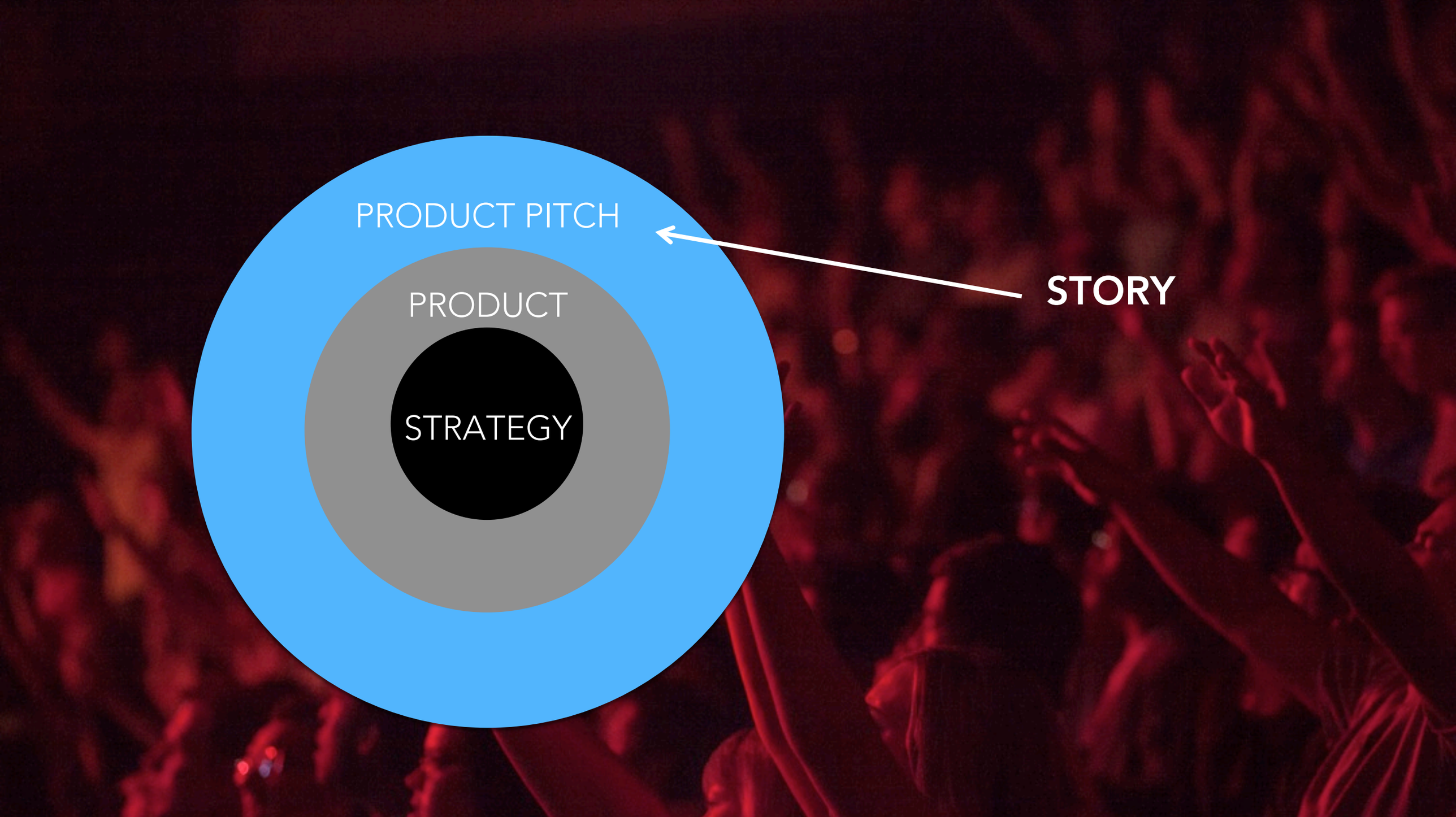
# STRATEGIC MESSAGING
## BUILDING A BETTER CORE PITCH

**Andy Raskin**
Strategic Messaging & Positioning
http://andyraskin.com

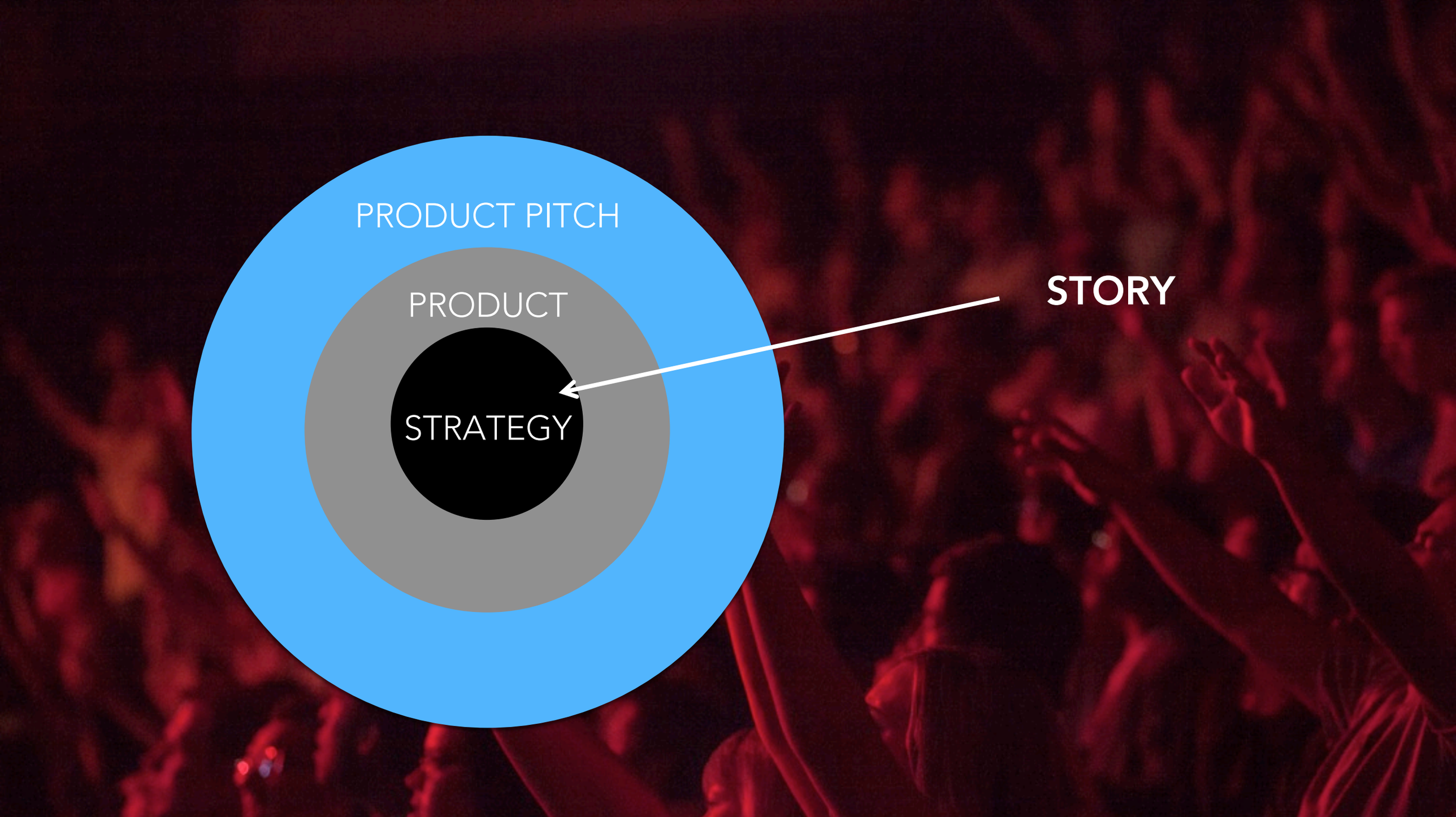
Bill Gurley
General Partner

BENCHMARK

"**The great storytellers have an unfair competitive advantage**. They are going to recruit better, they will be darlings in the press, they are going to raise money more easily and at higher prices…and they are going to have a strong and