target customers are youth (14-24 years old), primarily university students, who experience non-personalized access to mental health services.

Jobs:

Connect clients with professional mental healthcare services

Teach clients day to day mental health strategies that make users feel consistently happier.

Enable user-tracking of mental health symptoms, such as storing one's daily feelings into a calendar.

Avoid users having the feeling of being uncomfortable from scheduling appointments over the phone or in person.

Customer Segment

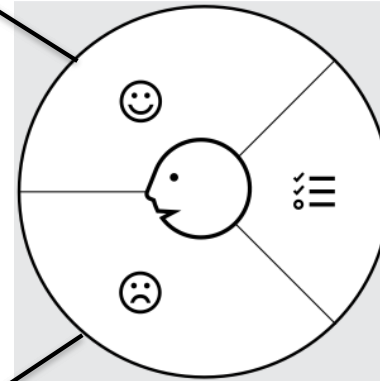
People living in homes that have low-rise and flood prone areas or stand-alone homes

Gains:

- Less anxiety and stress when extreme Weather occurs
- No more water damage
- No more clean up
- Healthy environments in areas that have flooded

Pains:

- cleaning up is long and exhaustive after Floods
- damages are expensive
- very stressful situation
- brings down house property value
- Water damage leads to dampness and molding, causing potential health problems like allergies, fungal infections, asthma attacks and
- Seeking damage claims is lengthy and time-consuming



Jobs To Be Done:

- Prevent water from entering the Home
- Stop intense water damage on Personal items
- Better system for removing water/ Stopping water

Value Proposition Canvas

Designed for:

Startup Name

Designed by:

Aryan Gupta, Vayun Gupta, Juan Pedroza

Date:

02/13/2023 (mm/dd/yyyy)

Version:

0.1

Gain Creators

Fitness enthusiasts who want to exercise from the comfort of their own home or at the gym.
Individuals who have busy schedules or limited access to a gym.
Fitness professionals who want to manage their clients' workouts and progress.
People who are new to gyms and are nervous about gymming in a public setting.

Products and Services

List the Products and Services your value proposition is built around.

Describe how your products and services alleviate customer pains.

Gains

Describe the outcomes customers want to achieve or the concrete benefits they are seeking.

- Improve overall physique, strength, and stamina.
- Feel energetic throughout the day.
- Confidence through appearance.
- Have a better understanding of their body, overall posture during exercises, and how to take care of it.

Describe bad outcomes, risks and obstacles related to customer jobs.

- Unable to get access (too expensive, too few trainers) to good gyms.
- Difficulty finding a personalized fitness program that meets their needs and goals.
- Daily routine does not match the time when gyms are open.
- Risk of injury while performing exercise without good trainers
- Lack of space indoors for physical exercise
- Lack of motivation to consistently go to the gym.
- Nervousness and lack of confidence in going to the gym. Customer ends up feeling helpless and insecure when gymming.

Describe what customers are trying to get done in their work and in their lives, as expressed in their own words.

Customer Jobs:
Improve physical fitness and overall health.

Obtain access to personalized fitness programs tailored to their goals and abilities.

Track their progress and stay motivated.

Connect with a community of like-minded individuals.

Customer Jobs

Value Proposition Canvas

Designed for:

Snackpass

Designed by:

