



Defining Moments
SVB Accelerator CEO Summit

The Importance of Customer Discovery

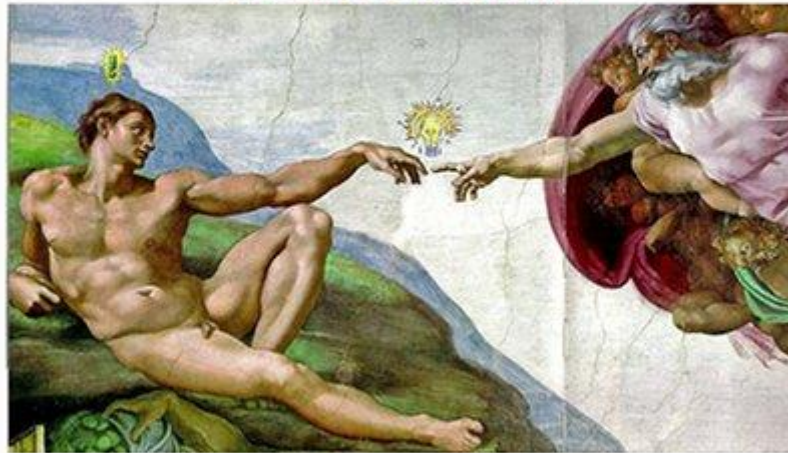
October 6, 2011

Sunil Nagaraj
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Customer Development

The Four Steps to the Epiphany

*Successful Strategies for
Products that Win*



Steven Gary Blank

**Get out of the building
and talk to customers**

Story 1

Who Really Matters

triΔngulate

Advice you MIGHT consider:

**Friends
Professors
Advisors
Investors**

Advice you should FOCUS on:

Your Target Customers

Story 2

The Scientific Method

**“It sounds like you want data
so if you give me \$2 million,
I can get you data”**

Users want behavior-based matching

Google

[Find a great partner](#)
Meet singles online
Review your matches for free!
www.peopletriangle.com



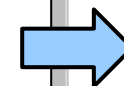
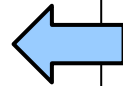
Welcome! Our dating service will find you matches using one of the methods below. Please choose one:

Survey

Our team has prepared a basic survey to help us understand you. We will apply psychology research to deliver matches.

Behavior

Our team can find you better matches based on what you do online. We will apply lessons from what other happy couples do online.



Story 3

Metrics and Culture

TRIANGULATE Sunil Nagaraj <sunil@triangulatecorp.com>

User Activity Report for 10/20/10

Sunil Nagaraj <sunil@triangulatecorp.com>
 To: team@triangulatecorp.com
 Bcc: Sunil Nagaraj <sunil@triangulatecorp.com>

Team,

Here are our numbers for Wed 10/20. Highlights:

- 21 invites sent from "Rate my photos" -- likely from welcome_flow
- 75 generic invites sent
- Retention at 20% 1-day, 25% 7-day
- 5 registrations from viral sources + 1 signup from a wings "like" posting

SIGNUPS

Date	New signups		CA signups		TX signups		Canvas signups		Connect signups	
10/13/2010	170	17%	73	7%	17	89%	161	12%	9	800%
10/14/2010	166	-2%	80	10%	11	-35%	141	-12%	25	178%
10/15/2010	108	-35%	54	-33%	6	-45%	104	-26%	4	-84%
10/16/2010	90	-17%	37	-31%	7	17%	89	-14%	1	-75%
10/17/2010	189	110%	62	68%	17	143%	187	110%	2	100%
10/18/2010	89	-53%	40	-35%	9	-47%	82	-56%	7	250%
10/19/2010	114	28%	28	-30%	12	33%	108	32%	6	-14%
10/20/2010	260	128%	74	164%	22	83%	255	136%	5	-17%

DO THEY LIKE OUR MATCHES?

Date	Matches viewed		Said yes		Said no		1st msg		1st reply		msg		With contact info	
10/13/2010	2,720	-15%	591	-12%	967	-26%	539	-15%	57	36%	180	5%	36	16%
10/14/2010	2,475	-9%	433	-27%	967	0%	400	-26%	36	-37%	174	-3%	55	53%
10/15/2010	2,489	1%	537	24%	856	-11%	507	27%	33	-8%	164	-6%	61	11%
10/16/2010	1,996	-20%	381	-29%	751	-12%	365	-28%	17	-48%	103	-37%	22	-64%
10/17/2010	2,342	17%	445	17%	861	15%	400	10%	47	176%	138	34%	38	73%
10/18/2010	2,302	-2%	488	10%	904	5%	463	16%	26	-45%	169	22%	27	-29%
10/19/2010	2,198	-5%	468	-4%	814	-10%	444	-4%	25	-4%	143	-15%	20	-26%
10/20/2010	2,292	4%	628	34%	826	1%	600	35%	29	16%	168	17%	65	225%



MESSAGE EXTRAS

Date	Gifts		Top choice		Delivery confirm		Messages "End Conversation"	
10/13/2010	274	-12%	48	-14%	631	0%	9	-25%
10/14/2010	200	-27%	32	-33%	489	-23%	12	33%
10/15/2010	231	16%	33	3%	589	20%	11	-8%
10/16/2010	197	-15%	26	-21%	411	-30%	4	-64%
10/17/2010	198	1%	32	23%	480	17%	3	-25%
10/18/2010	227	15%	34	6%	544	13%	43	1333%
10/19/2010	204	-10%	36	6%	502	-8%	9	-79%
10/20/2010	185	-9%	41	14%	525	5%	12	33%



Closing thought

**What's the biggest reason
that calls aren't returned?**

Because they are never made.

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www.sunilnagaraj.com/startups