cohesive corporate culture. **Perhaps more to the point, they are more likely to deliver a positive investment return**."


PRODUCT PITCH
PRODUCT
STRATEGY
STORY

“Your story *is*
your strategy.”
Ben Horowitz
Partner and Co-founder
ANDREESSEN
HOROWITZ


PRODUCT PITCH
PRODUCT
STRATEGY
STORY

# WHAT ARE THE ELEMENTS OF A STRATEGIC STORY?

# THE 5 ELEMENTS OF A STRATEGIC STORY

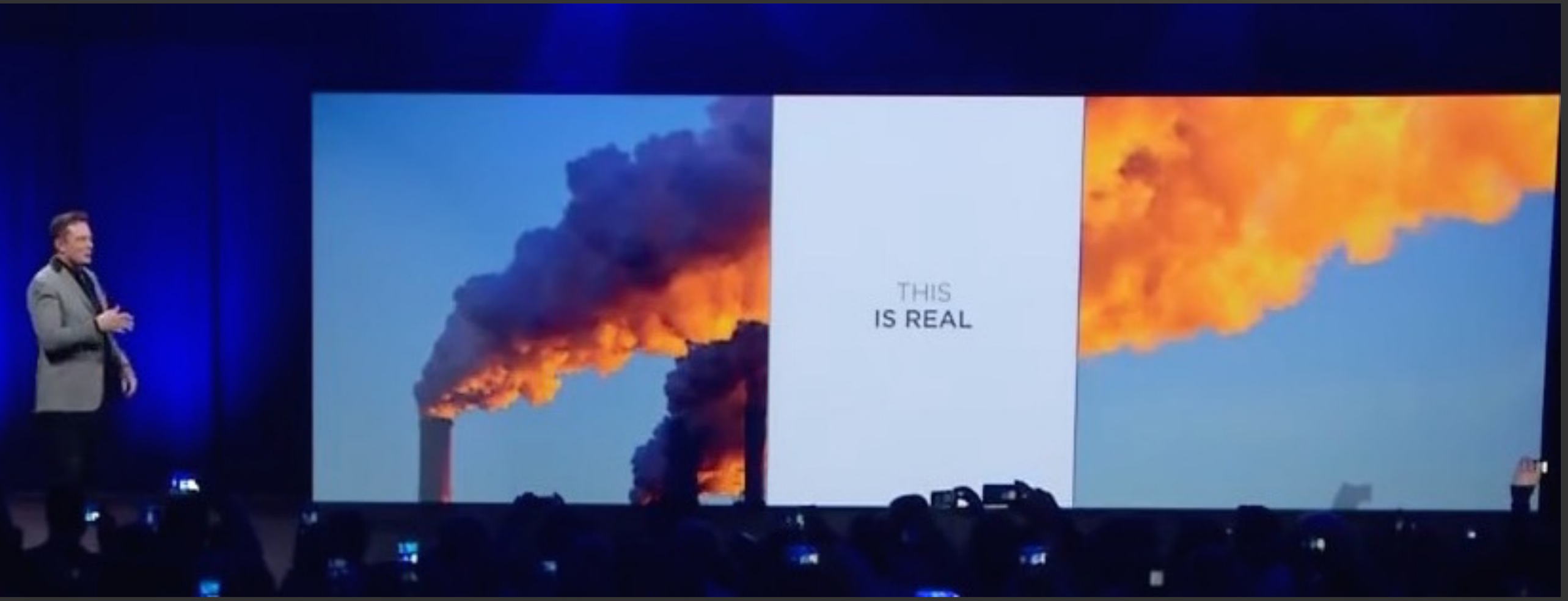
1) NAME THE ENEMY
Who is the customer? What stands in the way of happiness?