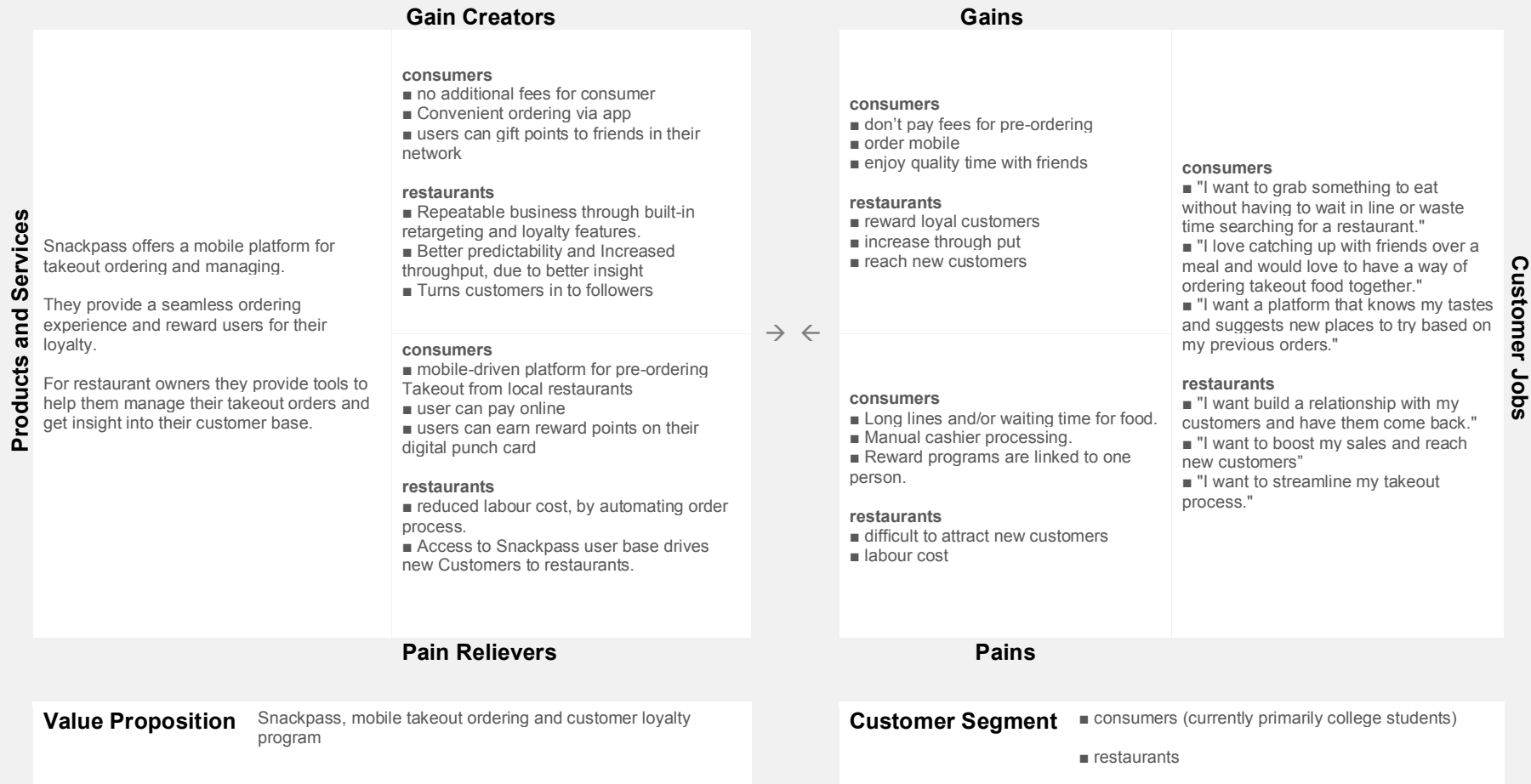
Bernd Brenter

Date:

08/02/2023

Version:

1.0



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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

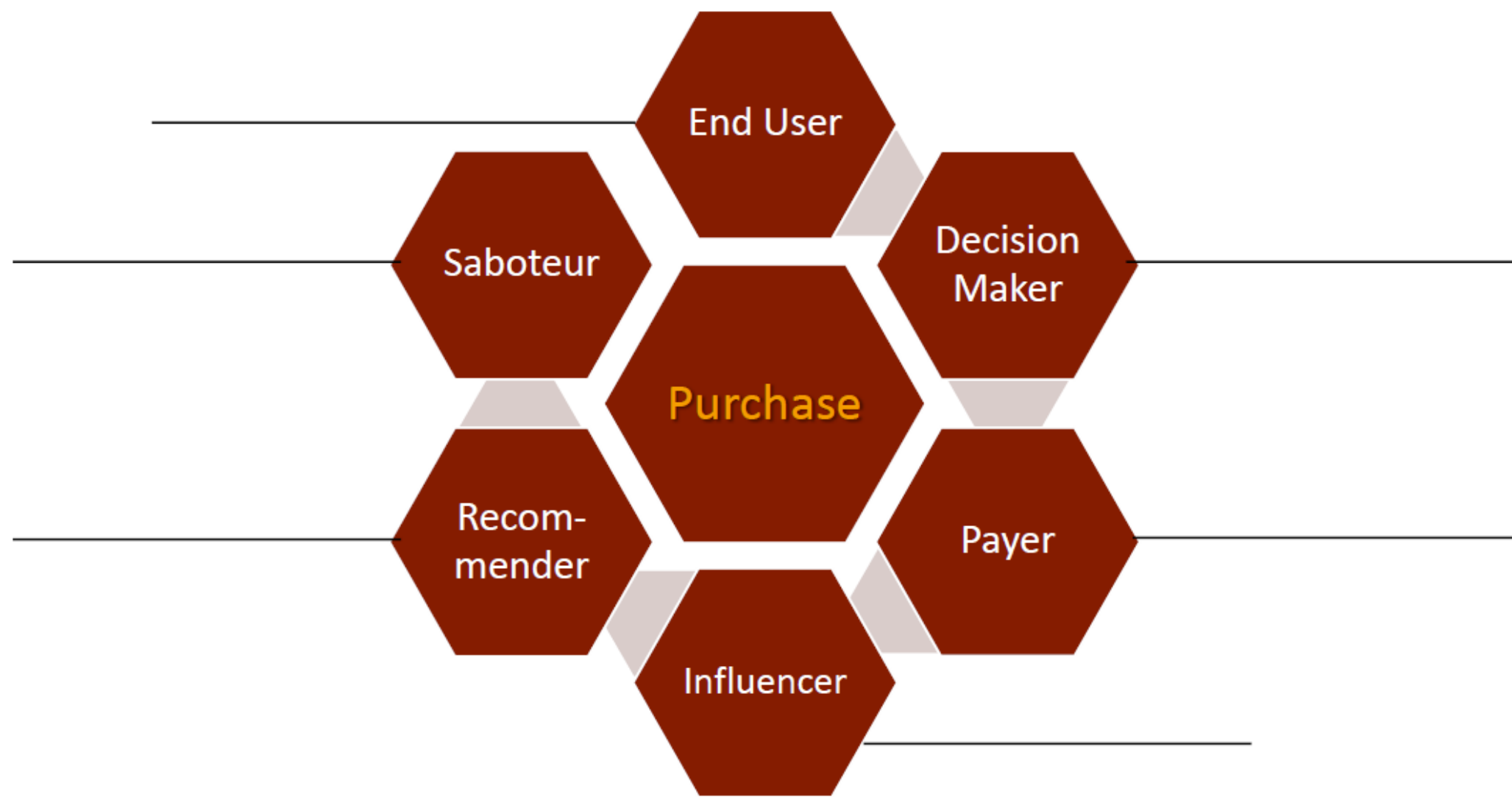
A person who loses out if the solution is adopted

