

Start-up Branding

Are you ready?

Defining Start-up & Branding

- Start-up:

A **startup** company or **startup** is a company, a partnership or temporary organization designed to search for a repeatable and scalable business model.

- Branding:

A process in which a mark, usually a symbol or ornamental pattern, is burned into the skin of a living person or animal.



Start-up Branding

Branding is not just about telling a great story or having a memorable logo and slogan—its primary goal is to convey the company's heart and soul to an audience. What does the company stand for? What is the personality? What is your message, and why should I buy into it?

By creating a message and having your actions be congruent to it, you create a powerful brand that will give customers a reason to continue buying from you.

As a startup, your brand will be the most valuable asset you have at your disposal. Leverage it wisely.



What does your Start-up Brand look like??

Got any ideas.... Let us share – right now!

10 Steps to Building Your Brand Strategy



*Mentoring helps
in all the phases!!*



Track, Evaluate, and Adjust

Revamp your website

Develop Content Mktg.
Strategy

Figure out the USP

Create Visual Identity

Define Brand Voice

Compose a Mission & Vision

Establish your Values

Define TG

Do your Research

Things NOT to do!

- Being Fanciful
- Aspiring for now
- Going with just an Idea
- Seeking Results readily
- Apply Jobs
- Keeping Plans to yourself
- Premium or Low Pricing



Activity – Let us talk about your Brand now!

- Think of the 5 things you will do create a brand....make a brief plan and share
- Consultants – Listen to the brand idea and share your concerns
- Summarize the learning!

TOP 5 Things to START!

- Decide what you are going to do
- Finalize a name
- Create a Look
- Create a Message
- Bundle it all



3 ASS RULE By Jeff Clavier

Managing Partner, Softech VC

Ever wondered what's going on in an investor's mind during a start up pitch?



What's Cooking? Ah! A Start-up Brand

RECIPE

- Know your Brand
- Know your Customers
- Flexibility and Futuristic
- Create a Design Story
- Be Humorous

INGREDIENTS

- Name
- Personality
- Slogan / Jingle
- Visual Style
- Verbal Style



Gaining the Cost Advantage

Smart Branding : Gain Cost Advantage

- Think Less about Branding & more about SALE
- Pick a Smart Design
- Keep it Simple
- Permission Marketing
- Affiliate Marketing
- Time Management



Social Branding for Start-up: Free Tools

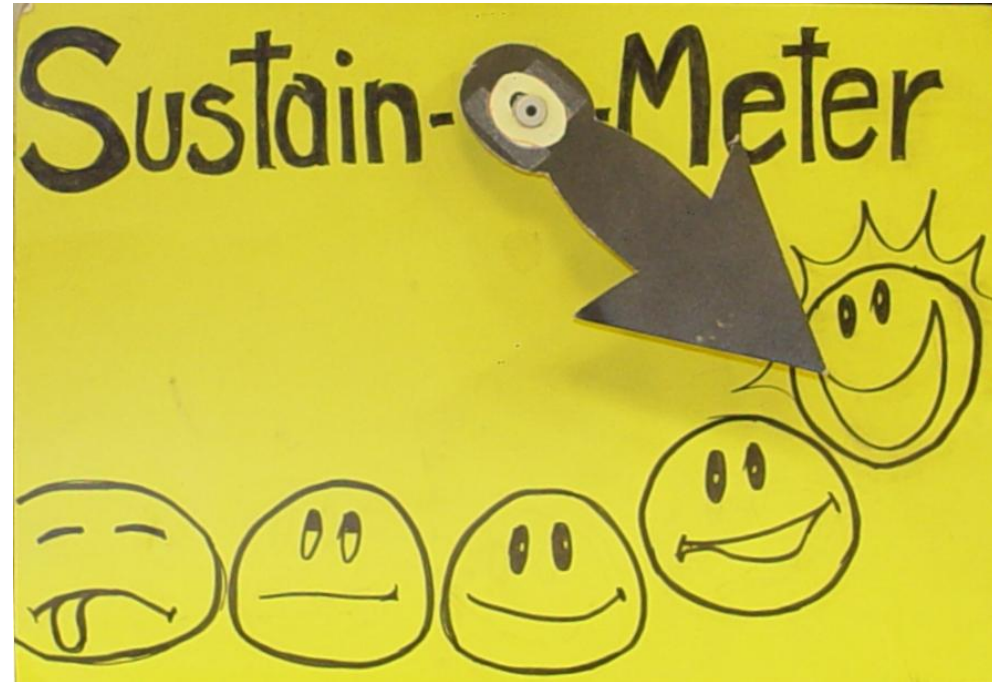
- Google Alerts, Trends and Insights
- Website/Blog
- SEO
- Local Business Listing
- Use PPC , Social Media Ads: LinkedIn , Facebook Ads, Google ad words
- Web tools like Topsy, Socialmention can be used to track about your brands sentiments digitally