# 1) NAME THE ENEMY
# WHY DO WE CARE ABOUT HIM?

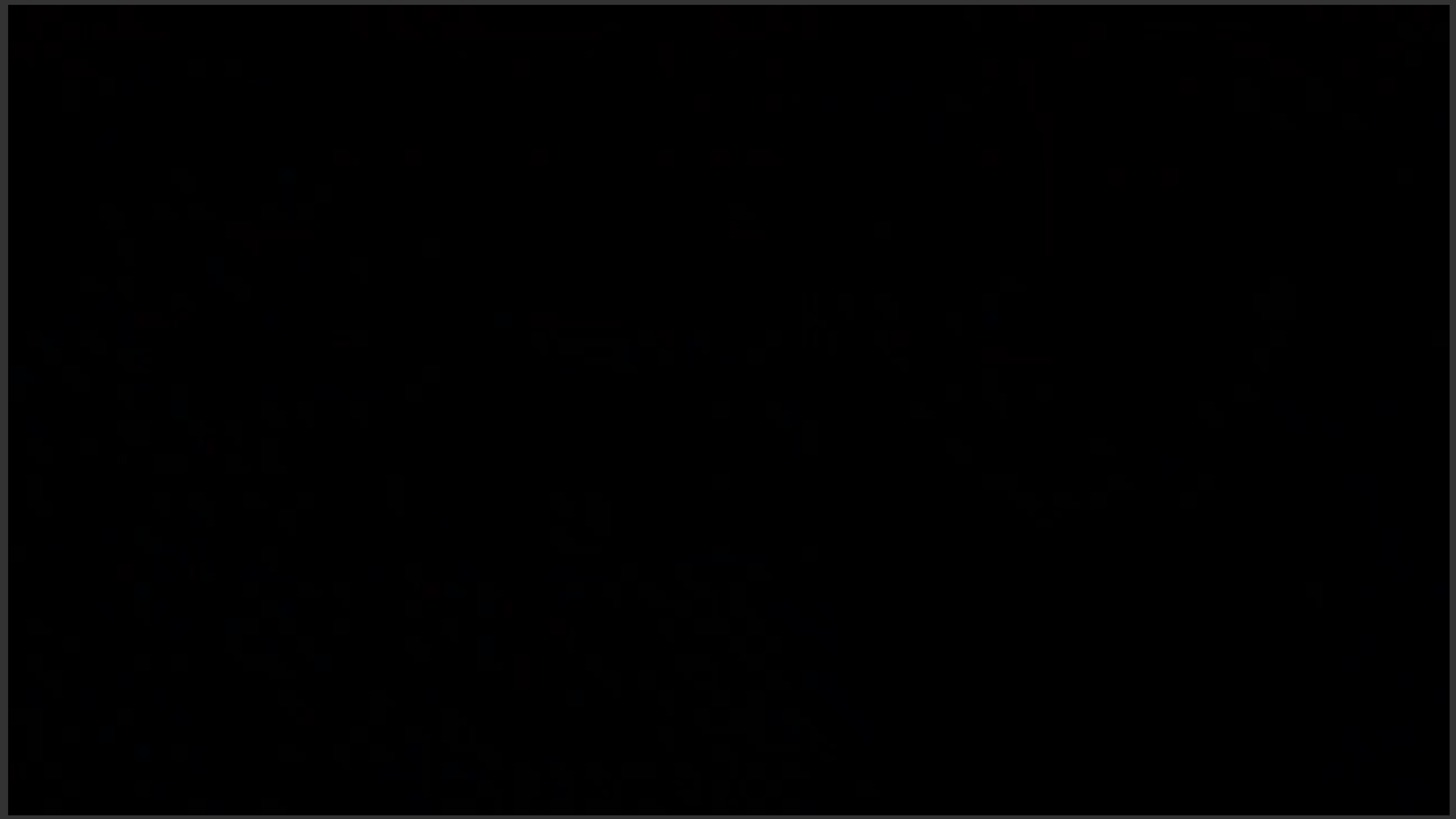
# 1) NAME THE ENEMY
## THE POWER DISADVANTAGE

"We sympathize with a character when we see him or her at a power disadvantage." — Jennine Lanouette