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

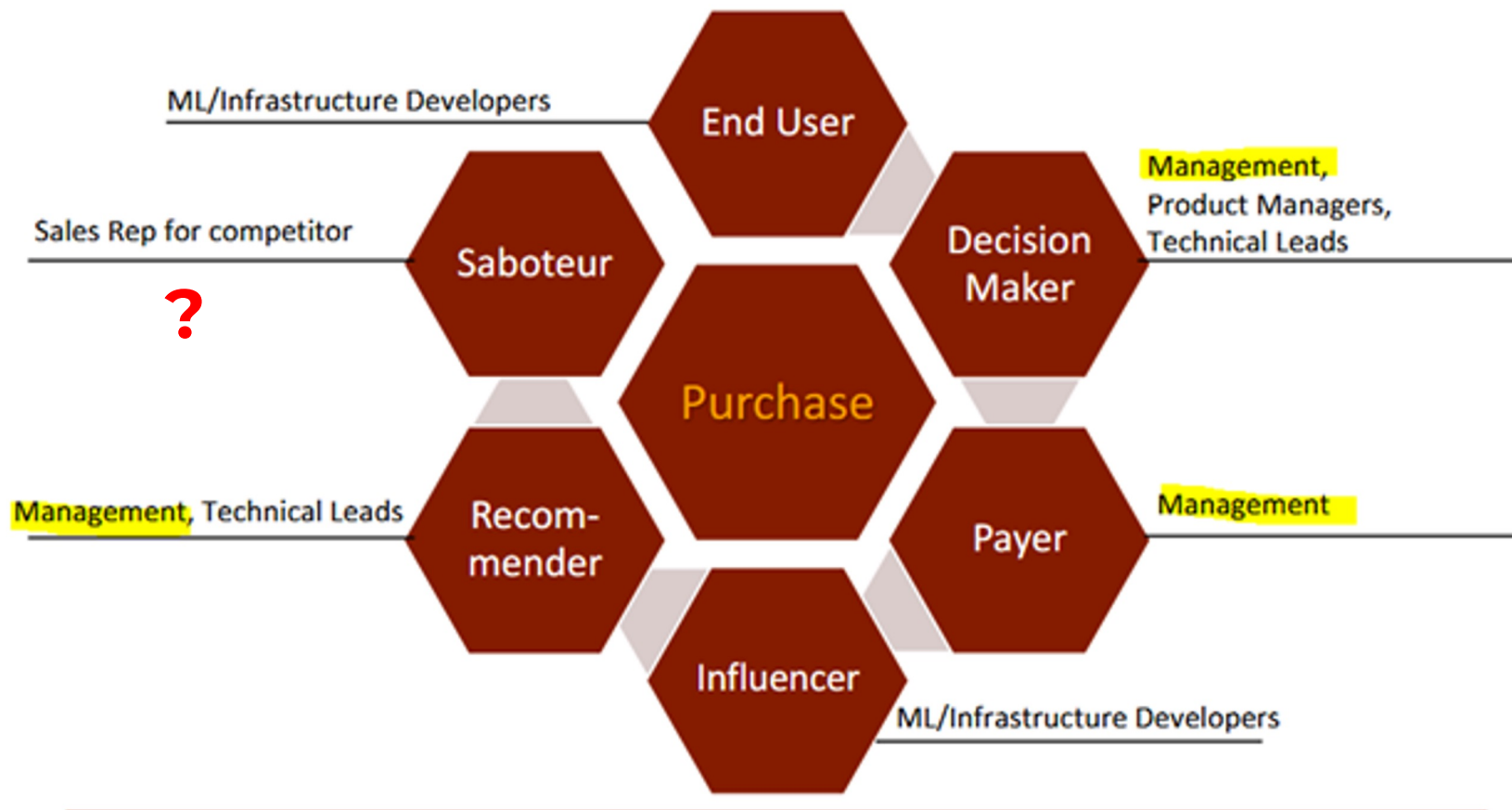
- Each has its own Value Proposition(s)
- Each has its own Revenue Stream
- One segment cannot exist without the other
- *Which one do you start with?*

