



## The Entrepreneurial Journey

Steps along the way, questions and suggested support at each step

Depankar Neogi  
February 2020



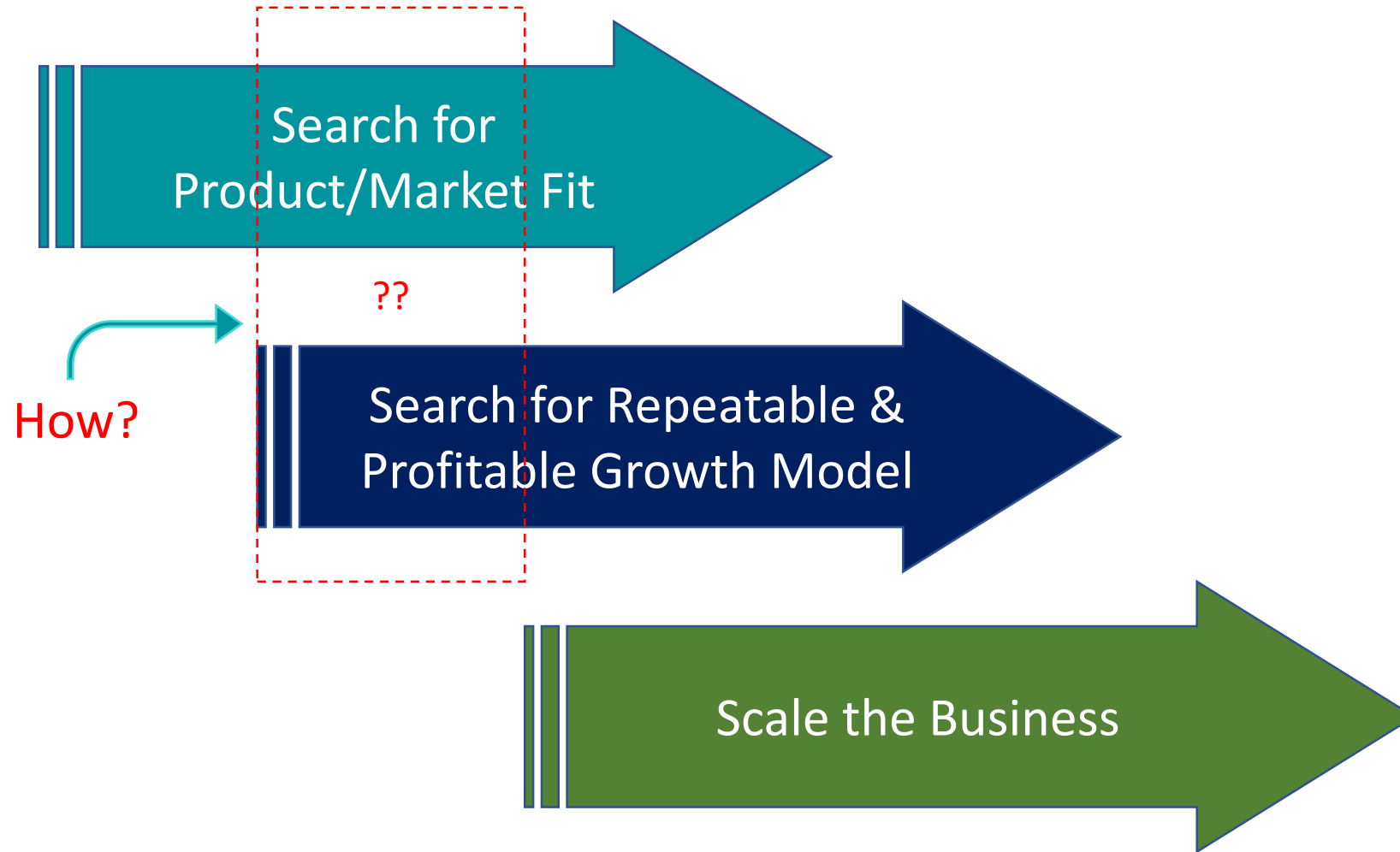


Idea to Revenue  
many detours and pivots

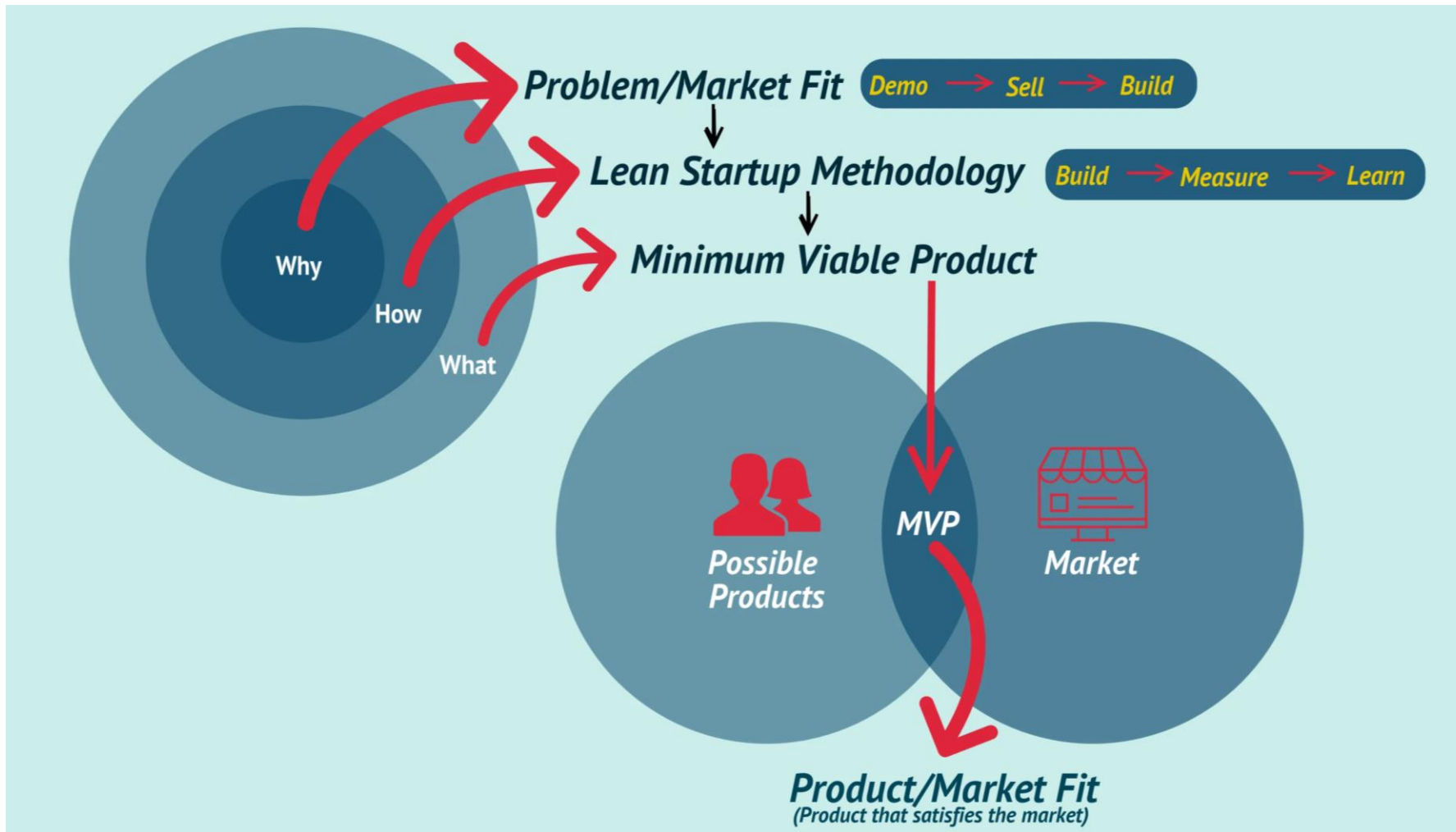
# Joy of the Entrepreneurial Journey



# Three Phases of a Startup's Lifecycle



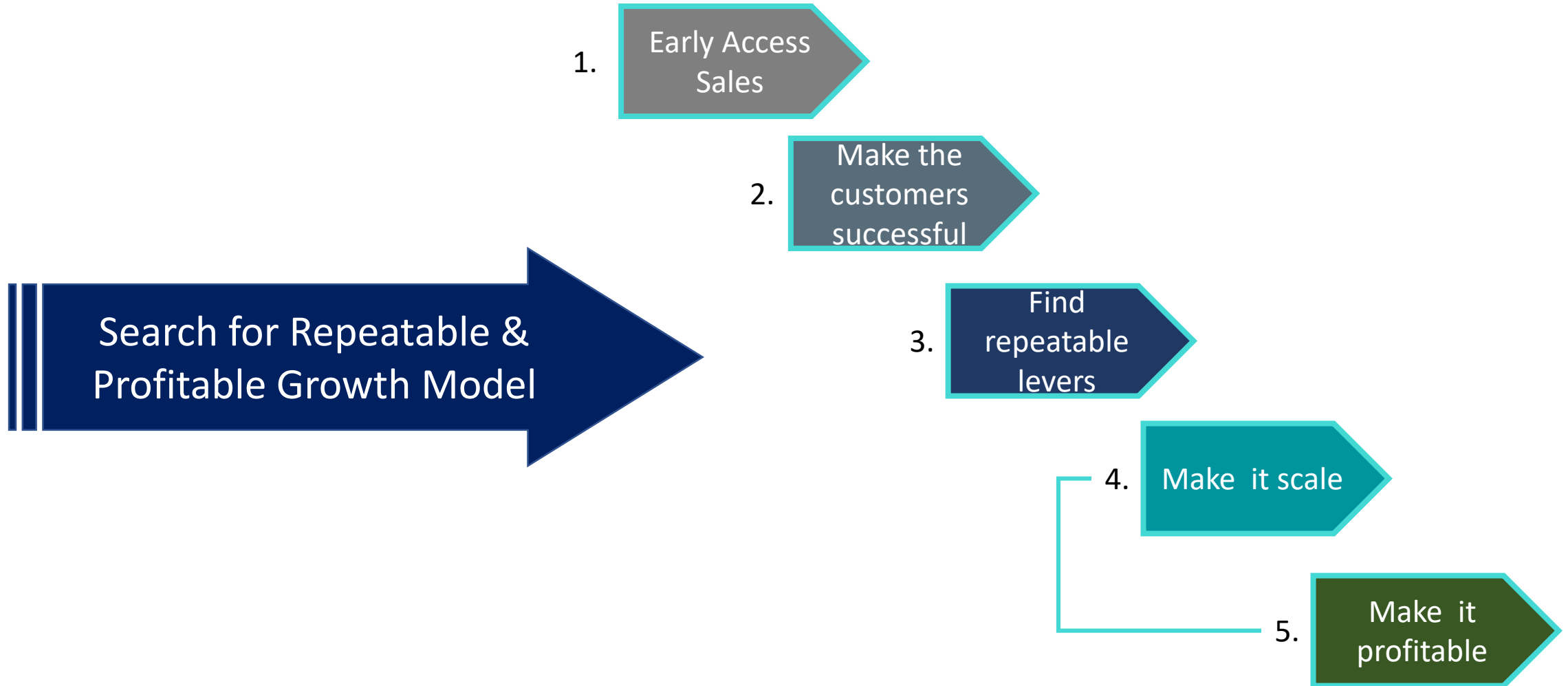
# Product Market Fit – the MVP



Three major factors for the success of any startup:

1. The team
2. The **product**
3. The **market**

# From MVP to Scale



# Pre-Success and Critical Moment

1.

Early Access  
Sales

- You get **10 Unaffiliated**, Paying Customers.
- Not friends or friends of your investors, or your old co-workers or boss.
- 10 customers that Just Came in Through the Ether. A raw, unaffiliated, lead, that somehow found you on their own, kicked the tires, and now — is actually paying you. Every month.

# 10 Unaffiliated, Paying Customers

2.

Make the  
customers  
successful

... is your first sign of pre-success because:

3.

Find  
repeatable  
levers

- From 10, you can definitely get to 20 ... and then 100. And then keep doubling.
- No one has ever heard of you and yet you still got these 10 customers.
- Third, it means you built something real. Something valued. Something you can build on.

10 customers will give you a roadmap, the path to 1000 more.

Now you have a **Minimum Sellable Product.**



# Mistakes often made ...

## Reacting to Customer's Feedback

- Don't take all their advice but listen carefully.
- Don't get distracted from the big picture.
- Early feedback will be transformative.
- It can guarantee your success.