# 1) NAME THE ENEMY
## THE POWER DISADVANTAGE



# 1) NAME THE ENEMY
## THE POWER DISADVANTAGE

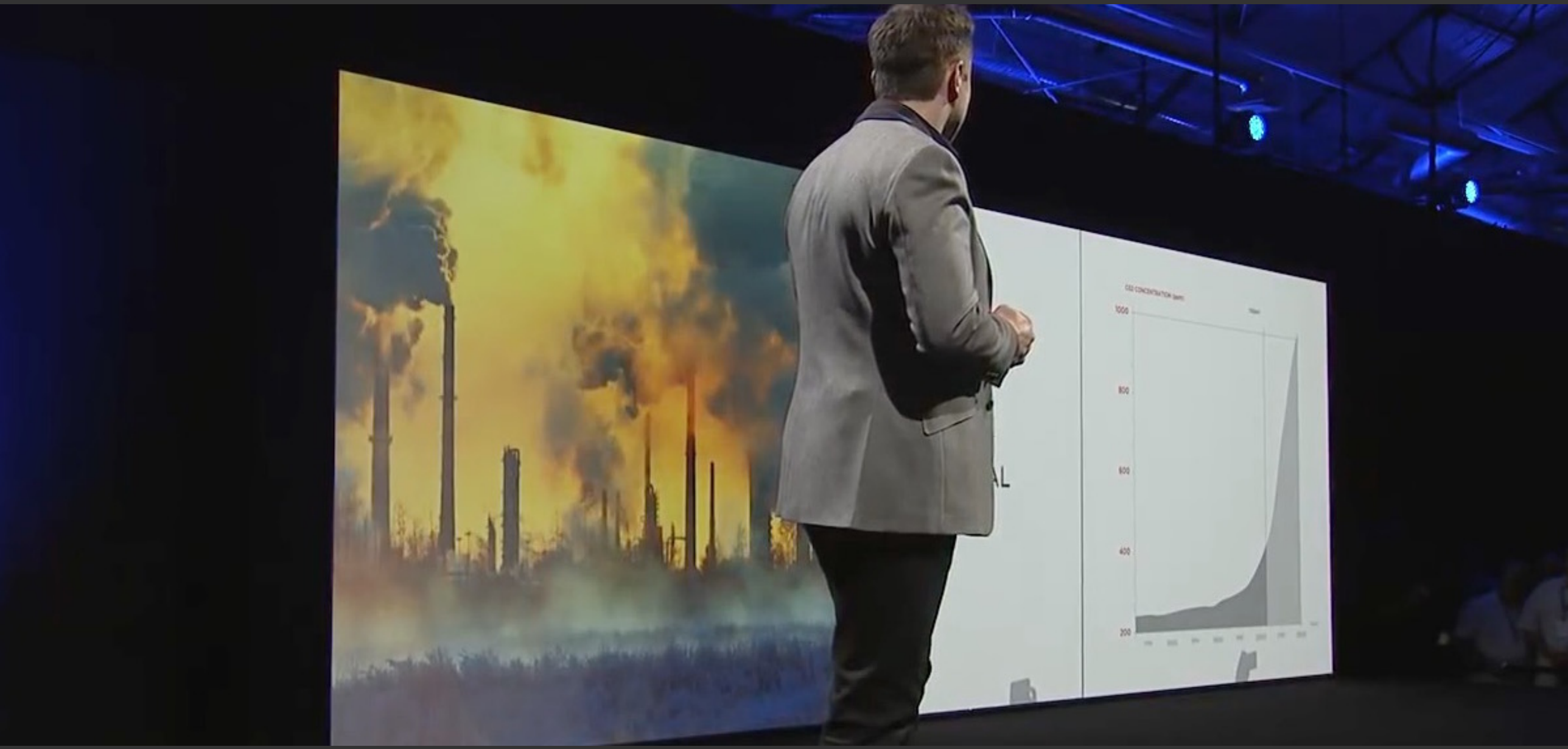


# THE 5 ELEMENTS OF A STRATEGIC STORY

1) NAME THE ENEMY
Who is the customer? What stands in the way of happiness?

2) ANSWER “WHY NOW?”
Why is the customer likely to act now?

Alderaan? I'm not going to Alderaan.
I've got to get home. It's late…
Listen, I can't get involved.


1000
800
600
400
200

We are targeting this to the #1 use consumers tell us they're looking for, which is to get on the Internet—simply and fast.

# THE 5 ELEMENTS OF A STRATEGIC STORY

1) NAME THE ENEMY
Who is the customer? What stands in the way of happiness?

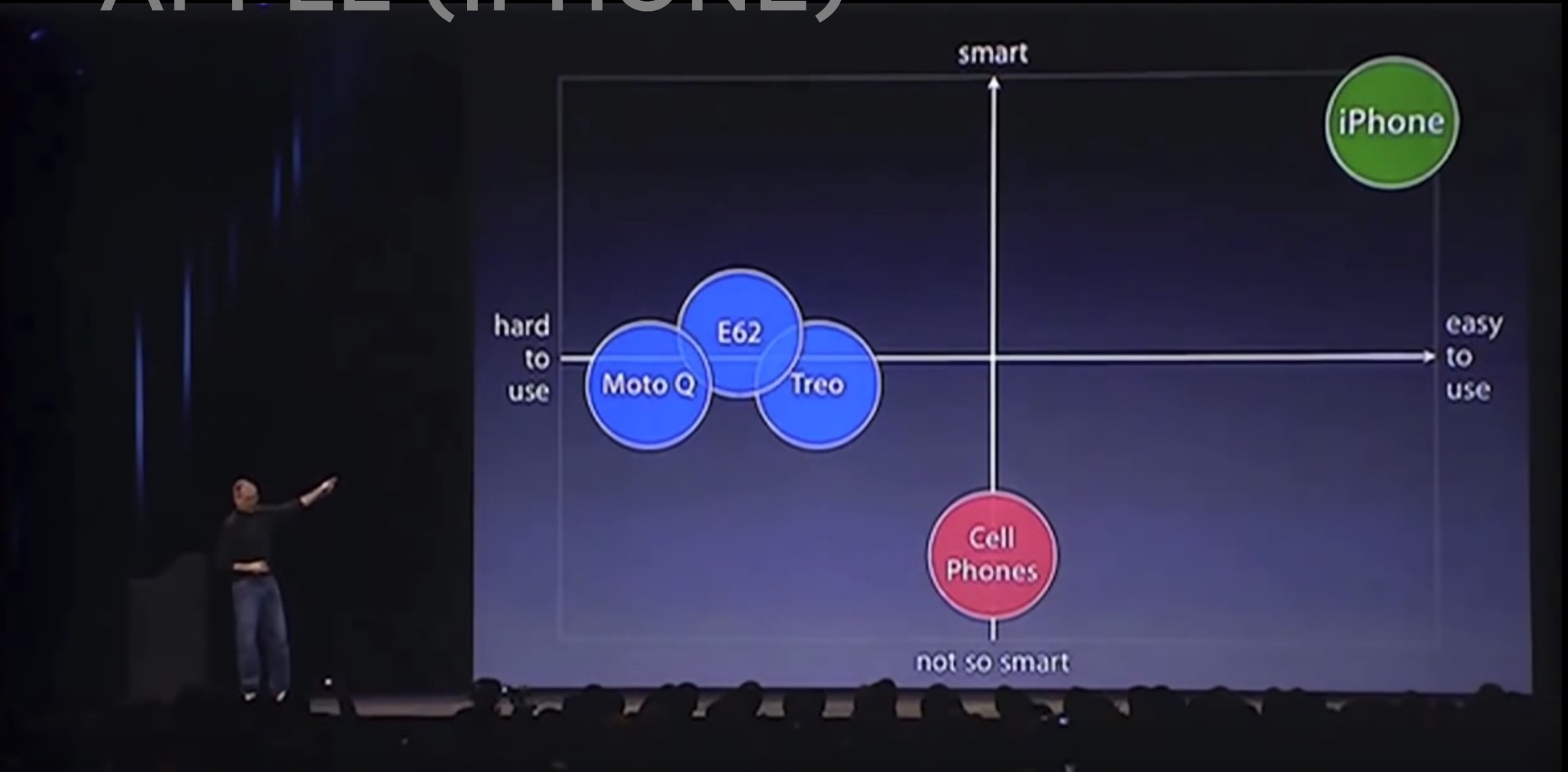
2) ANSWER “WHY NOW?”
Why is the customer likely to act now?

