

STARTUPS: EARLY STRATEGY FOR SUCCESS

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SELF-INTRO: YOUR FIRST PITCH

Your Self-Introduction: The
First Pitch You'll Ever Make



G

Greeting – Your Statement of Purpose. Define your expertise clearly and confidently.



F

Features – Show What Makes You Unique. Highlight the experiences that shape your perspective.



B

Benefits – Explain Why It Matters. Show how your experience translates into value for your audience.

AGENDA

From Passion to Market

The risks and challenges startups face without a marketing strategy

Strategy Isn't Optional

An introduction to marketing strategy and its role in startup success.

Victory Begins with Knowledge

The main components of a marketing strategy and their importance

Master Your Strategy

How to create a marketing strategy for success.



FROM PASSION TO MARKET

Because great ideas deserve more than a prototype – they deserve success

WHY WE'RE ALL HERE TODAY?

Creators. Builders. Dreamers. Mapping the Road to Success

- **Startup Founders** - Bringing ideas to life.
- **Freelancers/Employees** - Innovating from within.
- **Investors** - Fueling potential and growth.
- **Aspiring Founders** - Ready to take the leap.

STARTUPS ARE BORN EVERY MINUTE...



137,000 Startups are launched every day

368,000 children are born daily



90% of startups fail.

20% fail within the year one.

70% don't make it to year five.

**...BUT NOT
ALL REACH
THE STARS**

The #1 reason?

Misreading market demand (42%)



A scenic landscape featuring a railway track that curves through a valley. The track is made of steel rails on wooden sleepers, set on a bed of dark gravel. The valley is filled with green grass and scattered trees, including evergreens and bare deciduous trees. In the background, there are layers of mountains, with the most prominent ones having patches of snow under a clear blue sky. A yellow banner is overlaid on the left side of the image, containing the main text.

STRATEGY ISN'T OPTIONAL

Strategy Wins. Without It, You Lose.

LOST OR LEADING?

Without a plan, you drift – not drive



STRATEGY: YOUR STARTUP NAVIGATOR

- **Market**

Where do you compete?

- **Audience**

Who are you speaking to?

- **Niche**

What do you serve that others overlook?

- **USP**

Why are you the best choice?



STRATEGY: A GUIDING START, NOT A FIXED PATH

- Market

Where do you compete?

- Audience

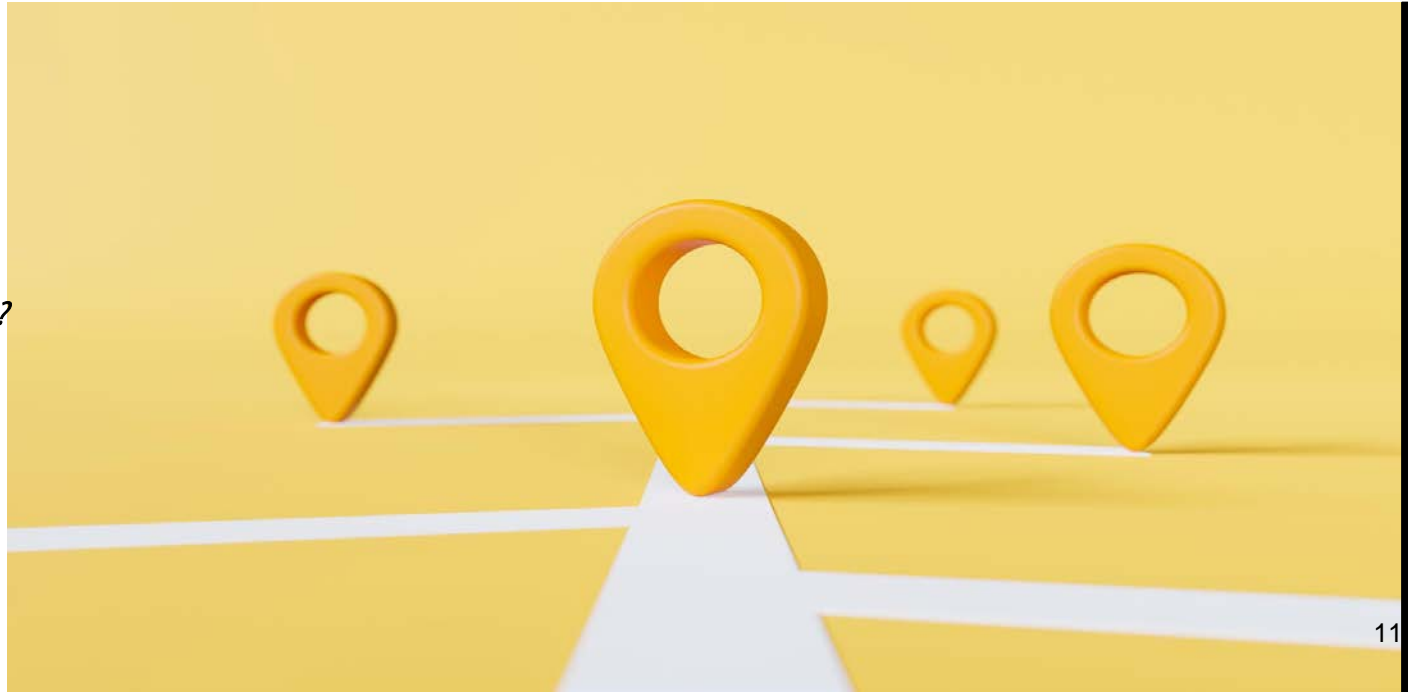
Who are you speaking to?