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



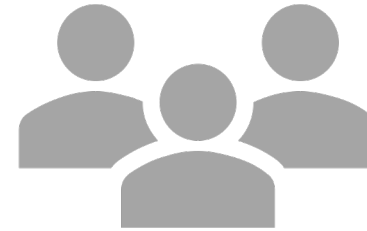
Kudos &

Constructive Feedback

Working Groups



10 minutes



Stakeholders

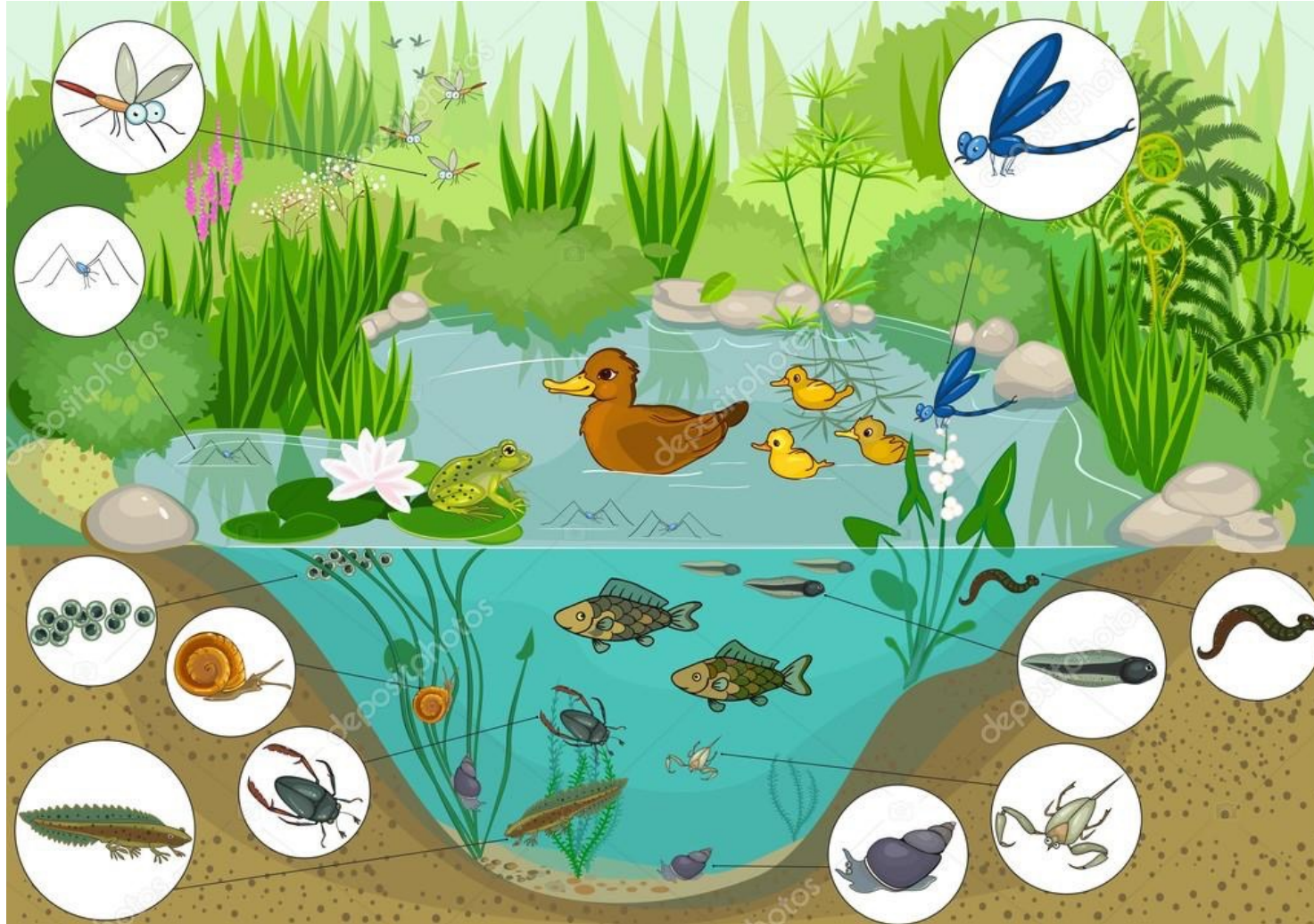
By Title & Organization

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



Grain Cart Operator



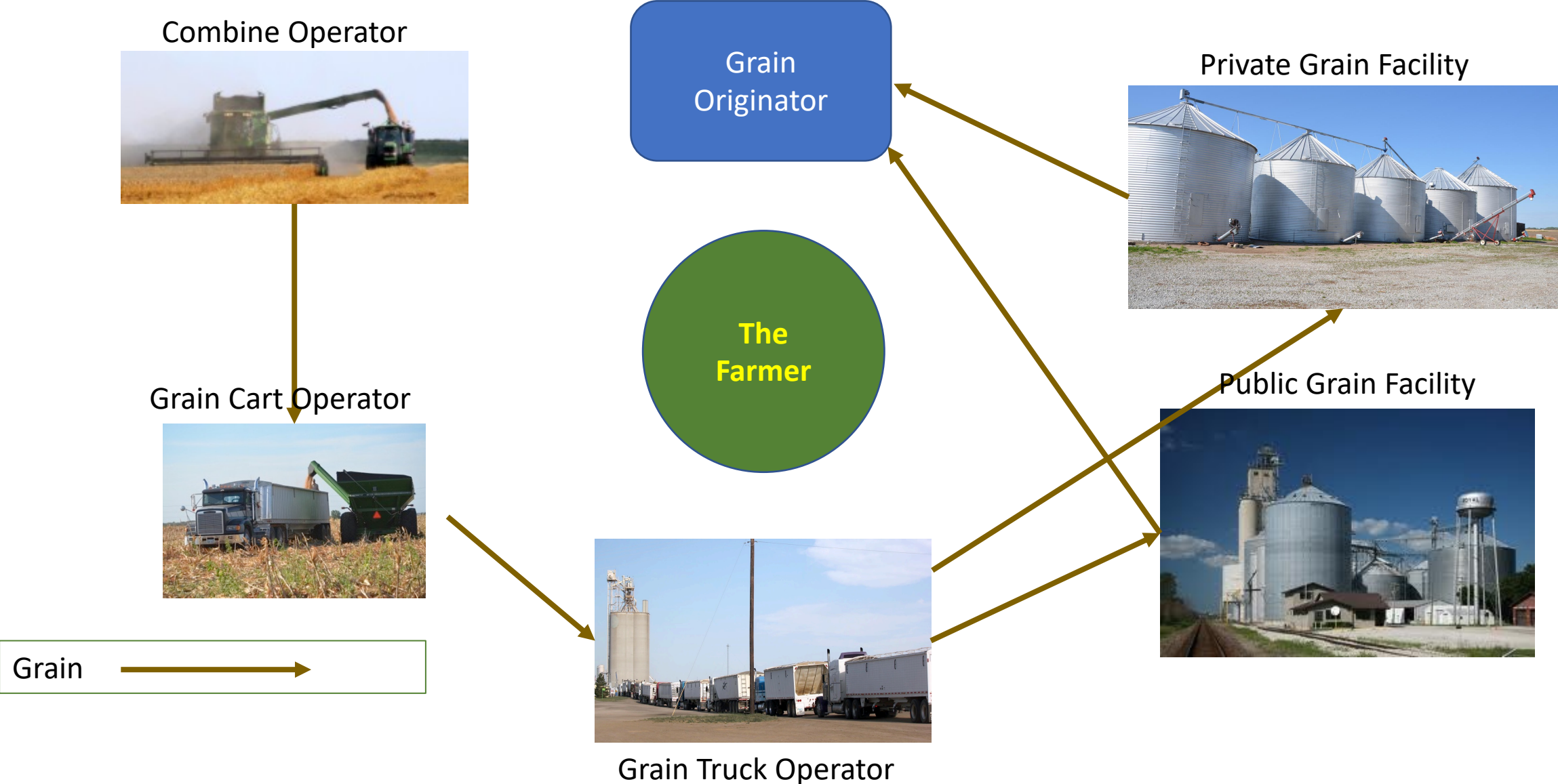
The
Farmer