3) TEASE THE PROMISED LAND
What could the customer’s life be like?

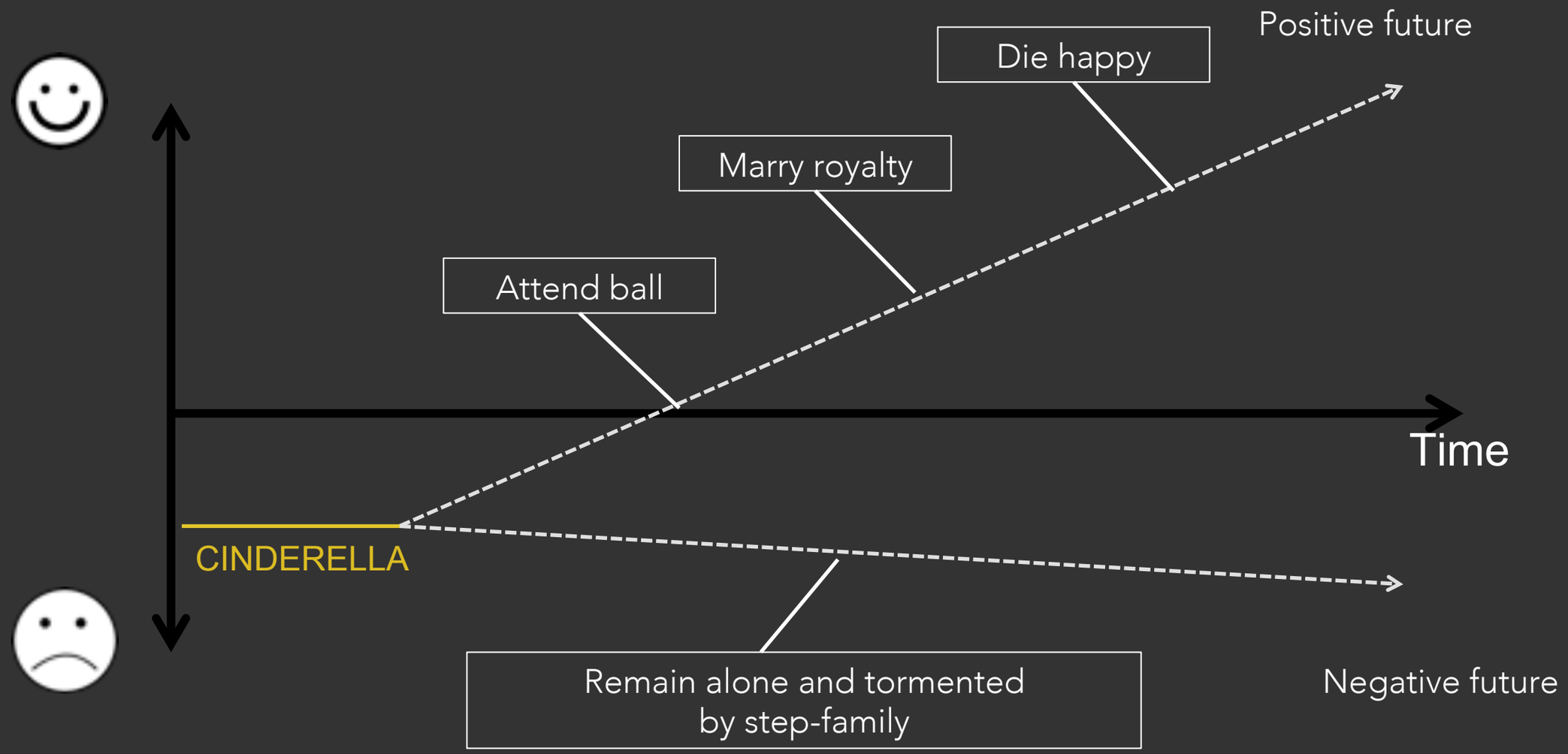
# 3) TEASE THE PROMISED LAND

## TESLA POWERWALL

# 3) TEASE THE PROMISED LAND
## APPLE (IPHONE)

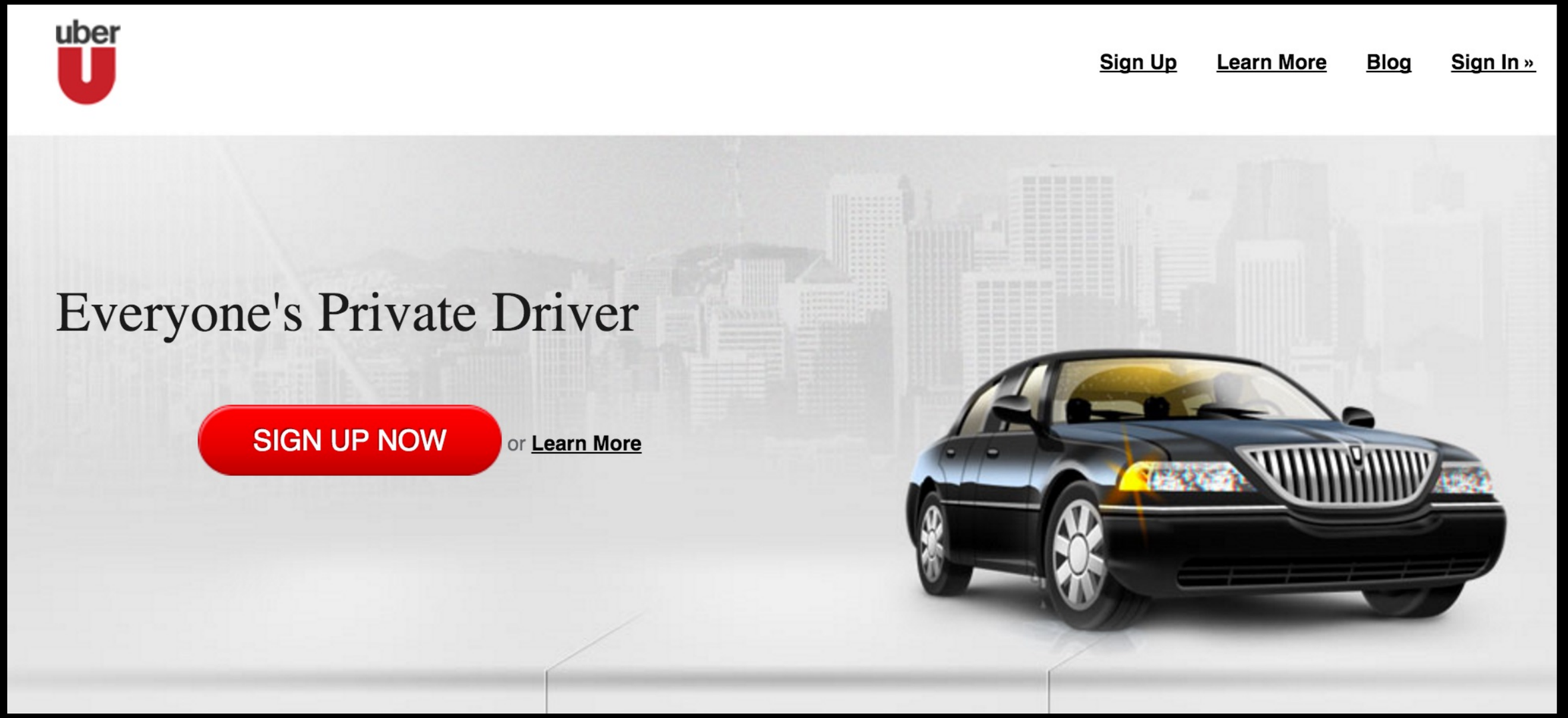


