

### **The Commercialization Journey**

You've got an exciting vision and you're building a powerful solution. We can help you commercialize your product, secure lead investors and define a repeatable sales process.

Our evidence-based methodology starts with building a deeper understanding of your customer. We help you flip your perspective from what you're trying to sell to what your customers want to buy.

Over the past 20 years we've advised/mentored hundreds of technical founders who have a clear vision but are struggling to get their products to market.

The Evidology Group will help you:

- Develop a deeper, more rigorous understanding of your customer
- Build a culture of evidence-based decision-making
- Implement an evidence-based sales methodology

### **Gain Actionable Insights**

You know your product. We can help you sell it. Flip your perspective from what you're trying to sell to what customers want to buy. By following the evidence-based customer validation and engagement methodology you will:



#### **Validate, adjust and prioritize your product strategy**

Collect evidence to confirm you're solving a serious pain and develop strategies to help customers transition from the status quo.



#### **Engage and recruit lead customers**

Build interest, credibility and trust so you can recruit lead customers early on, generate revenues and leverage customer validation for investors and new recruits.



#### **Learn why and how customers really buy**

Get better insight into key customer personae, their motivations, budget cycles and buying process so you know who/how/when to engage and what to say that will get them engage.



#### **Guide your pricing strategy**

Understand the economic value proposition and ROI from the customer's perspective so you can better price your offering.



#### **Optimize your investor strategy**

Use evidence to support your investor discussions for added credibility and lower risk

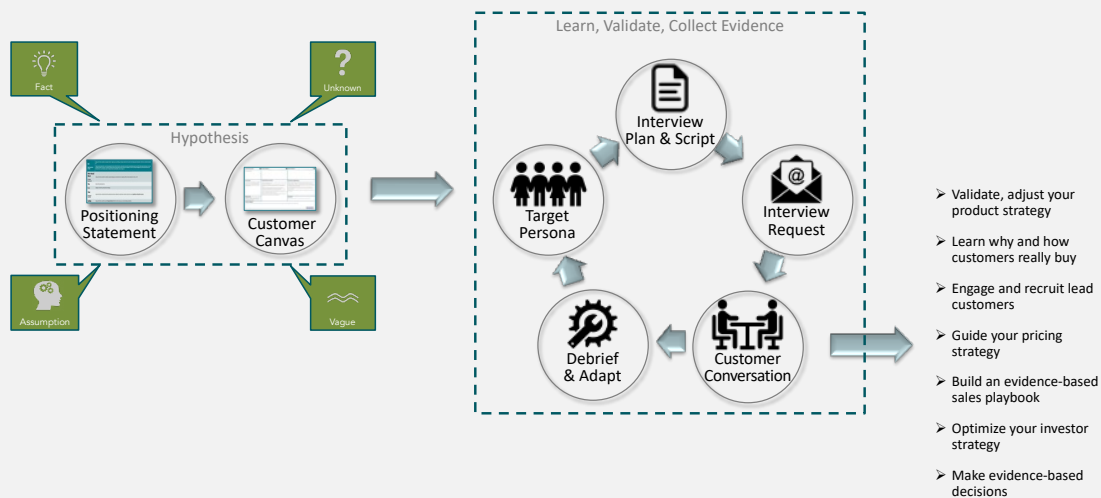


#### **Build an evidence-based sales playbook**

Draw on first-hand stories and insights as input to your sales playbook and sales team recruitment plan.

## The Customer Conversation Process

The Evidology Customer Conversation Process is built around the Customer Canvas and best practices from Ash Maurya's Running Lean. The process covers planning and execution of informational conversations leading to the – why, what and how customers will buy – your product.



## Let Us Show You How

You're a cash-strapped startup with too much to do and not enough time. We've been there too. Contact the Evidology Group to learn more and we'll explain how we help with your cash and time constraints. Here are three ways the Evidology Group can help accelerate and de-risk your startup:

### SELF SERVICE

- ✦ Follow the evidence-based methodology using online materials
- ✦ Work independently or with your advisor/mentor

### COACH & CHALLENGER

- ✦ Follow the evidence-based methodology using online materials
- ✦ We'll guide you through the process that will lead to better product/market fit and faster sales

### EMBEDDED EXECUTIVE

- ✦ We'll roll up our sleeves and help
- ✦ With your support, we'll unlock key nuggets that will lead to better product/market fit and faster sales

## About The Evidology Group

The Evidology Group was created by entrepreneurs for entrepreneurs to help you beat the odds and build a successful startup using an **evidence-based methodology** (Evidology). Over the past 20 years, we've started four companies and built over a billion dollars in shareholder value. We've also advised/mentored/invested in and/or sat on the Board of hundreds of early-stage companies.

We've seen many great products die and countless exceptional teams struggle with fatigue, frustration and failure. Entrepreneurs are driven by a desire to change the world, but the statistics tell a grim story despite the plethora of books/videos/seminars and helpful advisors/mentors/incubators/accelerators:

- ✦ 95% of startups don't cross the \$1M revenue threshold,
- ✦ 99% are unable to secure VC funding,
- ✦ 90% of VC-backed startups fail or just return capital
- ✦ 70% of startups fail in years 2-5



Contact the Evidology Group at [info@evidologygroup.com](mailto:info@evidologygroup.com) or visit us at [www.evidologygroup.com](http://www.evidologygroup.com) for more information, to register for a webinar and to sign up for our blog.