Public Grain Facility

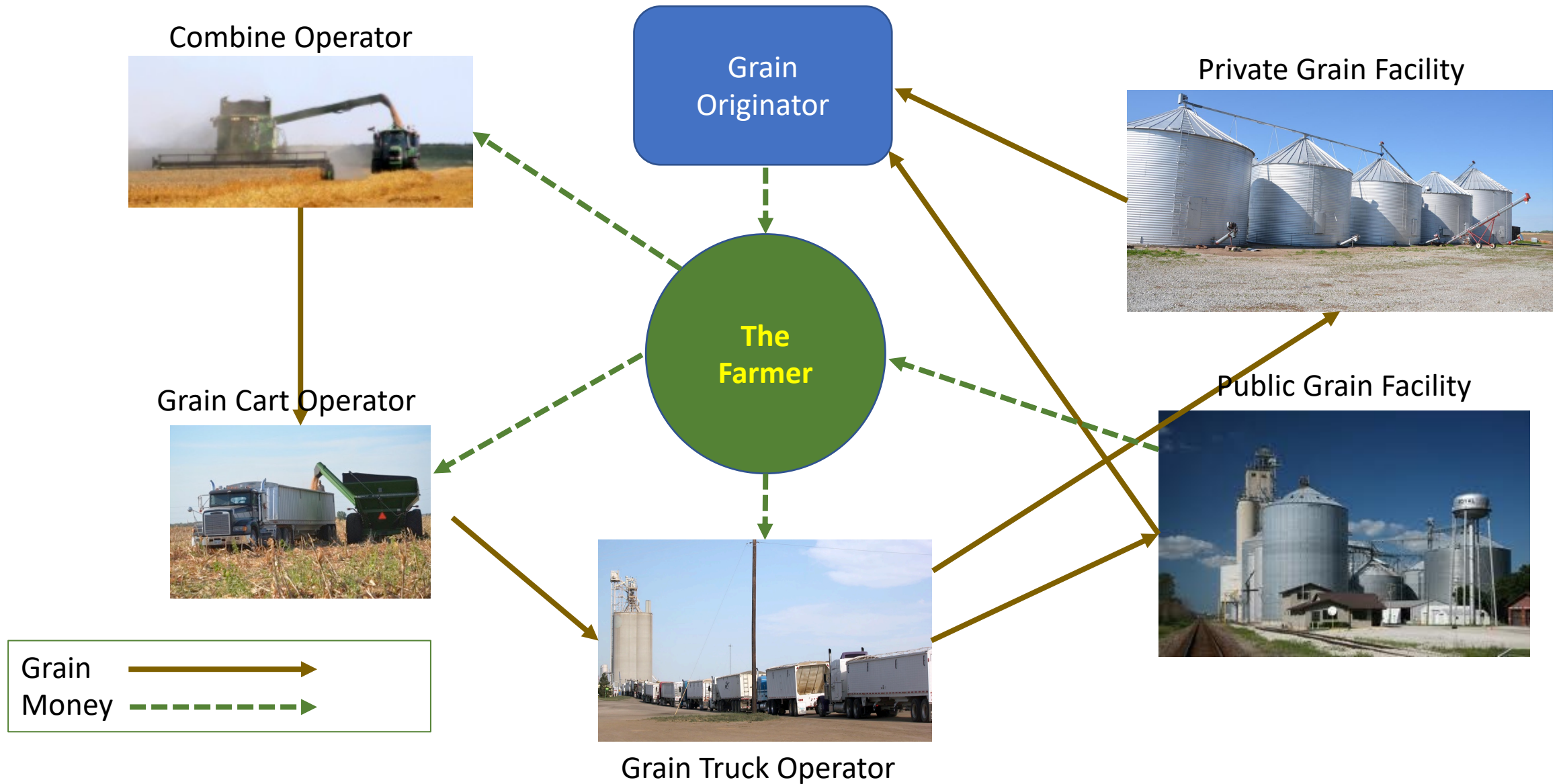


Grain Truck Operator

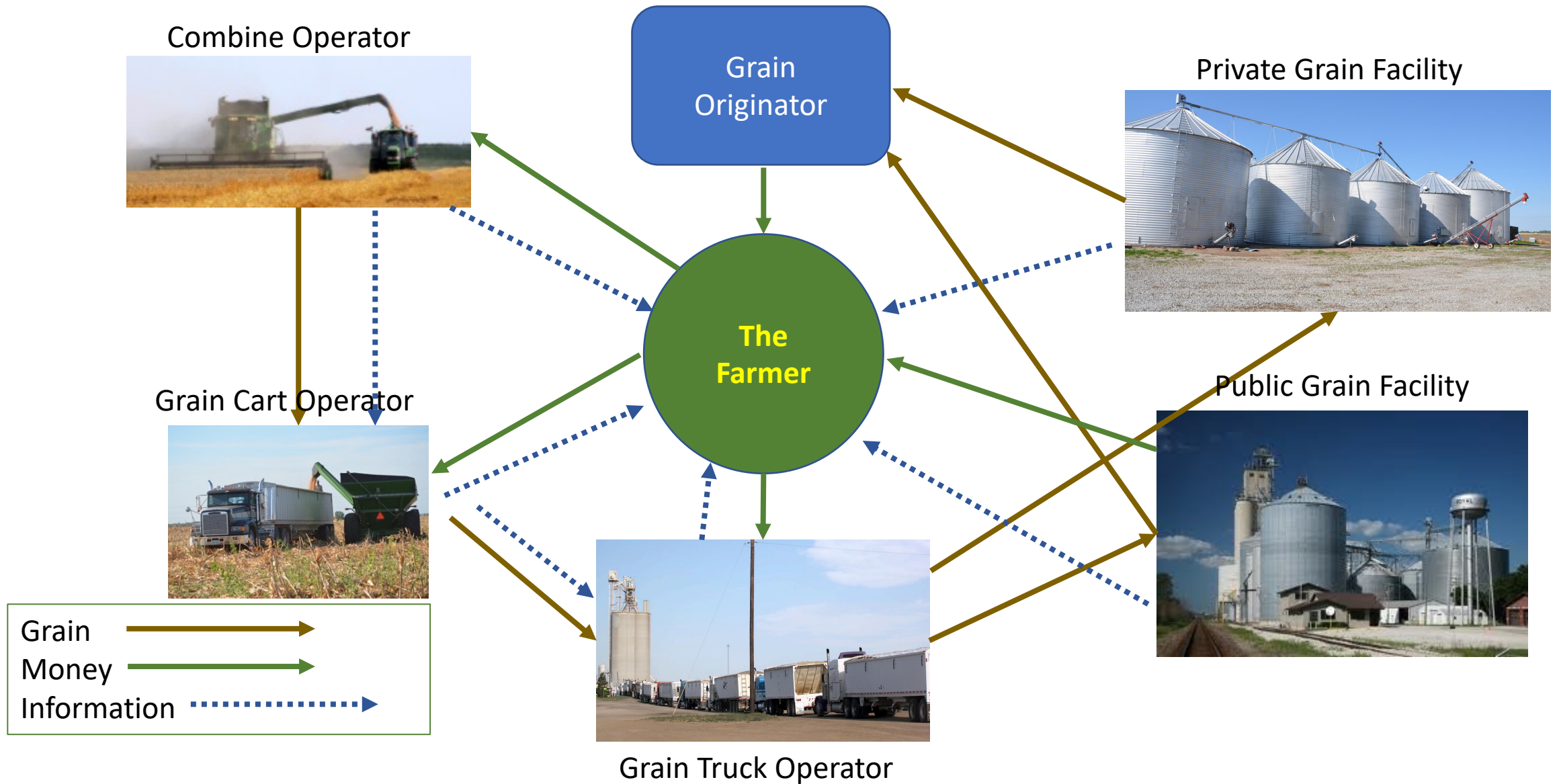
What goes where?



What goes where?



What goes where?