Invest **more** here....

In an ideal situation, a brand shall invest more in –

- Developing Services
- Analyzing the needs and creating an Offer
- Managing Portfolio and expanding it
- Target Great testimonials, create Brand Advocates
- Innovation and Timely Delivery
- Smart Brand Goals
- Avoid Overselling or Burnout



5 Common Mistakes in Branding a Start-up!

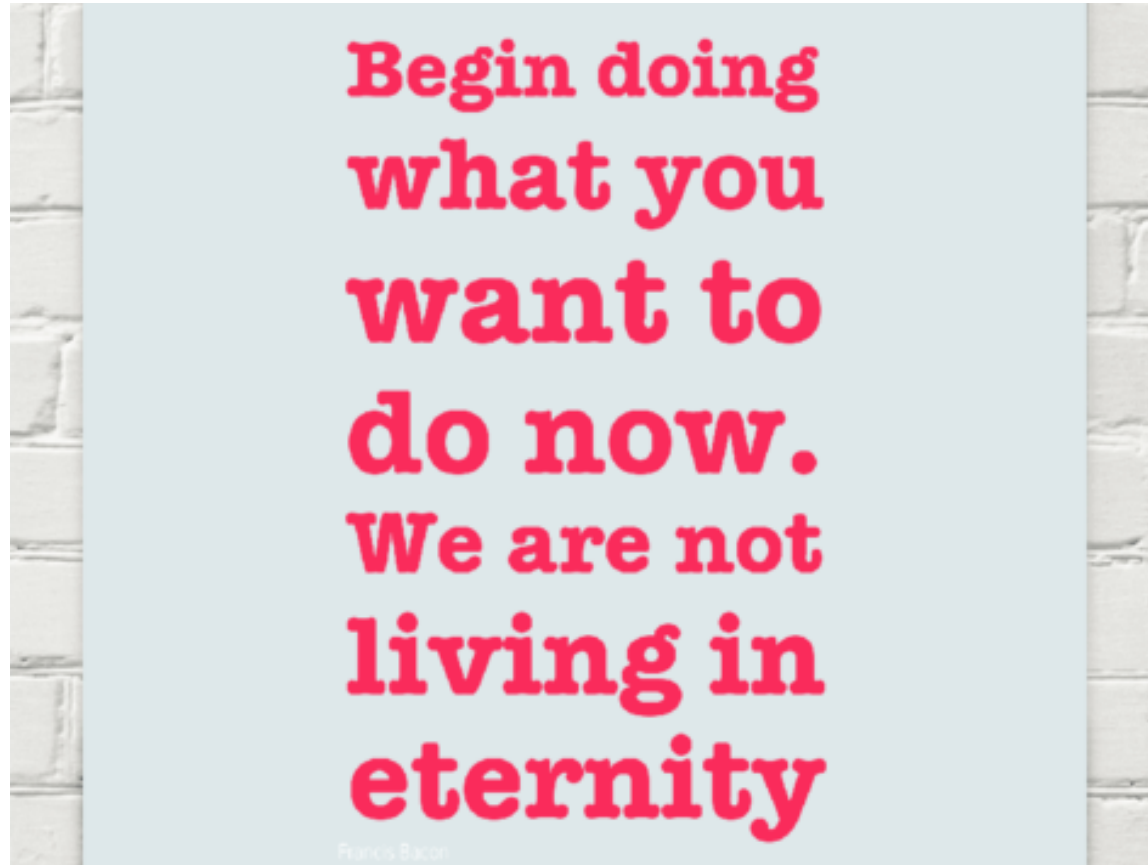
- Confused Orientation
- Not following KIPS
- Picking Buzzwords (Starting with Godaddy)
- Too much of Branding and lesser reach
- Messaging by committee
- Not Evolving



