

## **E140A Session 6: Entrepreneurial Marketing: What Can We Learn From CVT?**

**Professor Tom Byers**  
**Guest: Donna Novitsky**

E140A . Slide #1

### **What is Marketing Anyway?**

*Marketing must be more than a sales support function (or a “brochure” factory).*

*It must satisfy “the needs of the customer by means of the product and the whole cluster of things associated with creating, delivering, and finally consuming it.”*

*Especially in high technology, marketing must “invent complete products and drive them to commanding positions in defensible market segments.”*

Reference: Ted Levitt and Bill Davidow

E140A . Slide #2

## Professor Tom Kosnik's 10 Step Outline for a Marketing Plan

1. Market Potential: How large is the market across its life cycle?
2. Segmentation: Who are our target customers?
3. Positioning: Why will they buy from us vs. our competition?
4. Partnerships: Who will help us to deliver a whole product?
5. Product: How does our whole product create value (includes branding)?
6. Pricing: What does our product cost across the supply chain?
7. Promotion: How will we communicate with stakeholders?
8. Place: How will we distribute our whole product?
9. Permission: How will we turn strangers into loyal customers?
10. Relationships: How will we turn trust and loyalty into profits?

Reference: Tom Kosnik's C&L Chapter 7

E140A, Slide #3

### Our First Case Takeaways

- Case Study: Individual Prep. → Team of 3 → Class of 12.
- Chance to Examine “Marketing” and its Parallels to the Product Development Process
- Battles Over Budgets Often Expose Deeper Problems in the Startup's Vision and Strategy.
- Relationships Need To Based on Mutual Respect, Not a “State of Seize” Mentality.
- Marketing Strategy and Organizations Must Adapt Over Time as Startups Grow and Expand.

