



Five Fundamental Questions All Entrepreneurs Must Answer First

New Founder School

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Partner & CMO



What Pain?

- **What PAIN is the world experiencing that you believe you have a solution for?**
 - Is there a segment within this group of pained people who are better (or less) suited for your solution?
 - Why?

How BIG?

- **How big is this this pain?**
 - # of people afflicted?
 - Level of distress caused by this pain?
 - How easy (or difficult) is it for people to self-diagnose this pain?

Your SOLUTION

- **How unique is your solution to this pain?**
 - What makes your solution unique?
 - Is this unique defensible?
 - Will this uniqueness be obvious to potential customers?
 - Will the value of your solution be obvious to your potential customers?

How Will You MESSAGE?

- **How will you reach (message) your target audience?**

How Will You DISTRIBUTE?

- **How will you reach (distribute to) your target audience?**

About Atul Minocha

Background & Experience

- Understand and comfortable applying technology, data, and neuromarketing principles
- Ability to translate complex tech-speak into customer-friendly messaging
- Former Chief Marketing Officer/GM at F1000 companies
- Experienced in B2B, B2C and B2B2C verticals – industrial, healthcare, automotive, etc.
- 22 years of “corporate” experience
- 12 years of “entrepreneurship”
- 10 years of “consulting/advising” (including industrial goods, technology)
- 13 years of “angel investing” & “mentoring” of start-ups
- 13 years of teaching: Hult (San Francisco/Dubai/London) & Sierra Nevada University (Lake Tahoe)
- Vistage speaker, author and graduate-level professor of marketing, strategy and pricing
- Author of Amazon-bestseller *Lies, Damned Lies, and Marketing*

Education

- B.Tech. (Mech. Eng'g.) – Indian Institute of Technology, Delhi
- M.B.A. – Yale University
- Executive Program in e-Business – Kellogg/Northwestern University

Based in Reno/Lake Tahoe, NV... work across North & South Americas, Europe, Mid-East, Japan and India



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Inc.
5000

Recipient 8 Years
And Counting

2.5X

Industry Average NPS Score

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- Scott Marshall, SVP Marketing,
ConnectWise



Thank you!

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