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Crossing the chasm book review

Moore's customer tax applies to technology consumers as well as for the humanitarian community. This suggests that the \$330B total U.S. humanitarian market could possibly be grouped according to the same standard deviations of natural probability distribution. Innovators: These donors are aggressively pursuing new innovations, willing to invest in social enterprises before there is even a business plan. This includes student program grants, early stage fellowships and individual maverick donors who enjoy discovering new talent. In terms of probability, Moore estimates that the group is half of the standard deviation of 3 Sigma, or 0.15% of all donors, and proposes to control \$525 million of america's total 330B humanitarian market. Early accepters: These donors buy into early-stage concepts. Consider Oshtorian fellowships such as Draper Richards Kaplan and Ashoka. This group has half the standard deviation of 2 Sigma (minus the small sliver of innovators) or 2.3% of all donors, indicating that they control \$8.7B of the \$330B total humanitarian market. Primary majority: These donors share some of the primary acceptor's ability to connect with technology, but are ultimately driven by a strong sense of practicality. They know that many of these newfangled inventions eventually pass as fads, so they are content to wait and see how other people are making before they buy on their own. They want to see well-established resources before investing substantially. These donors will be a big institution like the Gates Foundation. The group is half the standard deviation of 1 Sigma, or 34% of all donors, which proposes controlling \$119B of the total humanitarian market of \$330B. Late majority: These donors share all the primary majority concerns, plus an additional major: While people in the primary majority are comfortable with their ability to handle a technology product, should they ultimately decide to buy it, members of the majority are not late. As a result, they wait for something to become an established standard, and even then they want to see a lot of support and tend to buy, so from large, established companies. This group is the other half of the standard deviation of 1-Sigma, or 34% of all donors. Laggards: These donors simply don't want anything to do with [entrepreneurial ideas], for any of the different reasons, some personal and some economic. The only time they [invest in entrepreneurship] is when it is buried deep in another product- the way, say, that a microprocessor is designed to brake system from a new car – in a way that they don't even know it exists. This group is the other half of the standard deviation of 2 Sigma, or 2.5% of all donors. Few social impact schemes are able to cross the gap from early accepters to engage the primary majority, which is why they Hunger and failure. To avoid financial hunger and reach that primary majority, Moore sums up the goal as follows: The key to going beyond enthusiasts and winning a visionary is to show that new technology enables some strategic leap forward, something that is never possible before, which has intrinsic value and attractiveness to non-tech. This benefit is typically symbolized by a single flagship app, convincingly, something that showcases the power and value of the new product. If the marketing effort is unable to find that program convincing, then market development stops with innovators, and the future of the product falls through this first crack in the bell curve. [Geoff Moore, Crossing the Chasm, p.20] Moore continues to recommend a number of specific strategies to help new technologies get through the gap to reach an early majority. PRODUCTOne's whole marketing of Moore's big ideas is observing that the cultivation activities and funding lands that work for early acceptor of innovation enthusiasts are useless in cultivating and pitching more conservative primary majorities. Moore's primary majority is pragmatic, indifferent to moore's new fancy gadgets (public product) but deeply concerned about Moore's entire system (whole product). [...] There are only two categories in the simplified model: 1) what we ship and 2) everything else customers need to achieve for their compelling reason for shopping. The latter is a marketing promise made to win sales. The contract does not require the company to deliver on this promise, but the customer's relationship does so. Failure to meet this promise in a business market has very serious implications. [Geoffrey Moore, Crossing the Chasm, p.110] Moore sees a hierarchy of products:General product: This is what is shipped in the box and what is covered by the purchase contract. Expected product: This is a product that the consumer thought he was buying when he bought the generic product. This is the minimum configuration of products and services necessary to have any chance of achieving the purchase goal. For example, when you buy a tablet, you should either have a Wi-Fi network at home or have a cellular connection to make it work, but both are likely to have to be purchased separately. Added product: This product is fleshed to provide the maximum chance of achieving the purchase goal. In the case of a tablet, this includes email, a browser, calendar, a personal directory, a search engine, and an app store, for example. Potential product: This represents the product To grow as more and more ancillary products come on the market and as customer-specific improvements are made to the system. The fact that there was an iPad for Apple, at the time of this writing, took about 374,090 apps on its App Store that I could buy to expand its reach and value is one of its key selling points. Moore argues that early majority types of psyche oriented are more likely to approach for a dead brain, ineffective band-aid approach to solving what has become a broken, critical mission because they are concerned about the system that provides the outcome. For a medical device, a whole product may include clinical trial data in the medical literature, regulatory approval, quality assurance practices, distribution channels (including the ability to negotiate customs), user training materials, service