Marketing Mobile Apps

• Finding & Evaluating the Market for Your Work
  • Assessing the Market
    • Market Size
      - Top Down
      - Bottom Up Approach
      - Optional Exercise: Back of Envelope Calculation of Market Size
  • Profitability
    - Calculations that VCs want to see:
  • Differentiation
    - Exercise: 2x2 of Marketplace (Students would fill out a 2x2 to show where their product fits into the range of competitive products- and theirs is differentiated).

• Developing w/ Customer in Mind
  • Value Proposition
    - Exercise: "Madlibs for Products" (Students would fill out a short paragraph that explains what their product is, who it's for, why its different, etc. It's essentially the precursor to an elevator pitch)
  • Targeting
    - Persona Creation
    - Crunchy vs. Salty

• Q & A