“Our mission is to help innovative leaders in the CPG industry increase the velocity of their business and drive engagement with their social communities to inspire meaningful change.”

Or

“to discover, develop and deliver innovative medicines that help patients prevail over serious diseases.”



START-UP STORIES

Let us now discuss some success stories to understand the practicality of Start-up branding strategy.

Story: Desperate Branding

- I will design my own logo.
- Business cards – ah! Just about half an hour
- Meeting & Re-doing it all
- Saving money
- Not Learning from Mistakes
- Diluting the Brand Image
- Satisfied with just money – making and no value additions



Story: Haste makes a Waste Branding

- Too many ideas
- Quick to launch
- Identity & Development
- Not laying out right foundations
- Following ideas and not consumers
- Concentrating too much on Branding & only Branding
- Underestimating the power of words





Broom machale Dhoom !

**Relevance, Truth & Reach Out of
AAP (Aam Aadmi Party)**

A Political Start-up

Ideas are not enough, Execution matters

Spend some time introspecting, are you spending your time talking about the cool ideas to implement on your product or the tricks that could get you more business, than doing it.

It is ok if Co-founders/Partners separate ways

So, in your startup – if a time comes where your partners differ at such a basic and fundamental way of doing things – just go your way.

Empowered Customers, Speak for the brand

Are your customers raving about your customer service near their business circles ? Think about how you can create a single satisfied customer, so he becomes your permanent product ambassador.

Be Audacious

Don't hide behind your nice landing pages and a bullet list of features. Can you clearly mention why you are better than your competitors in the market and stand by it? Think again.

Get into a Market Ripe for Disruption

Is your startup addressing a need to your potential customers? Find a real problem and solve it. If you have to make your customers aware of the problem before selling your solution, you would shut the shop real fast.

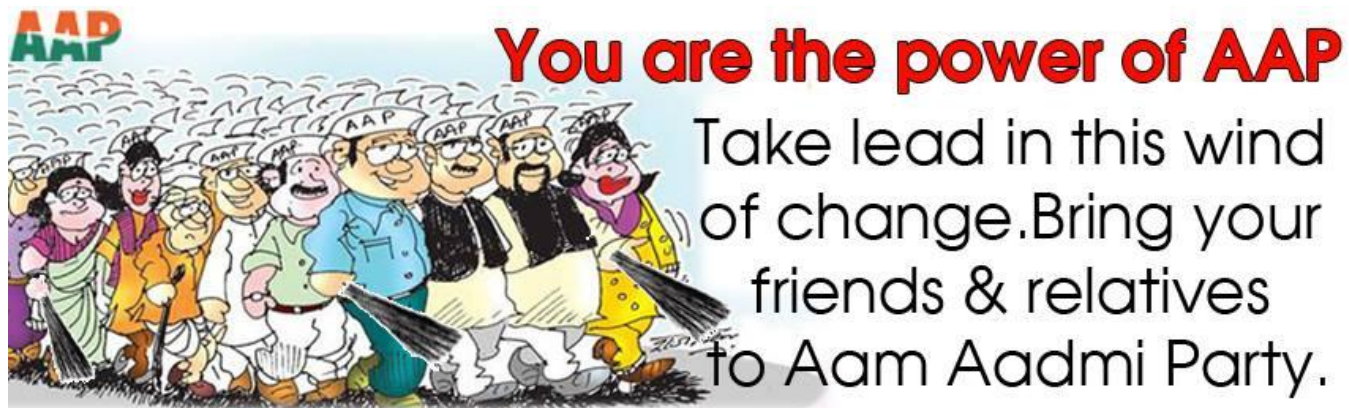
Product Counts most, it gets your Crowd funding

So, before going the crowd funding mode, be absolutely sure that the end product is useful, and people would feel like paying and waiting for your it

AAP Media Strategy, the beginning..

