15.390 New Enterprises

What You Can Uniquely Do for Your Customer? (Step #10-11)

Class Nine

Bill Aulet

Howard Anderson

MARTIN TRUST CENTER FOR MIT ENTREPRENEURSHIP

Massachusetts Institute of Technology

Comment

- We are probably ahead of you on the material covered from what you are doing on your project
- This is understood but you should be putting to work the earlier steps and catching up by meeting as a team and deciding what you beachhead market is and then doing a lot of secondary and even more importantly, primary target customer research
- Our class today is not going to be as many steps but they are more subtle and very important
- Keep up with your project and applying the steps if at all possible. Don't fall too far behind.

Review – Last Class

Who is Your Customer?	What Can You Do for Your Customer?
1) Market Segmentation	6) Full Life Cycle Use Case
2) Select a Beachhead Market	7) High-Level Product Specification
3) Build an End User Profile	8) Quantify the Value Proposition
4) Calculate the Total Addressable Market Size (TAM) for the Beachhead Market	
5) Profile the Persona for the Beachhead Market	

9) Identify Your Next Ten Customers

Illustration removed due to copyright restrictions. Spiraling innovation.
See Aulet, Bill. *Disciplined Entrepreneurship.* Wiley, 2013.

Review – At the End of Today

Who is Your Customer?	What Can You Do for Your Customer?
1) Market Segmentation	6) Full Life Cycle Use Case
2) Select a Beachhead Market	7) High-Level Product Specification
3) Build an End User Profile	8) Quantify the Value Proposition
4) Calculate the Total Addressable Market Size (TAM) for the Beachhead Market	10) Define Your Core 11) Chart Your Competitive Position
5) Profile the Persona for the Beachhead Market	
9) Identify Your Next Ten Customers	

Step #10: Definition of "Core"

Determine what you **"Core"** is – that being what is it that will give you sustainable competitive advantage and you will protect at all costs. Your core is what you invest your resources into to do better than anyone else and it is what will give you your unique selling proposition over time if not from day 1. It can be IP, special capability, market share, access to key resources (e.g., vendors, buyers, markets, partners), brand, costs, or other. This is what will give your company a high valuation as well.

Examples of “Core”

- SensAble
  - Hardware vs. Software
  - What specifically in the software?
- Zappos
  - Customer Service
- Key Customers?
- User Experience (UX)?
- Costs?
- Logistics Expertise & Relationships?
- Speed?

Examples in the Room

Key Points on Core

- Core matters to you and the customer might not care about it but it will be fundamental to you creating something of benefit to them
- It could be a capability and not a benefit yet; we will translate in the next step
- There might be temporary one (“traps”) that will slow down the competition – these are like moats around the outside – but you should get a sense of what the crown jewels or innermost core will be and focus on building and protecting it