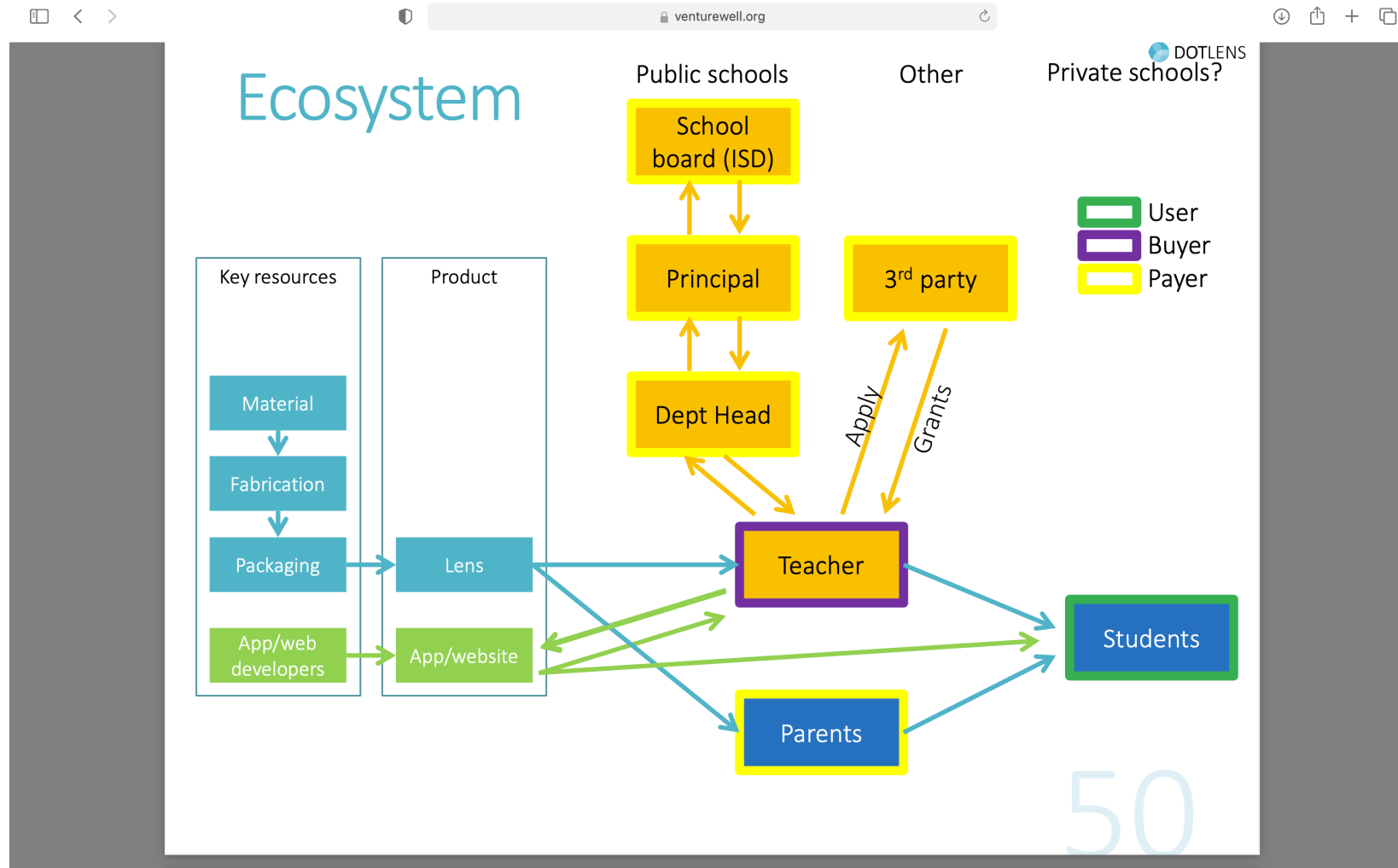


Dotlens – Add-on smartphone microscope lens

- 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

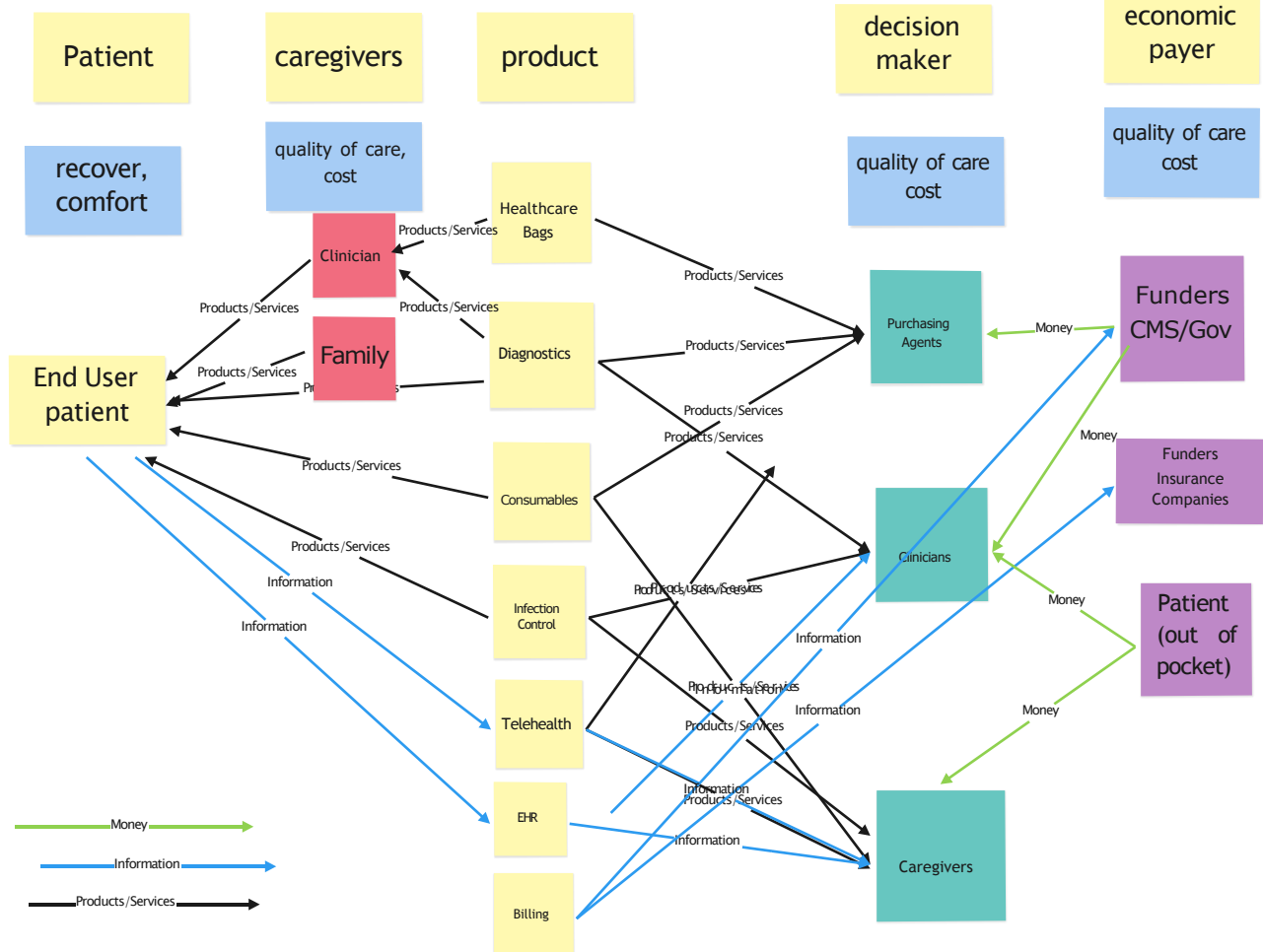
https://venturewell.org/wp-content/uploads/554_Dotlens_12032015.pdf

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
ca Clini
Non-skilled care

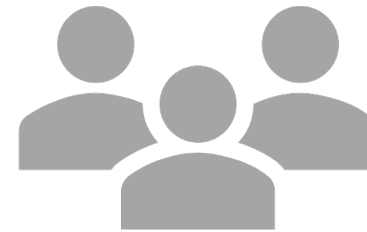
Insights and takeaways

- 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.

