# 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 selfdiagnose this pain?



### Your SOLUTION

## How unique is your solution to this pain?

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





















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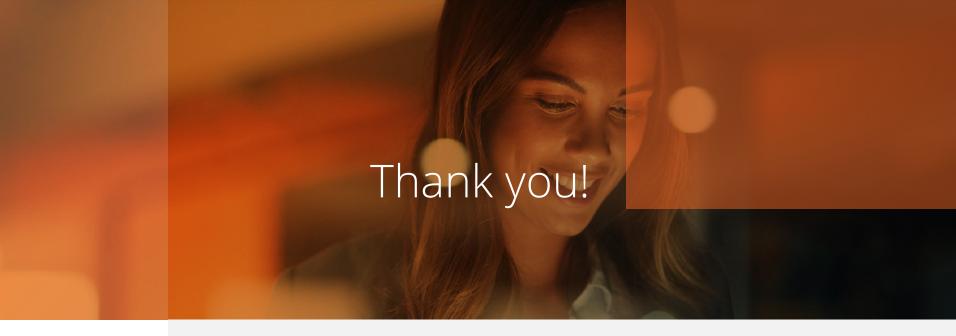


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 Scott Marshall, SVP Marketing, ConnectWise



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