

TECHBIZ TRANSFORMATION SERIES

BUILD. ADAPT. THRIVE.



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LEVERAGING INNOVATION AND TECHNOLOGY

In solving poverty and
its symptoms in Africa

LEARNING

DIGITAL
PRODUCT
INCUBATION

STRATEGIC
PILLARS

RESEARCH &
SUSTAINABILITY

ACCELERATION

Techpreneurship: Lab to Market

By Nkemdilim Uwaje Begho

Overview

1. **Identifying Market Needs:** Match promising ideas to market needs.
1. **Go to Market Strategy:** Bringing your ideas to the market.
1. **Using Technology:** Unlocking opportunities using technology

Identifying Market Needs

How to identify Market Needs:

- What are the pain points?
- Where are the gaps?
- What problems can you solve?
- Is my idea really unique? If not what could make it special?
- Is it a nice to have or a must have?
- How does my idea make the world a better place?
- How does this align with my overall purpose?
- What role can technology play?
- How can I disrupt existing business models?

Go to Market Strategy

Go to Market Strategy

- Identify your target market & target demographic, market size, demand & opportunity
 - Surveys & Focus Groups
 - Competitive Analysis (Direct Competitors & Substitutes)
 - Product Sampling
 - Pain Points
- Develop your product roadmap
 - Manufacturing / Production / Procurement
 - Packaging
 - Pricing
 - Sales Channels
- Map your customer journey
 - Attract
 - Engage
 - Convert
 - Retain
 - Grow

Go to Market Strategy

- Define your Customer Experience
 - What kind of customer experience do I want to create?
 - What do my customers expect?
 - How can I deliver exceptional service?
 - What Customer Support Channels will I use?
 - How big should my customer support team be?
 - How do I train my customer facing staff?
- Develop your Business Model
 - What is written gets executed → take the time to document your business / brand strategy in detail
 - Business Model Canvas is a great tool to develop your business model

Go to Market Strategy

- Develop your brand identity identify messaging pillars
 - Mission, Vision, Values
 - UVP
 - Logo
 - Brand Collateral
 - Tagline
 - Messaging Pillars & Narrative
 - Digital Channel set-up
- Develop your go to market strategy
 - Which Channels do you want to use?
 - How do you generate inbound traffic?
 - How do you generate outbound traffic?
 - What is your Content Strategy?
 - What kind of Campaigns will you be running?
 - What are your tracking metrics & which reporting format will you be using?
- Implement → Track → Evaluate → Optimize → Repeat

Using Technology

Unlocking Opportunities using Technology

- What role will Technology and Digital play in my Go to market strategy?
- Digital Transformation / Digital First Approach
 - Customer Experience
 - Internal Processes
 - People
- Emerging Technologies
 - AI
 - Blockchain
 - VR / AR
- Automate and Win!

Questions?

Connect with me @missuwaje

Next Series

Finding and Getting Help with your StartUp

Thursday, 25th June

5pm



1. Creating a business plan.
2. Sourcing for capital investment.
3. Building a customer base.