Step #11

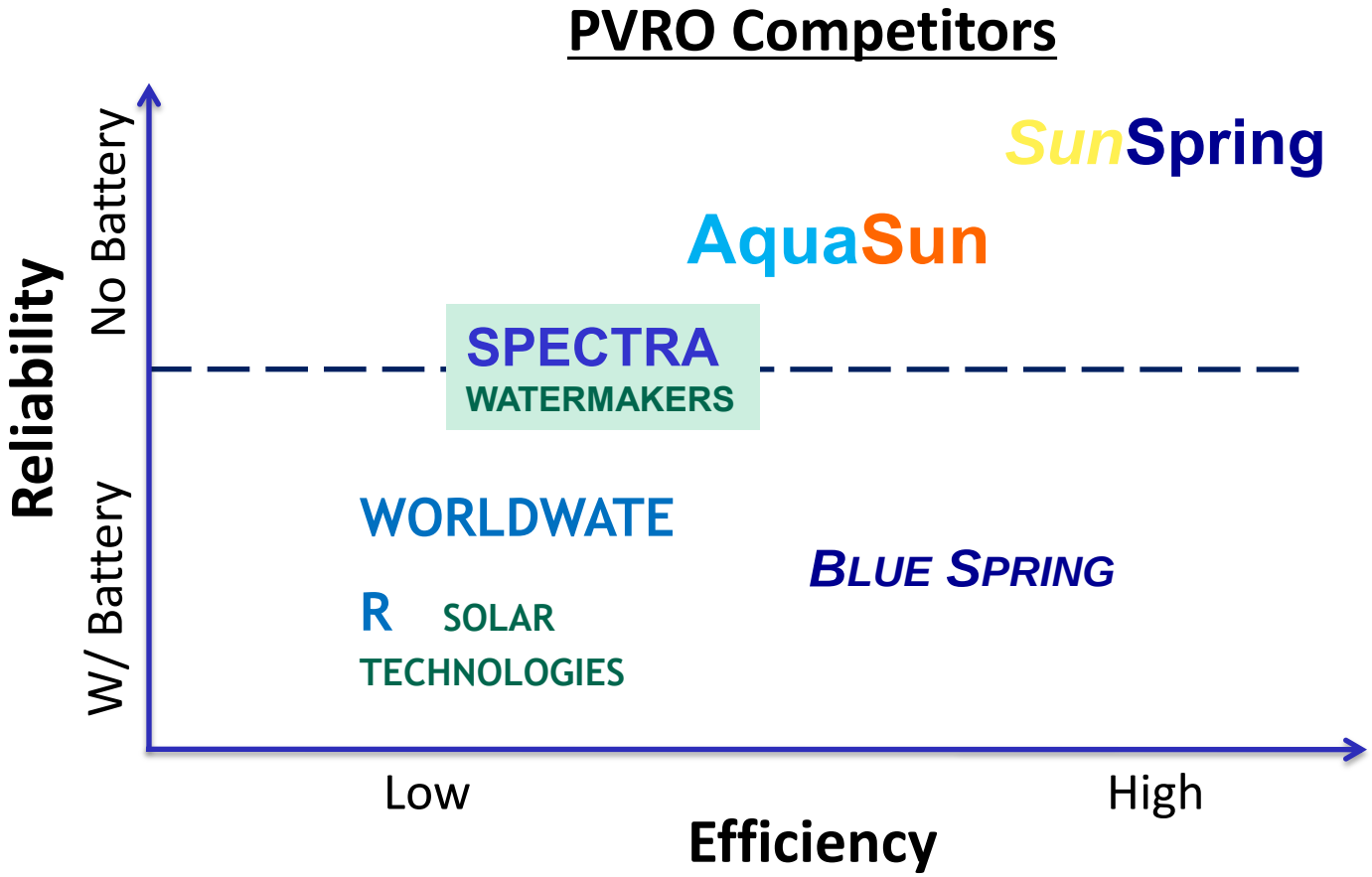
Illustration removed due to copyright restrictions. How does your core map to what your customer really wants? See Aulet, Bill. *Disciplined entrepreneurship.* Wiley, 2013.

Step #11: Chart Your Competitive Position

It is good at this point to revisit your **Uniqueness**. What is it that makes you unique compare to the alternatives? Most specifically, what makes you most valuably unique to your persona? This will come directly from the persona's priorities. Always consider that one of the most compelling alternatives is to "do nothing" and how will you overcome this? Considering the alternatives including competition, why is yours the best from their vantage point (not yours)? This will relate back to and build off your Core.

Competitive Advantage Example

- SunSpring's value proposition is increased efficiency, flexibility, mobility, reliability and operation simplicity vis-à-vis its competitors



Example: Competitive Advantage?

15.390 New Enterprises

WellWatcher protects its intellectual property through :

- ☑ Trade secret protection on software
- ☑ Patent protection of hardware

US006169962B1

(12) **United States Patent**
Brookshire et al.