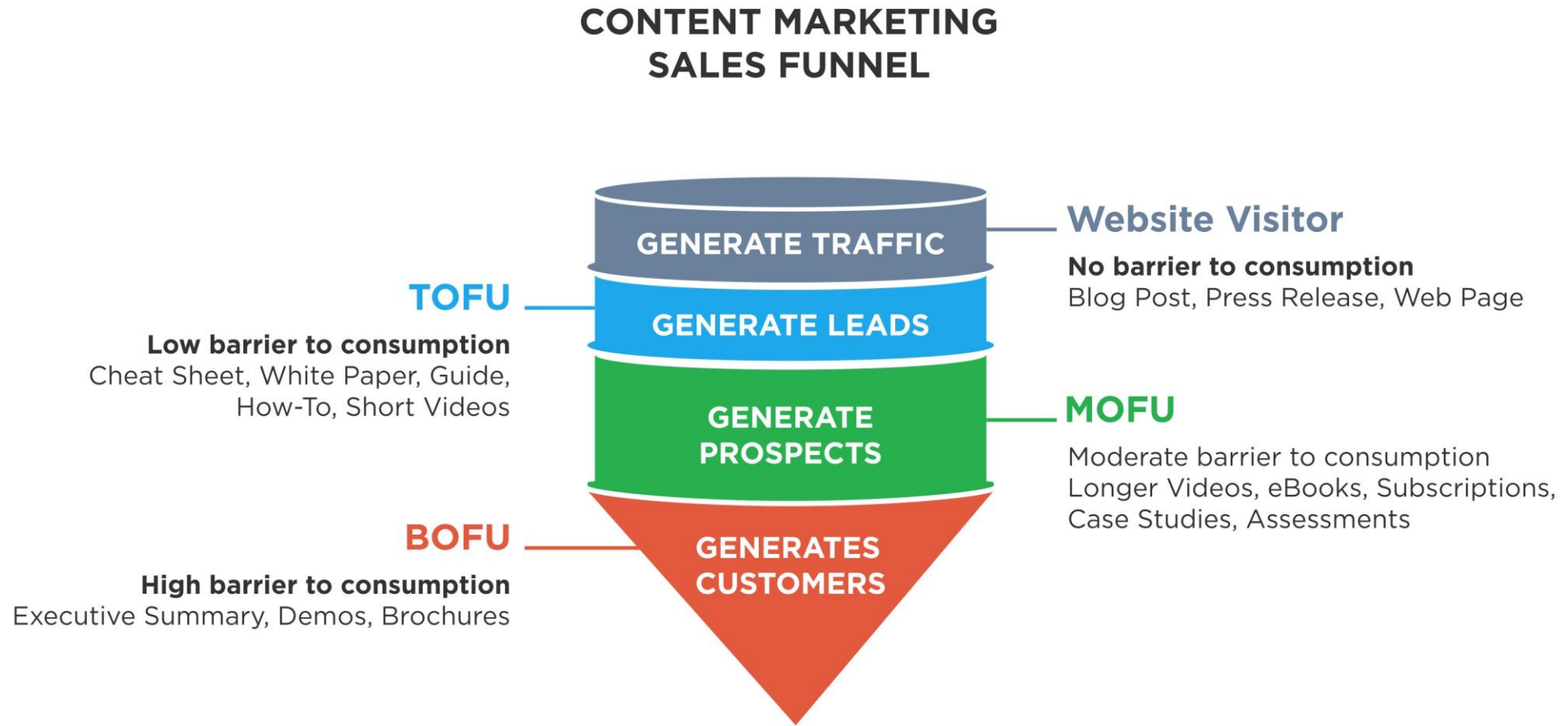
# Why Build a Strong Brand?

A valuable brand creates an **emotional connection** and delivers return for the company on two dimensions:

1. Charge a premium price
2. Add more volume or market share



# Building a Predictable Selling Machine



Metrics: MQL-> SQL -> Prospect-> Closed

# Prospect to Customer

## BANT

HOW TO QUALIFY YOUR LEADS



### BUDGET

How much are your prospects willing to spend?



### AUTHORITY

Who are the main decision-makers?



### NEED

Can you solve a real problem for your prospect?



### TIMING

Do they need your solution immediately?

Mistakes often made ...

Not hiring 2-3 salesperson initially,  
instead wanting to hire a  
VP of Sales

1 Sales Rep = Repeat-able  
2-3 Sales Reps = Repeat-ing

# Initial Salesperson – Needs to be a Pathfinder

- First Salespeople on your team is not an ordinary sales person, they don't follow a playbook
- They have to create and evolve the **playbook (sales model)**
  - Target market
  - Target company or person
  - Messaging
  - Sales motion
  - Pricing
  - Features needed
  - Battle Cards



# Mistakes often made ...

## Don't Jump Ahead

Expanding Sales before Product Market Fit.

Hiring too many salespeople before the sales process is working.

# Mistakes often made ...

## Metrics are important

MQLs, SQLs,

CAC, LTV, ASP ..

Revenue per Lead ..

Productivity per Rep ..

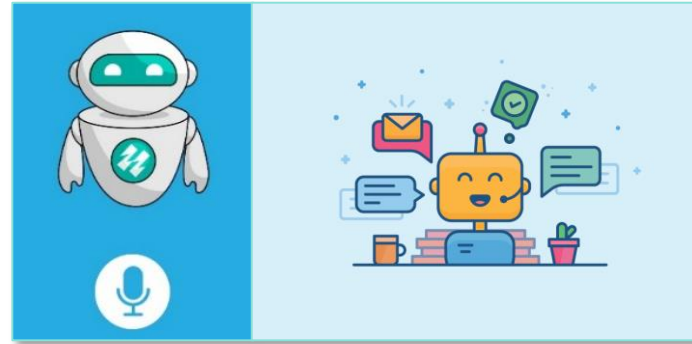
But only at the right time in the journey



Just do it...but remember to have fun!



<https://www.zipperagent.com>



Thank You

ZipperAgent  
300 TradeCenter Drive,  
Suite 1610  
Woburn, MA 01801

**Depankar Neogi**  
978-828-8412  
depankar.neogi@zypr.com