Marketing for Technology based Startups

Academic Year: 2017/2018  Semester: 1st

Instructor(s): Claudia Costa

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Biography:

PhD, Nova SBE is an Adjunct Marketing Professor and a Researcher in Innovation at Católica School of Business and Economics, CUBE. She presented her work in major international conferences such as EMAC where she is a reviewer and session chair. Previously, she worked for the industry in the international marketing department for major wines companies. She also worked in local policy making in the UK managing the research centre at Suffolk County Council, UK. Her research interests are innovation, entrepreneurship, corporate social responsibility and consumer behaviour.

Course overview and objectives:

[Having an idea is just the first step in the entrepreneurial journey. Most startups fail — usually due to lack of product-market fit, not product development problems. Startups are more likely to succeed when they rapidly and iteratively test assumptions about the business model. The opportunity becomes a business when customer and stakeholders’ feedback is turned into a valued product. The iterative process means that an unmet need is identified; capabilities and resources adjusted to meet that need and a product or service is created to be delivered to a specified market generating value to all stakeholders. New ventures that follow this approach are lean startups. “Lean startup practices are being pursued by firms in Silicon Valley and beyond. These practices have gained special traction in the information technology sector.

In this course, you will learn basic entrepreneurship concepts and you will put these concepts in practice. You will be introduced to the latest developments in entrepreneurship theory and practice by developing entrepreneurial thinking when selecting the most appropriate market for a real startup. You will have a glimpse of a start up business in which you will contribute to solve a real life marketing challenge for technology based startup. You will gain knowledge from working with a major worldwide technology accelerator (Building Global Innovation: http://www.mitportugal-bgi.org). During the course you will gain knowledge by analyzing case studies in which you will solve real marketing problems that companies face. ]
Course Content:

Session 1 – Introduction to entrepreneurship
   How to develop a strategic marketing Plan for technology based startups
   The importance of technology for entrepreneurship and the challenge for the marketing plan

Session 2  Shaping opportunities
   Considerations to product market fit in technology based ventures
   Intuitive and Analytical thinking

Session 3  Segmenting, Targeting and Positioning: The value proposition.
   1. Total and Addressable Markets
   2. Competitors and Differentiation
   3. Opportunity assessment (the 3M's)
   4. Quantifying the size of the opportunity
   5 Value proposition pitch

Session 4  Managing uncertainty
   Customer development, personas and customer validation
   MVP

Session 5 – Creating a business model for new ventures
   The business Model Canvas
   Recent marketing trends: inbound and outbound marketing

Session 6  . Final Group Presentation

Required background:

Students are expected to be familiar with the basic marketing concepts. Although the course will provide guidance for those not familiar with basic concepts extra work will be required
Students will be given real cases. This requires the ability to deal with ambiguous information, managing uncertainty and work proactively to find solutions to the problems.

Grading:

Evaluation will be based on individual assignments, a group project, and a final test:
   I. Individual Grade:
      a) Individual Assignment. Case preparation and written answers: 15%
      b) Final test 40%
   II. Group Grade:
      This will be based on the Strategic Marketing Plan developed. It covers three different components:
         a) The written report: 20%
            Evaluation based on published criteria
         b) The presentation and defence to the “management board”: 20%
         c) Peer evaluation 5%
Bibliography:


Frank Cespedes (2014) "Selling and Marketing", HBS No 8086

Lynda M. Applegate; Carole Carlson (2014) "Recognizing and Shaping Opportunities", HBS No 8061. Essential Reading 2


Extra Costs (case studies, platforms...):

Movvo: Marketing Location-Based Big Data. Movvo offers location based technology for tracking movements in indoor spaces. This case will serve a perspective from Portuguese startup of the challenges of turning a good idea in a market opportunity. Particularly it will focus on value creation and positioning the venture in a specific market.

Veniam: the mobile IoT. Veniam turns your car into hotspots, puts your car data into the cloud, and builds a network between vehicles that can be leveraged for business, safety, and entertainment purposes. They have developed a proprietary and protectable technology, a unique and robust testbed, a pilot trial with first costumers, and a drive to change the face of mobile networking. Veniam is game changing, and just in time.

Miscellaneous information:

[If applicable, include here additional information relevant to the course (e.g., requirements of class participation, rules for group composition, details on the group projects etc.)]

Code of conduct and ethics:

Católica Lisbon School of Business and Economics is a community of individuals with diverse backgrounds and interests who share certain fundamental goals. A crucial element to achieve these goals
is the creation and maintenance of an atmosphere contributing to learning and personal growth for everyone in the community. The success of CATÓLICA-LISBON in attaining its goals and in maintaining its reputation of academic excellence depends on the willingness of its members, both collectively and individually, to meet their responsibilities.

Along with all the other members of our community, students are expected to follow professional standards and CATÓLICA-LISBON standards of Academic Integrity. Some details should be mentioned here: Please arrive on time for class with uninterrupted attendance for the duration of the class. Signing attendance sheet for anyone else in the class constitutes fraud and a violation of the CLSBE code of conduct. Use of computers and other electronic devices during the class is not allowed, unless expressly requested by the instructor of the course. Students who persistently act in a disruptive and disrespectful manner during the class session may be invited to leave.

Students are expected to behave at all times according to the fundamental principles of academic integrity, including honesty, trust, fairness, respect, and responsibility. In particular,

a) In **individual graded assignments** of any type, students may not collaborate with others or use any materials without explicit permission from the instructor of the course;

b) In **group assignments and reports**, all students listed as authors should have performed a substantial amount of work for that assignment;

c) It is dishonest to fabricate or falsify data in experiments, surveys, papers, reports or other circumstances; fabricate source material in a bibliography or “works cited” list; or provide false information in other documents in connection with academic efforts;

d) **Plagiarizing**, i.e. “to steal and pass off the ideas or words of another as one’s own and or to use another’s production without crediting the source” (Merrian-Webster Dictionary) is an Academic Integrity breach. It can be avoided by using proper methods of documentation and acknowledgement. Visit this guide for additional resources on how to avoid plagiarism in your written submissions [http://en.writecheck.com/plagiarism-guide](http://en.writecheck.com/plagiarism-guide)

e) In **exams** students must not receive or provide any unauthorized assistance. During an examination, students may use only material and items authorized by the faculty. Use of smartwatches or other communication devices is not permitted during the exam.

Academic integrity breaches will be dealt with in accordance with the school’s code of Academic Integrity: [https://www.clsbe.lisboa.ucp.pt/system/files/assets/files/academicintegritycode.pdf](https://www.clsbe.lisboa.ucp.pt/system/files/assets/files/academicintegritycode.pdf)