# Evaluating Product Market Fit and Determining A Go-To-Market Strategy For An Early Phase Technology Startup

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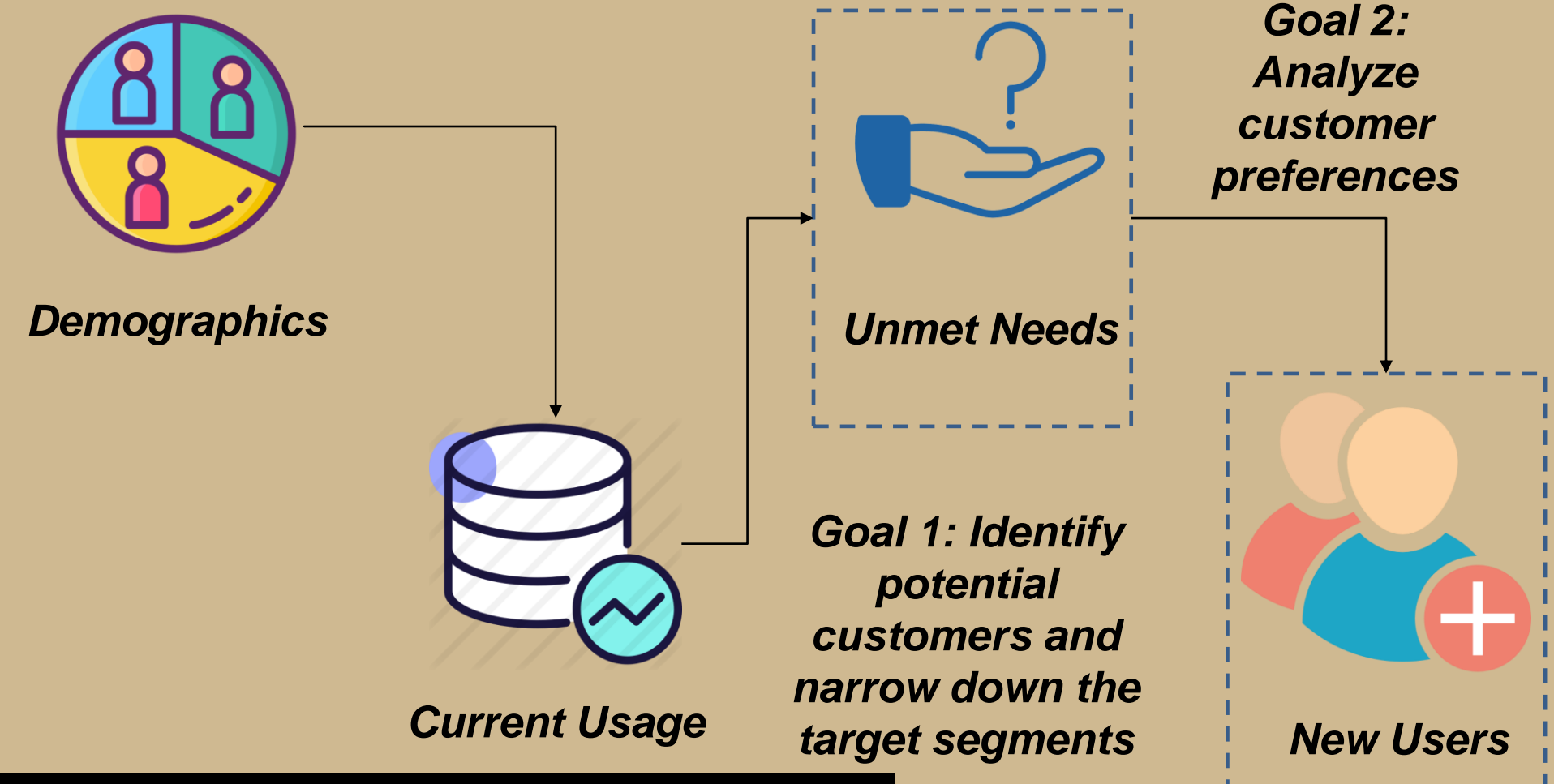
## ABSTRACT

Narrowing in on the best target market is a problem in the technology industry. Our study evaluates product market fit and determines a go-to-market strategy for an early phase technology start-up to maximize launch success. Market research insights will be combined with exploratory data results to frame the go-to-market strategy.