manuals, supply chains for consumables and spare parts. This is not an impression. PATH published a report called Innovation Countdown 2030 that details thirty global health innovation technologies that are particularly promising. Acting as a factor for the primary majority, PATH clearly put less value on net innovation than an organization's ability to manage unglamorous tasks of product financing, production, marketing and distribution at high volumes. Similarly, value engineering products such as general electric lullaby line may not be driven by the best principles in social impact design, but pedicist consumers know that General Electric products come with regulatory approval and General Electric brand quality control, comprehensive product documentation and spare supply chain (even if the supply chain doesn't necessarily go to poor countries). DONOR MARKET SEGMENTATIONMoore explains that another challenge with market segmentation is that only groups that reference and strengthen each other can be imagined as a suitable market. The thought that part of what defines the high-tech market is their members' willingness to refer to each other when making purchase decisions - quite the key to successful high-tech marketing. [...] If two people buy the same product for that reason, but there's no way they can point to each other, they're not part of a market. It's, if I sell an oscilloscope to a doctor in Boston to monitor the heartbeat and the same product for the same purpose to a doctor at Zere, and these two doctors have no reasonable basis for communicating with each other, then I'm trading in two different markets. Marketing professionals insist on market segmentation because they know that no meaningful marketing plan can be implemented across a set of customers who do not mention each other. [Geoffrey Moore, Crossing the Chasm, p.30] word of mouth is ultimately a workforce-saving phenomenon. This means that every single donor in a given market can act as a trusted referral and cultivate potential new sponsors on behalf of an organization. These network effects do not happen automatically. For word mouth to develop per The market, there should be a critical mass of knowledgeable people who meet every now and then and, in exchanging views, strengthening the position of the product or company. [Geoffrey Moore, Crossing the Chasm, p.68] Who are you most likely to consider in support of your organization? Are there natural networks among them? Realizing in his curved ringing taxonomy, Moore classified innovators and early accepters as wanting to bet on disruptive innovations, even though innovation has not yet assembled a prestigious business plan or necessary partnerships. According to Moore's Technology Position Compass, these donors are the primary accepting of professionals who are excited to hear stories about the product: criteria, design awards, user approval. Primary majority donors couldn't care less about how many followers an organization has on Twitter, or how many saw the founder's Ted talk. They have been most affected by academic citations, clinical studies, regulatory approvals and strong peer references. For the market to be pragmatic [n the primary majority], you have to be patient. You have to converge with the issues that dominate your particular business. You need to show up at specific industry and trade conferences to show that they are present. You should be mentioned in articles that run on newsletters and blogs they read. You should be installed in other companies in your industry. [Geoffrey Moore, Crossing the Chasm, p.49] Who do you consider as supporters of your primary majority? Where do they congregate? What results do they value? There's a whole class of business literature where the title alone will spare you the necessity of reading books: one of these is what you're here you don't have here. In other words, the results and stories that impress your early accepters don't affect the primary majority -- they might even find them repellent. In a sense, you have to learn a whole new way to talk about your mission and your results. Creating a value proposition is the key to primary majority messaging. Moore abandons his framework in Chapter 6 for (target customers -beachhead section only) who are unhappy (replacing the current market) is our product (product category) that provides (compelling reason to buy). Unlike (product replacement), we assemble (the key features of the entire product for your specific application). I love Moore's logic for sports: The basic rule of engagement is that any force can defeat any other force—if it can define the battle. If we were to determine grass, if we get to set competitive criteria to win, why should we ever lose? [Jeff Moore, crossing the gap] Using this value proposition framework to our warmer newborn Otter, we get:For global health NGOs focused on neonatal health who want to treat patients at a point of diagnosis rather than risk transporting them to crowded central facilities, warmer otter baby conductors designed specifically to allow rural hospitals Limited resources and inexperienced staff for successful treatment of premature babies who are particularly vulnerable to hypothermia. Unlike the high-end incubators of a rural hospital may receive as donations or inexpensive radiant heaters they may receive through government purchases, otter heater provides effective baby warming that is easy to use right and hard to use wrongly - in other words the device destroys the most common sources of product failure. Remember when writing your value proposition there is little to gain from hitting your competition. Rather, the goal should be to explain how your product occupies a niche that competition cannot address. In other words, you don't have to make any claims about the quality of your competitor's products because you're sure they're intended for a different context. Note that propositions value close communication with another angel startup tool: elevator terrain. It's just you and Bill Gates: How do you explain your great new idea before you get to the lobby? Consider these seven different frameworks for changes to the topic. Theme.

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