- Market Testing: Anna Hazare Campaign
- Touching the chords with youth – the first time voters
- Reaching out the Seniors through the traditional form

The Anna movement in 2011 may have used social media heavily to drive citizen response to its cause, but a political party needs votes, not followers!



Demographic and an Income-group strategy.

- Adopted the traditional forms for voter outreach
- Party's poll plank talked of regularizing *jhuggis*, and giving free water and heavily subsidized electricity
- They made good use of out-of-home media
- There were volunteers who sat with local residents and prepared constituency-level manifestos



All the makings of a start-up, an entrepreneurial venture...

On the inside, the AAP is filled with the idealistic dreams, the quintessential gleam in the eye, the fervent hope and desire for change, the fearlessness, and the utmost self-belief, amidst the down-to-earth reality of operating low-on-cash. Most importantly, AAP appears to have a fiercely committed set of die-hard supporters and spirited volunteers bound by a shared sense of sacrifice that money can't buy.

Story: the Chai ki Thadi



The name has been taken from Mumbai's local language, where Tapri is equal to a *chai ki thadi*.

Ankit Bohra and Sourabh Bapna, started their journey in a filmy way. **They find celebs and entrepreneur as heavy words.**

The group Zero, "Zero we got and from zero we started"

"I reflected on myself, what I would want, what would I like to eat as a consumer and how much would I be willing to pay for it."

Their target is *aam aadmi*, the mango people.

Tapri Pratham, was their first playground aimed at students and Tapri Central their second experimental ground, aimed at jaipur in general.

Age is a state of mind, we should rather put it as, how preoccupied are we.



Story: Few interesting Start-ups!

- Tapri
- Seat 14A
- Graphicurvy Art Store
- Theek Kar Do
- Hammer & Mop Services
- CleanFanatic
- Bikana Films

Birds Fly, Fish Swim, Start-ups **Fail!**

BUT

Some Birds Don't Fly,

Some Fishes Don't Swim,

*Some Start-ups **Don't Fail.***

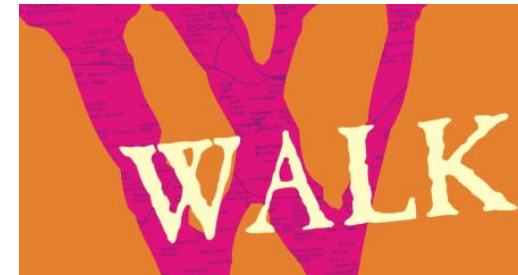
Activity Time

- You are the Brand Strategists of a start-up and you need to build on a Branding Strategy.
- Each Group will represent a separate start-up
- Audience will be free to ask questions to the branding team of these start-ups
- Start-up Details and conditions are provided to each team lead.

Tip: Start-ups are mostly Cash Strapped and dwell on innovation.

Few Start-up Ideas for Students..

- Flyer Marketing
- Shoe Wash Company
- Baby sitting Services
- Resume Writing Services
- Tutoring Services
- Gifting Services
- Career Guidance
- City Walks
- Tech Teaching Services



Planning a Start-up! Read Books...

1. **Start with Why** by Simon Sinek
2. **E-Myth Revisited** by Michael E. Gerber
3. **Book Yourself Solid** by Michael Port
4. **\$100 Startup** by Chris Guillebeau
5. **The Lean Startup** by Eric Ries
6. **The Startup Owner's Manual** by Steve Blank and Bob Dorf
7. **Secrets of Closing the Sale** by Zig Ziglar
8. **How I Raised Myself from Failure to Success in Selling** by Frank Bettger
9. **Little Red Book of Selling** by Jeffrey Gitomer

Source: www.mohitpawar.com



ALL THE BEST

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