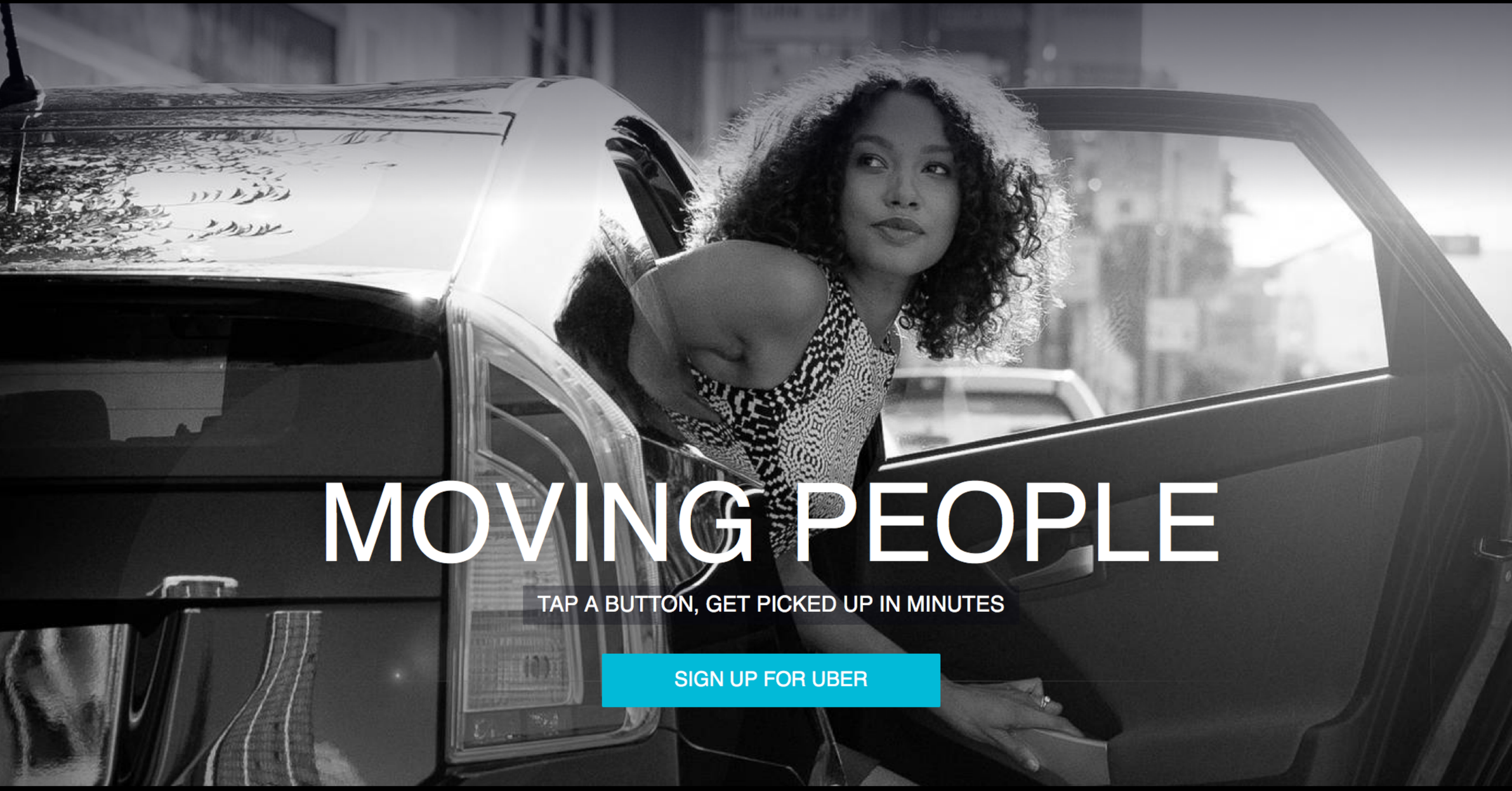
# 3) TEASE THE PROMISED LAND
## DESIGN THE STAKES



# 3) TEASE THE PROMISED LAND

## UBER




MOVING PEOPLE
TAP A BUTTON, GET PICKED UP IN MINUTES
SIGN UP FOR UBER

UBER Ride Drive FIND A CITY HELP SIGN IN BECOME A

