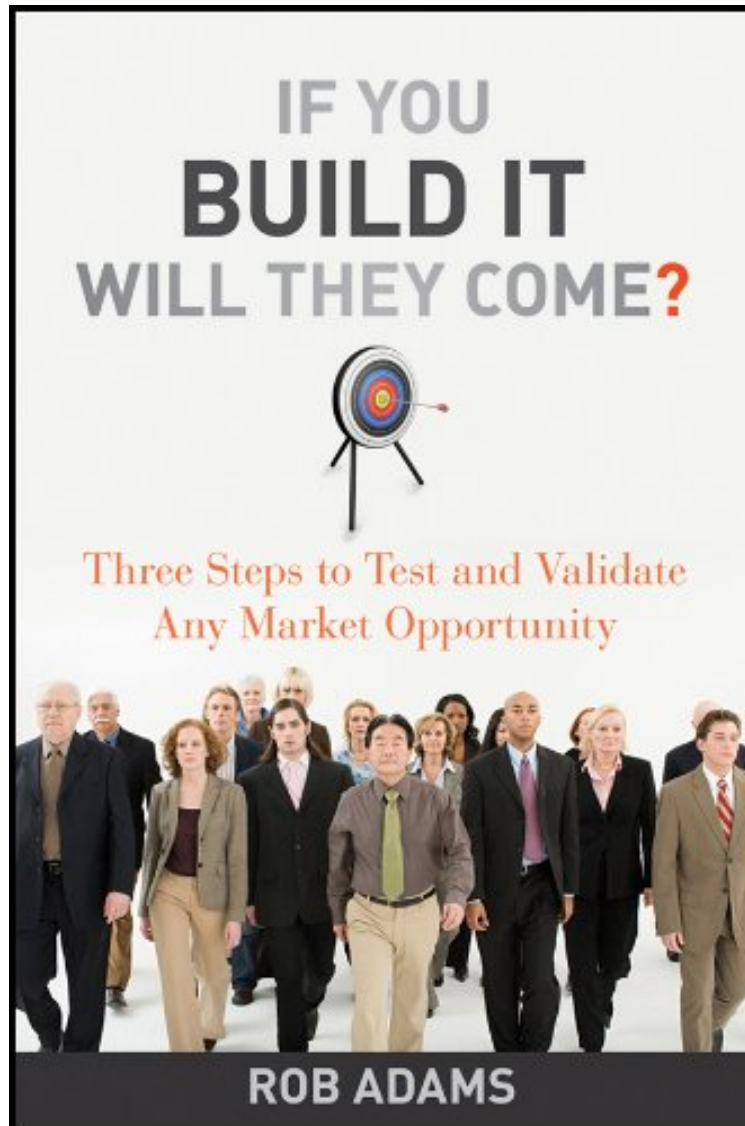


(Free pdf) If You Build It Will They Come?: Three Steps to Test and Validate Any Market Opportunity

If You Build It Will They Come?: Three Steps to Test and Validate Any Market Opportunity

Rob Adams

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Rob Adams : If You Build It Will They Come?: Three Steps to Test and Validate Any Market Opportunity before purchasing it in order to gage whether or not it would be worth my time, and all praised If You Build It Will They Come?: Three Steps to Test and Validate Any Market Opportunity:

0 of 0 people found the following review helpful. short answer? not necessarily!By Michael N.This was recommended by a friend, who knows that I have an idea for a new startup which I am pursuing. I'm very grateful that she recommended it, because it has really given me a very clear idea of how to best test my business concept before going

too deep into it and wasting time and money. I HIGHLY recommend this to anyone with their own plans to start a business, or people with a managerial or marketing job. 1 of 1 people found the following review helpful. No graphs, tables, charts, or sample surveys included?!

By John This is a very disappointing book. There is not a single chart, graph, or table in the entire thing. There are no meaningful sample surveys. And there are no calculations presented to clearly answer the question "If you build it, will they come?". The author states that using his method will produce an initial product that is more akin to a second or third generation product. I wonder, did he use his own method when producing his book? Because it reads like a first generation product, and a hurried one at that.

0 of 0 people found the following review helpful. Foundation for Entrepreneurial Success

By Nick B. This book by Dr. Rob Adams will provide you the insight you need to build stuff that customers will actually pay hard earned money for. In this important book, Rob Adams discusses market validation or the process in which entrepreneurs and intrapreneurs validate the quintessential product idea before pushing forward and releasing it to the market. The risk of not following Rob's advice is to build and ship products that MAKE NO MONEY. Often the excitement of building something cool can give way to the cold, harsh reality that no one wants it! Market validation is about finding out this important fact before spending and investing enormous amounts of energy and resources on building an unwanted product. The market validation process is broken down into an easy-to-remember 3 step process - Ready, Aim, and Fire. The Ready stage asks the potential product producer to complete a back-of-the-envelope validation to prove that a market exists and is ripe for your product. The Aim stage asks the entrepreneur to dig a little deeper and interview potential customers to determine if they have a real pain or need for your product. Lastly, the Fire stage takes what you learned in both of the two prior stages and uses it to quickly build a minimum feature product that will satisfy the needs of your target market segment.

