



TURNING IDEAS INTO REALITY

Notes from a conversation between Transmit Startups' Richard Myers and Band Wagon's Stan Mcleod at the hub's One Dayer on 12th September 2014

Government start-up loans – you receive:

- up to £25000.
- business support, financing and mentoring.

The “Plan D” standard start-up process. This is a model that can be replicated – the processes are similar, whatever the business.

Daydream. You need time for the creative, imaginative process: thinking through an idea, reflecting on previous ideas.

→ **Define**. Hone this into something that is more coherent. Detail not necessary just yet. But clarity on the product/service is important. Also, who is your team? What expertise would you need? Who are your customers? Speak to people; test assumptions; come up with the key questions for the next stage.

→ **Demand**. Do your research. Who will want the product? Who are the competitors? What do you have to offer that no one else does? You will need a MVP – e.g. a holding page; run a £25 ad campaign to check if there's interest. For market research purposes: don't talk about the product (people will tell you it's great before you've got started); talk about the problem.

→ **Desire**. AIDA – Grab their *Attention*; create some *Interest*; match customers' *Desire*; go to *Action* based on that.

→ **Deliver**. Execute the idea and ensure quality. Get it to customers in the right way and aim to exceed their expectations. Do things that don't scale – make ten people happy before you focus on scaling up. Gain feedback - ask customers/users their opinion *as another customer* (not as the company).

→ **Data**. Get data (website traffic; e-commerce; mailchimp; next big sound...) and use it wisely. Don't assume you know what people want – or even what they say they want – look at what they actually do. Google Analytics; Optimizer; Intercom (CRM). Loads of different services out there...

→ **Develop**. Update your product/service. Don't get left behind. Use the data to try and stay ahead of your customers (in other words – *innovate*).



→ **Delight**. Customer service is key. Make sure your customers are always getting what they need/want. Match online experience with offline. Good experiences translate into longevity; profits follow from happy customers. Happy customers can become brand ambassadors (without realising it).

→ **Dosh**. Get investment. Any investor/angel/VC/funding organisation will want to see the previous steps fulfilled before they invest. At that point you can talk about growing and growing quickly. Angels generally look for 3-5x return on their investment; VCs roughly 10x. Some investors will be scared of the music industry, some will limit their investments: pick the right ones; watch your wording ('entertainment', not 'music'); make sure you can answer the following questions: Is the problem real? How big is it? How big is the market? Can you reach them? How do you make money? What advantages? Competition, route to market, team? What will you do with the money?

→ **Destroy**. Beat the competition – make them surplus to requirements, unable to compete. Do all the above correctly and this is possible. Be honest about who your competition is but don't be too concerned about it – lots of competition means you're doing something right; just make sure you're doing something different and have conviction in your own strategy.

Notes by Toby Bennett