# Get there

## Your day belongs to you

# THE 5 ELEMENTS OF A STRATEGIC STORY

1) NAME THE ENEMY
Who is the customer? What stands in the way of happiness?

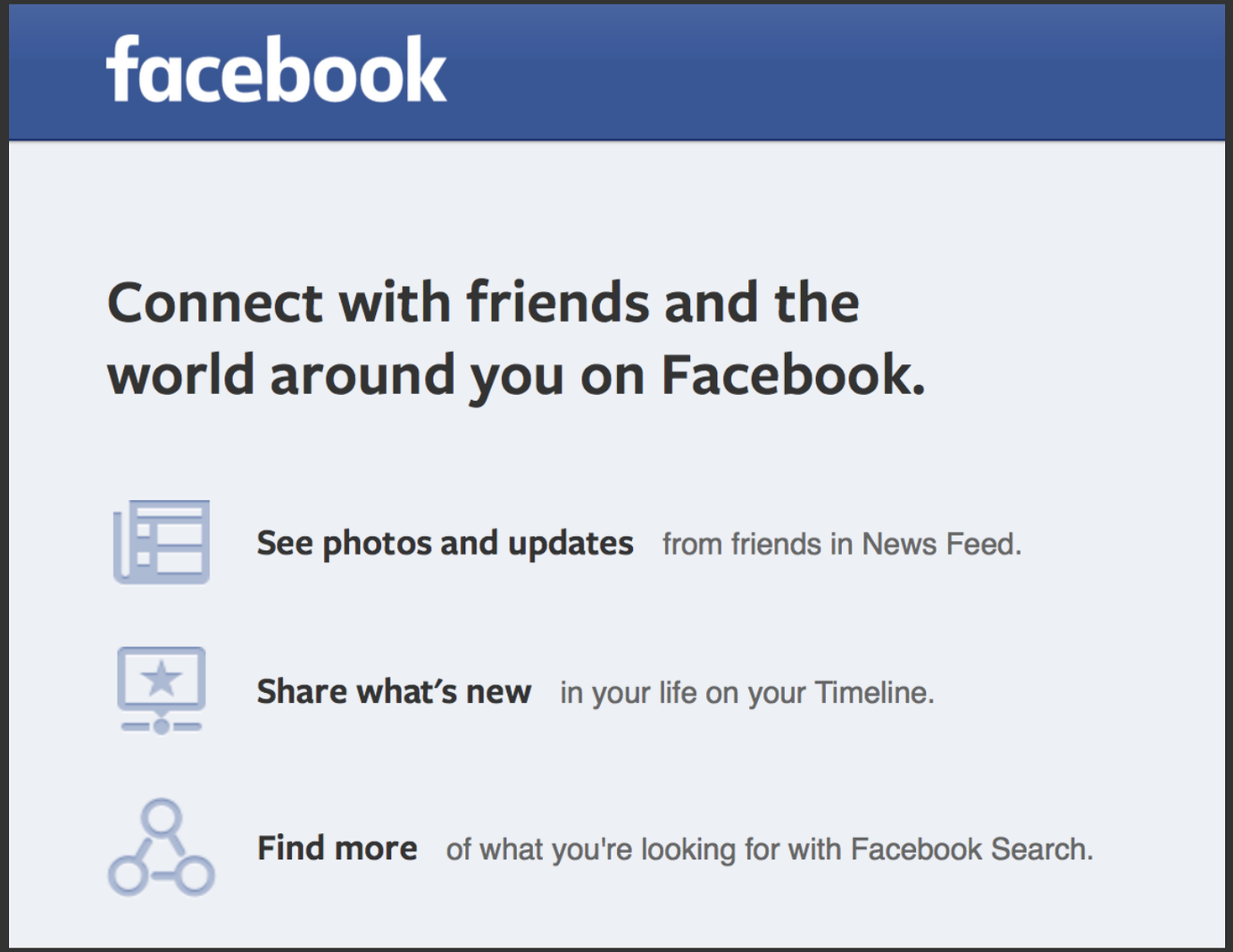
2) ANSWER "WHY NOW?"
Why is the customer likely to act now?