(10) **Patent No.: US 6,169,962 B1**
(45) **Date of Patent: *Jan. 2, 2001**

(54) **SYSTEMS AND METHODS FOR CONTROLLING GAS FLOW FROM LANDFILLS**

(75) Inventors: **Ronald L. Brookshire**, El Cajon; **Donald Brookshire**, Descanso; **Trav Brookshire**, El Cajon; **Seyed Mohammed Reza Kalantar-Nejad**, Cajon; **James Joseph Beach**, El Caj all of CA (US)

(73) Assignee: **Landfill Gas & Environmental Products, Inc.**, El Cajon, CA (US)

(*) Notice: This patent issued on a continued p ecution application filed under 37 1.53(d), and is subject to the twenty patent term provisions of 35 U.S 154(a)(2).

Under 35 U.S.C. 154(b), the term of patent shall be extended for 0 days.

(21) Appl. No.: **08/717,959**

(22) Filed: **Sep. 23, 1996**

Related U.S. Application Data

(63) Continuation-in-part of application No. 08/646,039, file May 7, 1996, now Pat. No. 5,616,841.

(51) **Int. Cl.**[7] **G06F 19**

(52) **U.S. Cl.** **702/47**; 702/50; 73/19 73/19

(58) **Field of Search** 166/246, 9 166/53, 250.01, 369.72, 50, 64, 268, 370; 702/47, 50, 45, 51; 73/19.04, 19 864.73, 15

(56) **References Cited**

U.S. PATENT DOCUMENTS

4,026,355 * 5/1977 Johnson et al. 166
4,444,041 * 4/1984 Zison 73/1

4,757,709 * 7/1988 Czernichow .

US 20070225923A1

(19) **United States**
(12) **Patent Application Publication**
Tooley

(10) **Pub. No.: US 2007/0225923 A1**
(43) **Pub. Date: Sep. 27, 2007**

(54) **OPTIMIZING ENERGY PRODUCTION OF A LANDFILL GAS EXTRACTION SYSTEM**

(76) Inventor: **Jamie Tooley**, Yucaipa, CA (US)

Correspondence Address:
KNOBBE MARTENS OLSON & BEAR LLP
2040 MAIN STREET, FOURTEENTH FLOOR
IRVINE, CA 92614

(21) Appl. No.: **11/566,659**

(22) Filed: **Dec. 4, 2006**

Related U.S. Application Data

(60) Provisional application No. 60/786,485, filed on Mar. 27, 2006.

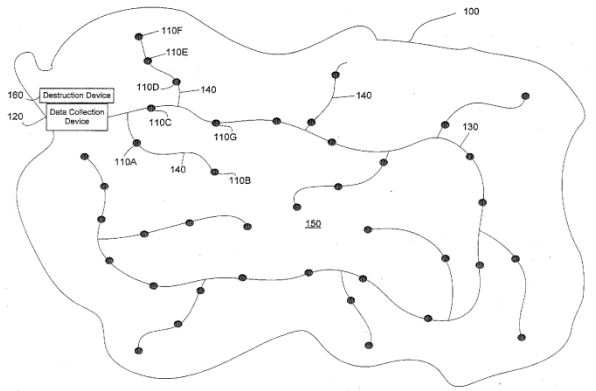
Publication Classification

(51) **Int. Cl.**
G01F 1/00 (2006.01)

(52) **U.S. Cl.** **702/47**

(57) **ABSTRACT**

A computing system determines adjustments for each of a plurality of wellheads in a gas extraction system in order to increase a total energy production of the gas extraction system to at least an expected total energy production. The computing system determines preliminary adjustments for each of the wellheads and then determines further adjustments to certain of the wellheads based at least partly on a current energy production of respective wellheads, data regarding historical energy production of respective wellheads, and an affect the preliminary adjustment for a respective wellhead would have on the total energy production of the gas extraction system.