- Niche

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STRATEGY: THE ULTIMATE COST SAVER

When everything feels important, nothing really is.

Trim the fat, sharpen the focus.

Every dollar and hour invested moves the needle.



BUILD RIGHT OR BURN OUT



Dollar Shave Club

 “\$1 Billion Exit – With a Clear Target”

 12,000 Orders in 48 Hours

 Message Beats Product

Jawbone

 “When Messaging Misses the Mark”

 \$1 Billion in Funding... Gone

 Everyone = No One





VICTORY BEGINS WITH KNOWLEDGE

Nail your strategy early, or risk it all.



PICK A LINE - CHOOSE MARKET WINS

The fastest way to fail?

Trying to win everywhere
at once.

- Scattered Focus = Scattered Results
- One Market, One Focus



FIND YOUR PEOPLE

Talking to everyone?
You're talking to no one.

- Identify the Core
- Understand Their Needs
- Connect Directly



SMALL NICHE, BIG WINS

Where's the gold?

In the gaps others overlook.

- Broad Market = Fierce Competition
- Smaller Niche = Faster Wins
- Solve One Problem, Serve One Audience – and Win



STAND OUT OR GET LOST – YOUR USP DECIDES



Why should they choose you?

- Clarity = Conversions
- Be Bold, Be Clear, Be Different
- No USP? You're Just Noise



WHY TIMING IS EVERYTHING

- Wasted Resources
 - Moving in the wrong direction drains limited money and time.
- Team Atmosphere
 - Repeated pivots erode trust and morale, impacting team productivity.
- Missed Opportunities
 - Clear strategy early helps you seize market opportunities before competitors.



**Imagine a startup
that inspires you.**



Can you name their

★ market

★ target audience

★ niche

★ USP ?



MASTER YOUR STRATEGY

Learn. Define. Build.



DEFINE YOUR MARKET

- Understand the Industry.
 - Identify key trends, growth areas, and major players in your industry.
- Narrow Down: Identify Your Segment.
 - Focus on a specific customer group or need within the broader industry.
- Evaluate the Segment's Potential.
 - Assess the size, demand, and growth potential of your chosen segment.





THE BIG QUESTION: WHO?

- Identify Key Characteristics.
 - Demographics, behavior, and preferences.
- Engage Directly.
 - Talk to potential users, not just stakeholders.
- Validate Assumptions.
 - Test your audience hypothesis with surveys, interviews, or small pilots.





NARROW NICHE: FINDING YOUR PIECE OF CAKE

- Start with Your Segment.
 - Ask: Who specifically needs this?
- Identify the Gaps.
 - Look for unmet needs or underserved groups within the segment.
- Test Your Niche Early.
 - Engage with potential users to validate interest and demand.





WHY YOU? YOUR UNIQUE ADVANTAGE

- Solve a Specific Problem.
 - Identify the customer pain point you solve better than anyone else.
- Highlight What's Unique.
 - Focus on what makes you different and irreplaceable.
- Connect to Timing.
 - Explain why your solution is essential right now.





CHESSBOARD: COMPETITORS AND PARTNERS

■ Competitors

- ❑ Identify who's solving similar problems.
- ❑ Understand their strengths and weaknesses.

■ Partners

- ❑ Partners help scale faster and expand your reach.
- ❑ Focus on businesses or organizations that share your values.



MARKETING DOESN'T LIVE IN BUBBLE

- Your Strategy is Their Roadmap.
 - If they don't see it, they won't build it.
- Early Input = Fewer Late-Stage Problems.
 - It's easier to tweak a plan than rebuild a product.
- Buy-In is Everything.
 - No one sells a product they don't believe in.

DON'T LET THIS BE YOUR STORY



Startups always take longer than expected, cost more than budgeted, and deliver less than hoped.

Q & A

THANK YOU!



CONTACT ME

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