

Launching New Products in Tough Economic Times – 5 Best Practices



- **Target** a specific market **use case** (key segment) that is both urgent and painful for customers
- **Be decisive** about who you are **not** going to serve (cross out target markets and customers ... that you wouldn't have 6 months ago)
- **Avoid** the “**Segment-of-the-Month**” disease – there is no time or cash to waste in a crisis
- **Focus is not enough** – commit to a 100% **MVWP** for that segment (Minimum Viable Whole Product) that wins radiating references
- **Build** a realistic and tightly-focused **9-Point go-to-market plan**



Times of Crisis or Tough Economic Conditions Demand Greater Market Focus – Not Less



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SENIOR CHASM INSTITUTE PROGRAM LEADER

Focus: Executive Sessions / Strategy Workshops / Consulting



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▶ Previous market strategy and management experience

- PwC
- TCG / Everest
- HP
- PepsiCo

▶ Emerging Growth Clients

- Nest
- Cleantech Incubator
- Spotify
- Elevance Renewables
- RSI
- FoodTech Ventures
- HotChalk

▶ Large Enterprise Clients

- Logitech
- Samsung
- Agilent Life Sciences
- HP Printers
- Adobe
- Philips Medical
- Dell / EMC

▶ MBA -- Harvard Business School



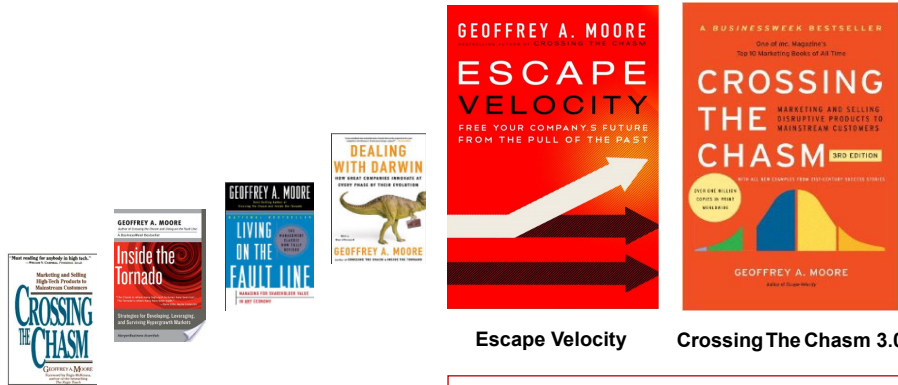
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Chasm Institute “Strategy Workshops + Keynote Sessions” are based on:



- Michael Eckhardt’s 500+ engagements with clients in Silicon Valley + beyond
- our 5 best-selling product strategy books for executives and their key teams
- 15 years of Thought Leadership in accelerating product / market success



Escape Velocity

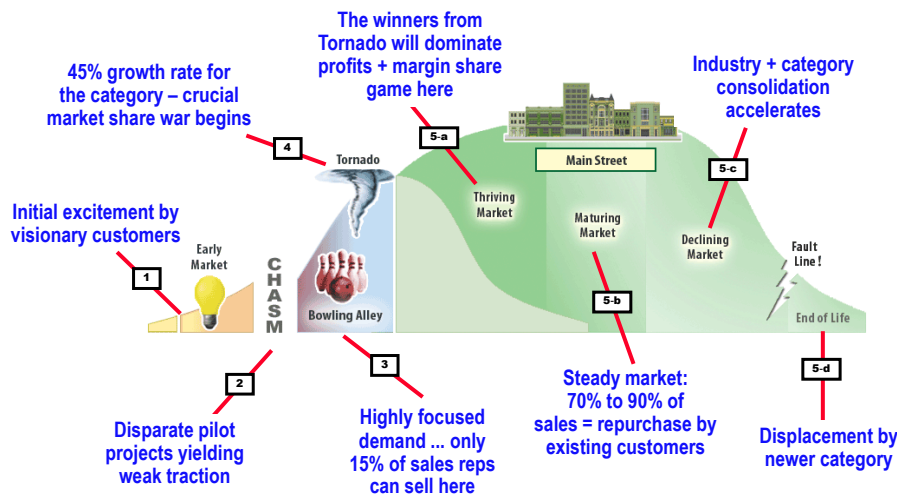
Crossing The Chasm 3.0

----- 2 of our Key Books for 2020-2021 -----
Over 3,000,000 of our books have been sold

The Target Market Model



There are **8 Key Patterns** in the adoption of new product innovations



4 Facts About Chasm Institute



- ▶ **225** client companies in Silicon Valley + beyond the past 15 years, served by Michael Eckhardt and his Chasm Institute team
- ▶ **3,000,000** of our books (*Crossing the Chasm*, *Escape Velocity*, *Zone to Win*) have been sold worldwide
 - 1,000,000 in Silicon Valley
 - 2,000,000 in other key innovation hubs / regions
- ▶ we use our proven **Chasm strategy tools + analytics** -- and our **systematic methods** -- to help clients select and execute in right target segments in next 12-18 months
- ▶ **the typical** new product launch success rate = only 17%
... using Chasm Institute methods + tools increases the success rate by over 4X to **70% success rate**

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