## INTRODUCTION

Spf.io (pronounced spiffy-oh) is an all-in-one translation and accessibility platform that makes events and content accessible in many languages through captions, translations, transcriptions, and more. Spf.io is looking to launch a new segment of their business. Our study evaluates the best go-to-market strategy.

It is critical for any start-up to narrow in on their target market to increase the potential success of their product. Further, it is important to analyze customer preferences to determine which features most appeal to customers. Keeping this in mind, we developed customized surveys for each of our segments of interest – current users and potential users.



**Demographics**

**Current Usage**

**Unmet Needs**

*Goal 1: Identify potential customers and narrow down the target segments*

*Goal 2: Analyze customer preferences*

**New Users**

## RESEARCH OBJECTIVES

- Which product features are appealing to potential customers?
- What price structure is appealing to customers?
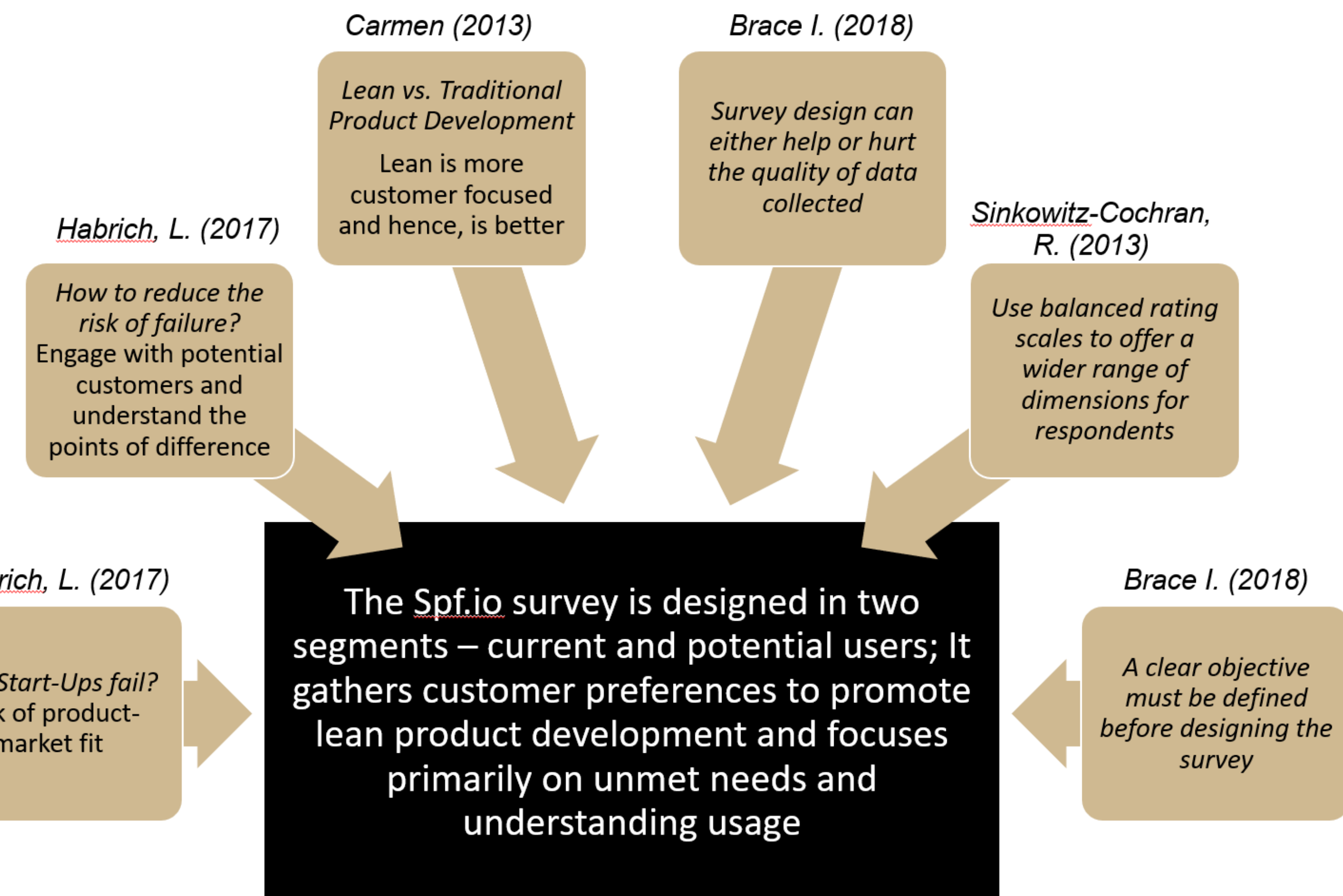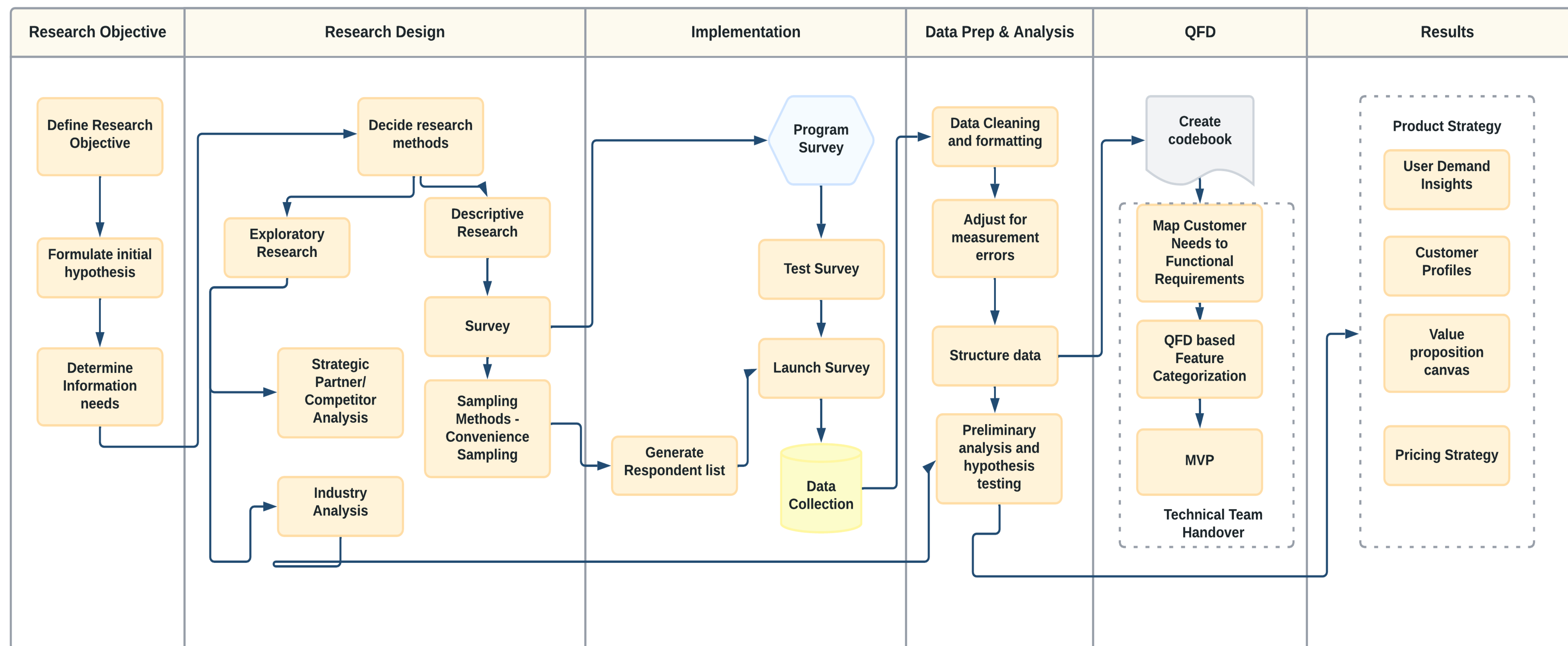- Who is our company of interest's competition?