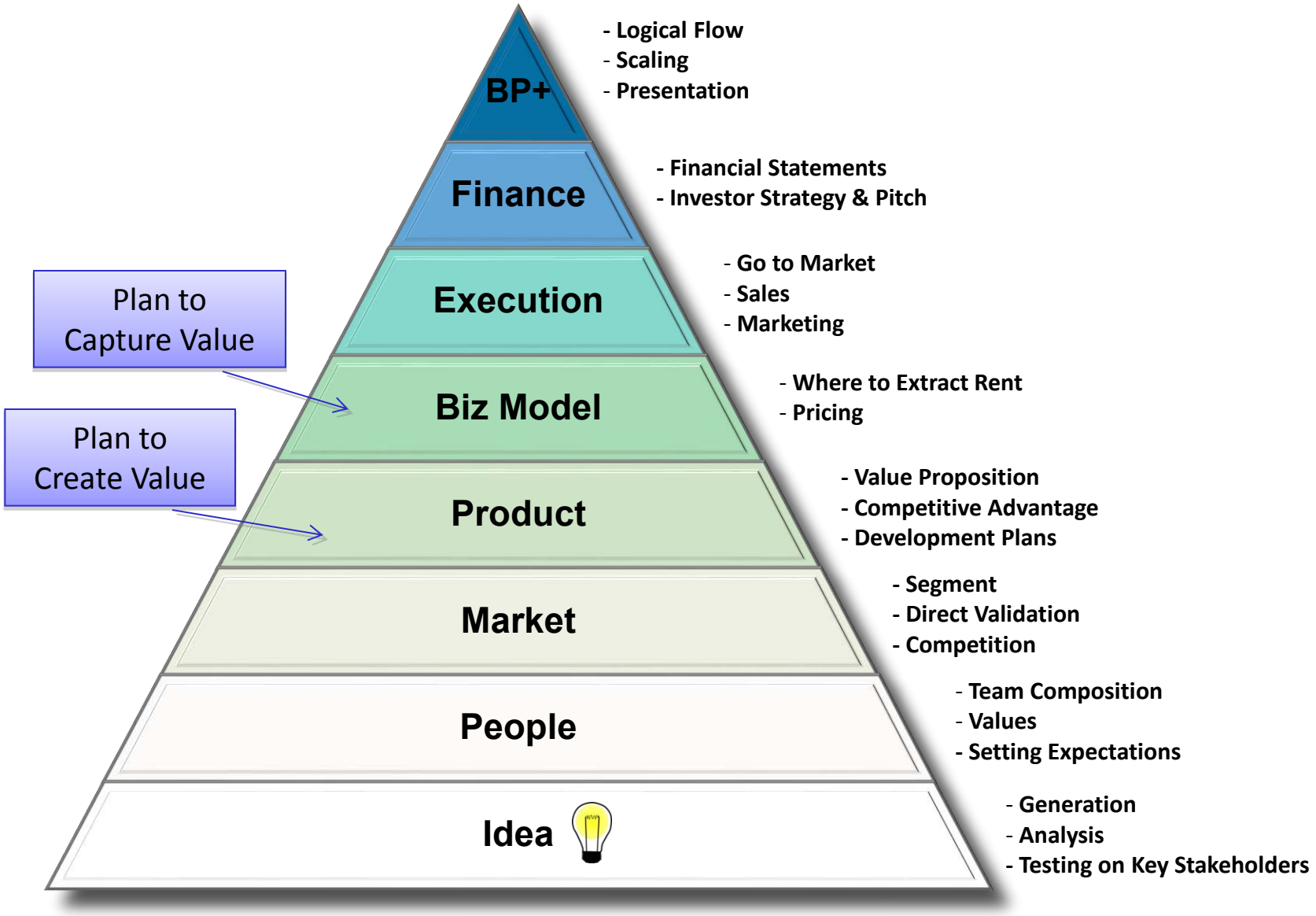
Courtesy of the U.S. Patent and Trademark Office.

MARTIN TRUST CENTER FOR MIT ENTREPRENEURSHIP

Massachusetts Institute of Technology

Logical Flow of Course

15.390 New Enterprises



MARTIN TRUST CENTER FOR MIT ENTREPRENEURSHIP

Massachusetts Institute of Technology

15.390 New Enterprises
Spring 2013