

Finding and Managing Customers

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Content

Perspective

The Valley

Lean Startup

Big Data

Tools and Resources

Perspective

- Finding customers, partners for Xockets
- Mentoring startups – TechStars Cloud, Techstars London, Alchemist accelerator
- Investing, advising – Musemantik, OP3NVoice, Keen.io, cPacket, HybridCluster
- Business Development for Arista Networks, XKL, cPacket, Cisco Systems
- Moved from UK in 1995

The Valley

- Suburban sprawl on what used to be orchards
- S Bay – Sunnyvale Saratoga crossing 85
- San Francisco, San Jose, Oakland, Fremont – in an area about 50 miles on each side, population 10m people – more than Scotland
- Self selecting meritocracy, almost all immigrants
- 3 generations of venture capital investing in technology
- Stanford, SRI, Sequoia Capital

Lean Startup methodology

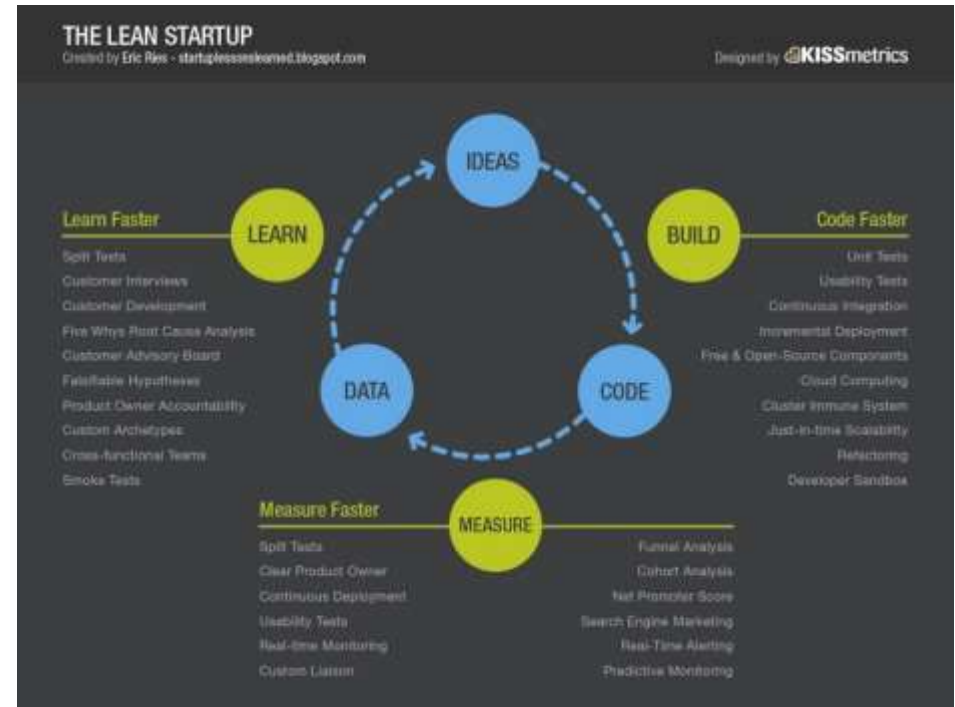
Sketch hypothesis

Listen to prospects and customers

Try things, measure the outcomes, try again

Steve Blank, Eric Ries, SK Murphy

Not just for startups



More data, more information – Big Data

Advanced analytics platforms-
Hadoop, Storm, Spark

Have to know which questions
to ask

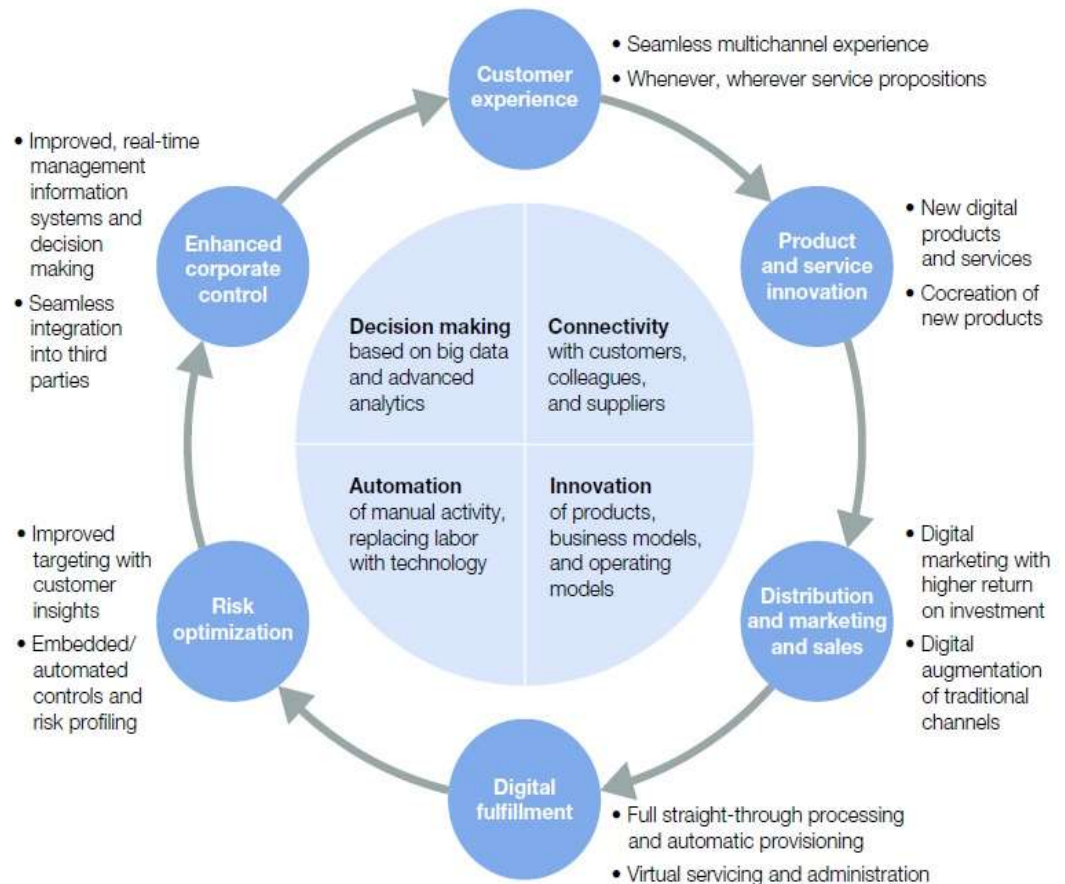
Connectivity tools – LinkedIn,
Twitter, G+, GitHub, blogging –
content marketing

Build archive of stories about
you and your existing
customers. The people you
want as customers are the ones
who are looking for you – be
visible in the right places

Your data – valuable to others?

Exhibit

Digital can reshape every aspect of the modern enterprise.



Source: Expert interviews; McKinsey analysis

Tools and Resources

Tools

Highrise (37 Signals), Podio (Citrix), Batchblue

Hubspot, Salesforce

Resources

http://www.mckinsey.com/insights/business_technology/finding_your_digital_sweet_spot

<http://steveblank.com/visitors-guide/>

<http://steveblank.com/tools-and-blogs-for-entrepreneurs/>

<http://www.forentrepreneurs.com/customer-success>

<http://groups.google.com/group/lean-startup-circle/topics>

<http://www.skmurphy.com/blog/category/customer-development/>

News for computing and network service providers – November 2012

<http://www.xconomy.com/seattle/2013/11/06/2nd-watch-raises-23m-expand-aws-cloud-migration-business>

NTT buying 80% of Raging Wire data centers, all of Virtella