## LITERATURE REVIEW

Reviewing several published papers helped us establish a base for the methodology. But our biggest challenge was the niche of clientele of our product. This fact required us to go detail hunting in order to realize our target customer.



**Habrich, L. (2017)**
How to reduce the risk of failure? Engage with potential customers and understand the points of difference

**Carmen (2013)**
Lean vs. Traditional Product Development
Lean is more customer focused and hence, is better

**Brace I. (2018)**
Survey design can either help or hurt the quality of data collected

**Sinkowitz-Cochran, R. (2013)**
Use balanced rating scales to offer a wider range of dimensions for respondents

**Habrich, L. (2017)**
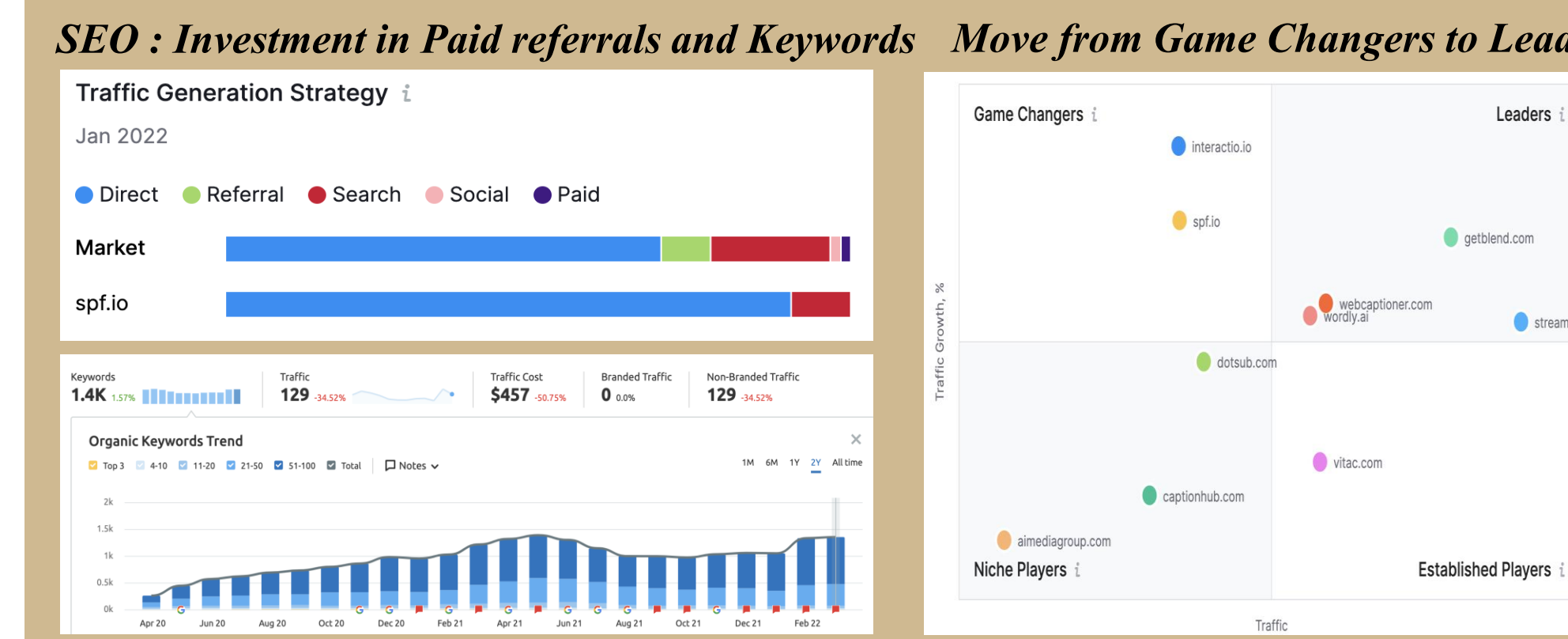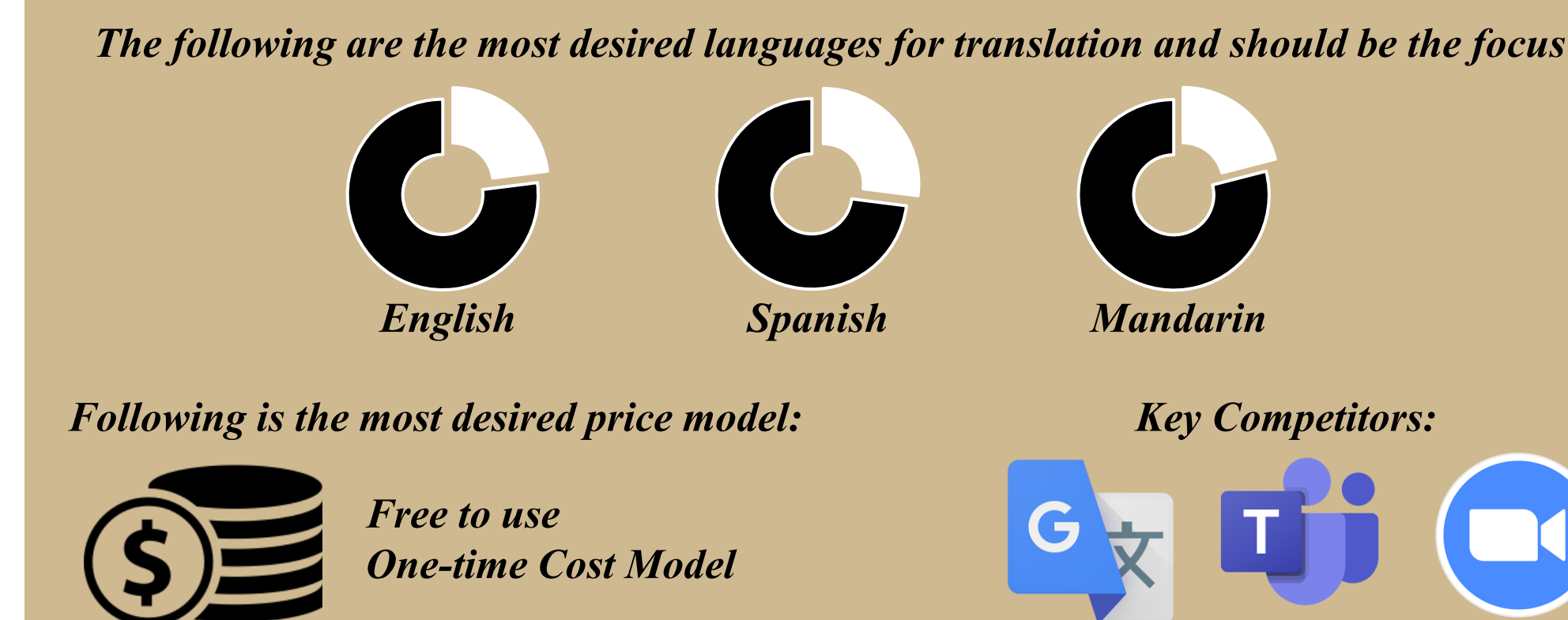Why Start-Ups fail? Lack of product-market fit

