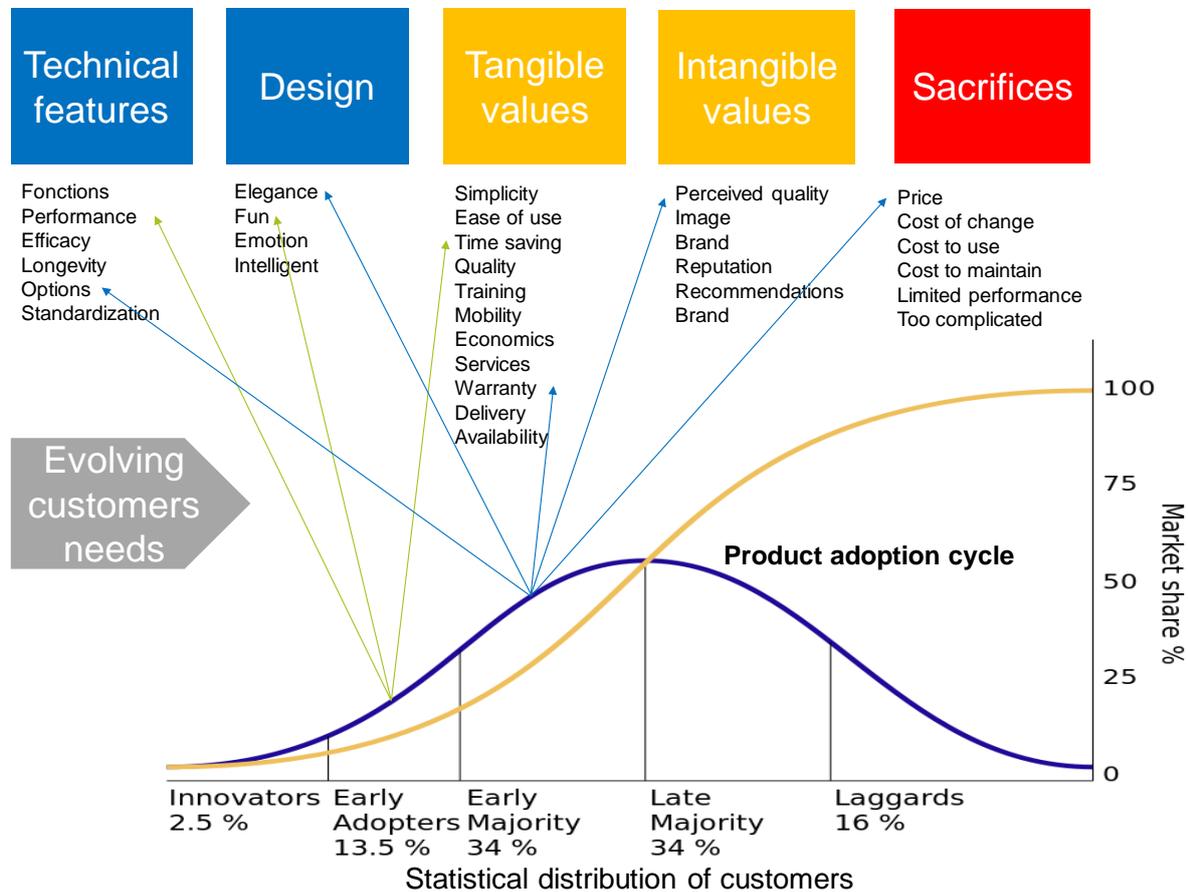


SIGMAPRO BUSINESS TOOL

Evolving customer's values



For the start-up it is important to understand that not every potential customer is prepared to purchase an innovative product. The start-up needs to tailor the value offering to the type of customers and to adjust its go-to-market strategy to the type of customers.

Innovators and Early adopters are typically young and are more likely to buy on values related to performance, fun, emotions, social aspects of the product. They are willing to accept the risk of the product and pay more for it. They will buy quickly the product.

Early majority customers are looking for more standardized values and are more risk averse. They adopt a new product after careful consideration and a certain periode of time. They will concentrate on values such as longevity of the product, availability of options, elegance, quality and warranty. The price must be right for them.

Consequences for the start-up

Target marketing to each audience.

Involve innovators and early adopters in user trails in order to win their support.

From a design perspective, develop prototypes with innovators prior to a more mass market final design.

Early adopters will be targeted following innovators and marketing will concentrate on additional support to gain them as opinion leaders.

The early majority will be targeted through more general marketing strategies. They will be influenced by the early adopters. Designers will have to spend time at refining the product design to become a recognized standard and prepare for the mass market.

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