



Member Recruitment The Role of Customer Discovery and Storytelling

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Defining the Value Proposition for a Center

Center/Site Director: Who are your customers?

IAB Segments: Industry, Government, Academe

Value Proposition:

- ① Access to students/future employees
- ② Consortium relationships?
- ③ IP?
- ④ Others?



Addressing Value Propositions: Storytelling

- ① Have a great story to convey
 - ✧ Innovation (Novelty and Value).... Surprise and delight!
 - ✧ Evidence (Show don't tell)
- ② Convey it with the listener's priorities in mind
 - ✧ Their vocabulary
 - ✧ Their point of view
- ③ Create an emotional connection
 - ✧ Engage/Express/Endear

Hint: Lead with “why”, save the “how” for later



Lead with “why” ...



The how comes later...



Every Great Story Contains a Discovery....



Hyatt Hotels & Resorts



Johnson & Johnson



Business Model Canvas



Key Partnerships



Key Activities



Value Propositions



Customer Relationships



Customer Segments



Key Resources



Channels

Cost Structures



Revenue Streams



Without customer discovery, you are just guessing

Our view	Value Propositions
We can	Industrial Advisory Board members need
We offer	IAB's customers will buy
We solved	IAB members can deliver
We thought you said	IAB members wanted to tell you
We know	You've tested guesses, switched course, and validated experiments.

Restrain the “stubborn genius”



We manufacture chemicals. We sell...



Customer Discovery



IAB mindset

- Identify and fuel sustainable sources of revenue growth
- Generate market-tested ideas that support enterprise priorities
- Tap into customer priorities
- Connect the dots
- Access to students
- Forum with peers
- Precompetitive research



General Motors/OnStar



Customer Discovery's Second Benefit

Inform the path to commercialization

2,344 teams have tested 64,651 hypotheses
and conducted 58,945 customer interviews
leading to 12,371 pivots.



Customer Discovery's second benefit



Innovation-Corps (I-Corps)



Storytelling based on Customer Discovery

- ① Have a great story to convey
- ② Convey it with the listener's priorities in mind
- ③ Create an emotional connection



Get out of the building.