The Spf.io survey is designed in two segments – current and potential users; It gathers customer preferences to promote lean product development and focuses primarily on unmet needs and understanding usage
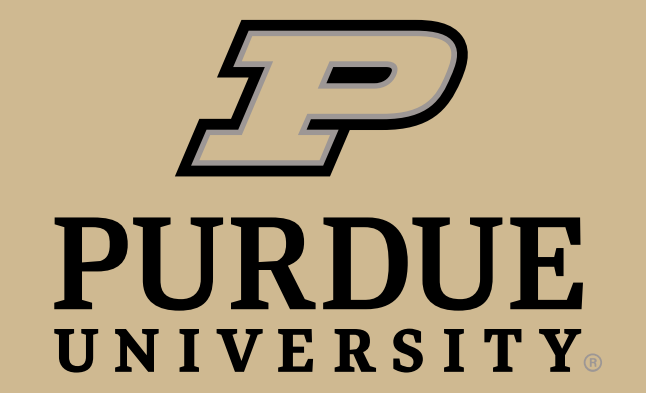
**Brace I. (2018)**
A clear objective must be defined before designing the survey

## METHODOLOGY

The methodology was carefully curated to incorporate the intersection of product and market requirements. The Research Objective helps us in understanding the basic requirements of the client with respect to the market needs. The Research Design and Implementation will guide the market survey outline and define competitor offerings, their pricing, and industry standards. The Data Prep and Analysis and QFD will help us gain significant insights from the survey outcome and in targeting our services to the right customer. An initial EDA would be performed on the gathered data to extract the insights. The results will be driving the user demand, customer profiles, our value propositions, and pricing strategy.



Research Objective → Research Design → Implementation → Data Prep & Analysis → QFD → Results

- Define Research Objective
- Formulate initial hypothesis
- Determine Information needs
- Decide research methods
- Exploratory Research
- Descriptive Research
- Survey
- Strategic Partner/ Competitor Analysis
- Sampling Methods - Convenience Sampling
- Industry Analysis
- Generate Respondent list
- Program Survey
- Test Survey
- Launch Survey
- Data Collection
- Data Cleaning and formatting
- Adjust for measurement errors
- Structure data
- Preliminary analysis and hypothesis testing
- Create codebook
- Map Customer Needs to Functional Requirements
- QFD based Feature Categorization
- MVP
- Technical Team Handover
- Product Strategy
  - User Demand Insights
  - Customer Profiles
  - Value proposition canvas
  - Pricing Strategy

## EXPECTED IMPACT



**Survey Results** → User Demand Insights, Value Proposition Canvas, Customer Profiles

**Exploratory Research** → Competitor Analysis, Strategic Partners, Industry Analysis

**Market Survey** Guides us to → Pricing Bandwidth, Usage Frequency, Customer Placement → Understand and Realize Potential in the Market

**Strategic Partnerships help us:** Label Significant Synergies, Drive Product Requirement, Promote the Product

**Our offering:** Help client bridge the gap in their services by introducing speech recognition, automatic translation, and real-time captioning services

## CONCLUSIONS

*The following are the most desired languages for translation and should be the focus*

**English**     **Spanish**     **Mandarin**

*Following is the most desired price model:*
- Free to use
- One-time Cost Model

**Key Competitors:**

*SEO : Investment in Paid referrals and Keywords*

Traffic Generation Strategy
Jan 2022
Market
spf.io
Direct, Referral, Search, Social, Paid
Keywords 1.4K, Traffic 129, Traffic Cost $457, Branded Traffic 0, Non-Branded Traffic 129
Organic Keywords Trend

*Move from Game Changers to Leader*

Game Changers, Leaders
Niche Players, Established Players

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