I am a new entrepreneur and learning the ropes. I feel this book will be a good starting point for anyone with an idea and the desire to learn. I feel so confident that I am taking Rob Adams advice to heart and implementing it in my own entrepreneurial efforts. Followers of the Lean Startup (i.e. Running Lean by Ash Maurya, The Lean Startup by Eric Ries) will see similarities between Rob's approach and the approach advocated by Lean Startup. I definitely recommend this book for any entrepreneur or intrapreneur looking to get his or her idea off the ground and into the hands of real customers!

Know if you'll hit your targets before pulling the trigger on any marketing plan More than sixty five percent of new products are commercial failures, and if you compound this with a recession, now more than ever you can't afford to be wrong. In *If You Build It Will They Come*, business professor and strategy consultant Rob Adams shows you how to make sure you hit your target market before you spend a lot of money. He shows you the fast, systematic and proven approach of performing Market Validation in advance of making a large product investment. Adams outlines a simple and effective market validation and testing strategy that is proven, giving entrepreneurs and managers the ability to dramatically improve the prospect of product success. He explains how to quickly gather information on competitors, directly interview members of your target market, and figure out what the market really wants to buy, versus what customers say they want. The steps to quickly understanding the viability of your market

Where to go to gather the information needed to hit the market requirements How to follow through with the right product launched in the right way Adams cuts through the fancy terms and expensive market research that gives lots of data but no real product oriented information about usage, pricing, features and competitive forces. In the end you'll produce results on your first release of a far more mature product, shipped in a faster timeframe with features customers will actually use. This book is for anyone involved with designing, developing and launching new products. Its examples and advice cover everything from the fledgling start-up that needs their first product to work just to survive to the successful Fortune Class company establishing new worldwide markets. Examples cut across all major industrial sectors including consumer, retail, manufacturing, technology, life sciences and services. This book offers the step-based guidance you need to make sure failure is not an option.

From the Inside Flap Why do 65 percent of new products fail? In today's hyper-competitive market, companies too often misjudge demand. They either perform too little of the necessary market research, misuse the data they do collect, or neglect to integrate their research into product development. Amazingly, many companies get their market insights during or after their product's failure. It doesn't have to be this way! *If You Build It Will They Come* lays out a complete system for objectively assessing a market before you develop a product or any business idea. Whether you're in a tiny startup or a major corporation, venture capitalist and business professor Rob Adams's proven Market Validation process enables you to maximize your investment dollars while minimizing your risks. *If You Build It Will They Come* helps you execute the essential actions for any new product offering. Using this book's "Ready, Aim, Fire" framework, you'll:

- Evaluate product ideas
- Gather the right information on competitors
- Find and understand your target audience
- Match product features to market demand
- Determine pricing
- Utilize experts and data
- Prepare the market for your product
- Bring your product to market

Successful product launches often look easy in retrospect when they actually require a phenomenal amount of effort and planning; and you usually don't read about the many failures. Filled with real-life examples, case studies, and practical tips, *If You Build It Will They Come* gives you tested tools

to ensure that your work ends in a successful launch. So before you build it, get this book and watch customers come running!

From the Back Cover Praise for IF YOU BUILD IT WILL THEY COME? "This book will force any entrepreneur or intrapreneur to take a brutally honest look at their planned product development and launch before it's too late." —Curt Jackson, Director, Global Technology Capital Management, Toppan Photomasks, Inc. "Taking an idea or product to market is expensive and prone to failure. When we had to reconstruct our business, we rigorously adhered to Rob Adams's Market Validation process to test our new ideas. We avoided organization-killing mistakes and created products and services that our clients need, value, and are willing to pay for. The process outlined in this book will save you immeasurable amounts of time, money, and wasted effort." —Eliza Evans, President and CEO, InCenter "Whether you're sitting in your garage trying to be the next Google, or trying to extend your Fortune 1000 company's product line, this book will show you how to develop products that customers actually want." —Mark McLain, CEO and cofounder, Sailpoint "Lots of people launch new products; few earn meaningful revenues. What do those few have in common? The clear focus and discipline it takes to excel at something truly difficult. *If You Build It Will They Come?* lays out the not-so-obvious basics of market-focused product development and launches." —Bruce Roberson, retired director, McKinsey Company "I've been helping companies for twenty years with the kinds of Market Validation programs described in *If You Build It, Will They Come?* Adams understands the power of market guidance and the practical aspects of collecting market input. This book will give you a competitive advantage during the product design phase, when it has the most impact, while avoiding costly mistakes." —Peter Simon, President, Simon Management "Adams has assembled the collective wisdom of countless product launches, executive interviews, and venture capital perspectives on how companies can efficiently deliver market-oriented products. His conclusions are compelling, but obvious; yet few companies actually do it." —John Sibley Butler, Director, The Herb Kelleher Center for Entrepreneurship and The Institute for Innovation, Creativity, and Capital, The University of Texas at Austin

About the Author Rob Adams is a strategy consultant and venture capitalist, and on the faculty of The University of Texas at Austin's McCombs School of Business. He has been a founder, founding investor, or involved with the IPO or merger and acquisition of more than forty companies, involving the launch of more than 100 new products, representing more than a billion dollars of investment. He is the author of *A Good Hard Kick in the Ass: Basic Training for Entrepreneurs*. He has been covered in *BusinessWeek*, *Forbes*, *Fortune*, *Money*, the *New York Times*, the *Wall Street Journal*, and the *Washington Post*, as well as on Bloomberg Radio, Public Television, and National Public Radio's Marketplace program. For more information, please visit www.drrob-adams.com