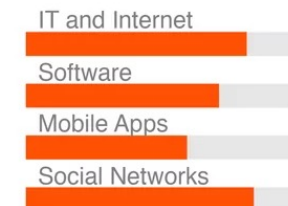
ACTION

Read How To articles
Looking for expert analysis

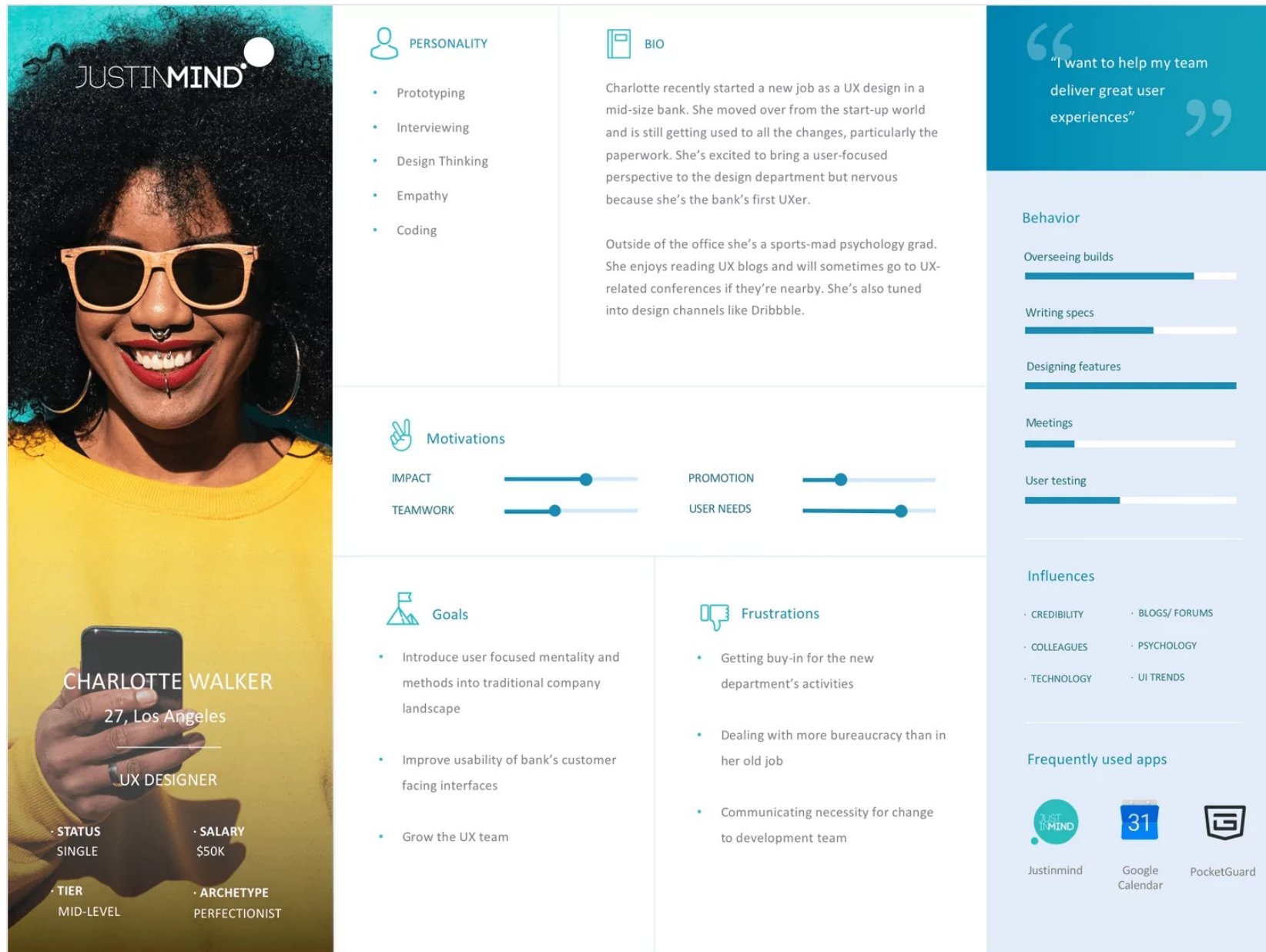
PERSONALITY



TECHNOLOGY



JLeclainche.wordpress.com



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



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

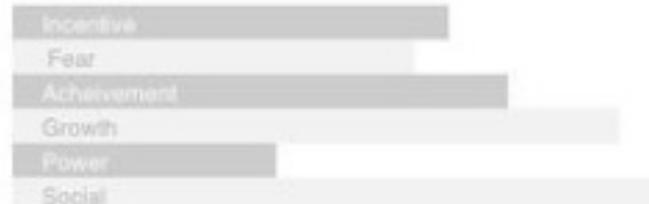
ARCHETYPE The advocate

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

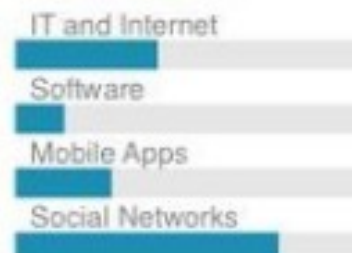
BIO

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???????

Guest speaker – Joe Jablonski
Co-founder and Chief Product
Officer Ocident.