3) TEASE THE PROMISED LAND
What could the customer's life be like?

4) IDENTIFY 3 OBSTACLES & 3 GIFTS
How will you help your customer reach the Promised Land?

# 4) 3 OBSTACLES & 3 GIFTS
## YOU'RE THE WIZARD

# 4) 3 OBSTACLES & 3 GIFTS
## THREE IS THE RIGHT NUMBER



# 4) 3 OBSTACLES & 3 GIFTS
# THREE IS THE RIGHT NUMBER

## Deploy faster without breaking things

### Create Tests

Write and maintain tests in plain English using our simple Test Builder. PMs, developers and QA all work together.

### Run Tests

Run your tests in 30 minutes against our 50,000 strong human-powered Execution Engine. No hiring required.

### View Bug Reports

Catch your bugs in each browser, before they hit Production. Our simple reporting makes your life easier.

# THE 5 ELEMENTS OF A STRATEGIC STORY

1) NAME THE ENEMY
Who is the customer? What stands in the way of happiness?

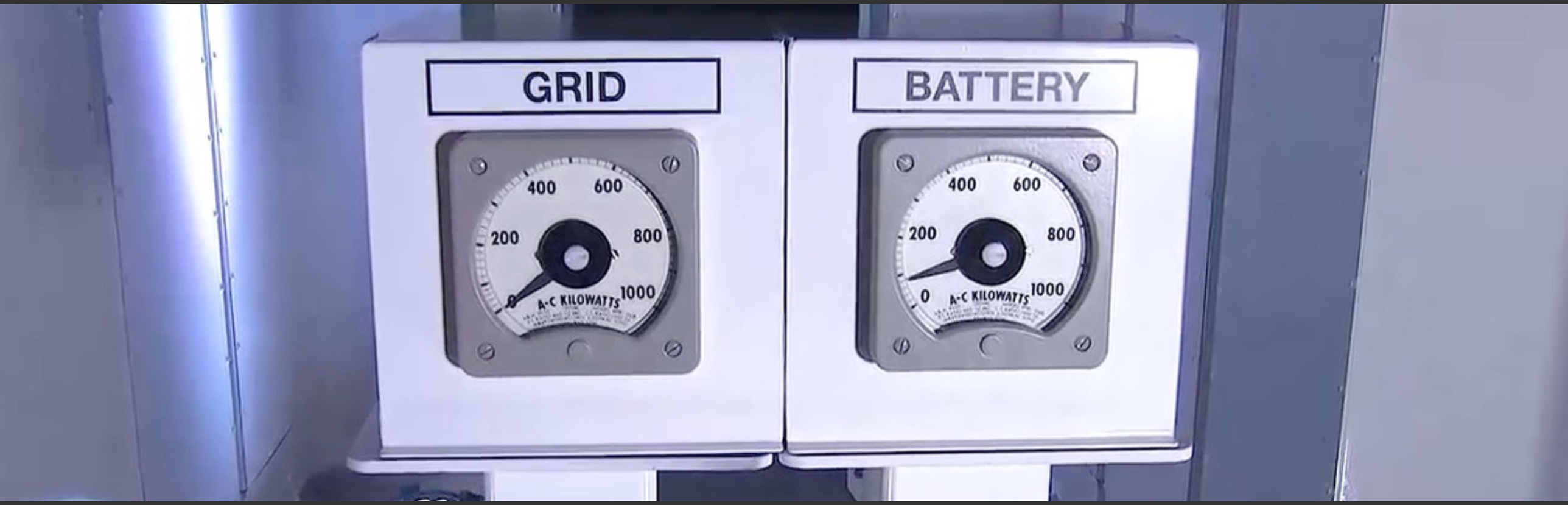
2) ANSWER "WHY NOW?"
Why is the customer likely to act now?

3) TEASE THE PROMISED LAND
What could the customer's life be like?

4) IDENTIFY 3 OBSTACLES & 3 GIFTS
How will you help your customer reach the Promised Land?

5) OFFER EVIDENCE
Why should your audience believe your story will come true?

# 5) OFFER EVIDENCE
## TRACTION, DEMO, TEAM, ETC.



# 5) OFFER EVIDENCE
## TRACTION, DEMO, TEAM, ETC.

# 5) OFFER EVIDENCE
## TRACTION, DEMO, TEAM, ETC.

zengine

CONSUMERAFFAIRS

ZENEFITS

soylent

"Rainforest has become our functional QA department.""

Max Spankie, Software Engineer, ConsumerAffairs

# THE 5 ELEMENTS OF A STRATEGIC STORY

1) NAME THE ENEMY
Who is the customer? What stands in the way of happiness?

2) ANSWER “WHY NOW?”
Why is the customer likely to act now?

3) TEASE THE PROMISED LAND
What could the customer’s life be like?

4) IDENTIFY 3 OBSTACLES & 3 GIFTS
How will you help your customer reach the Promised Land?

5) OFFER EVIDENCE
Why should your audience believe your story will come true?

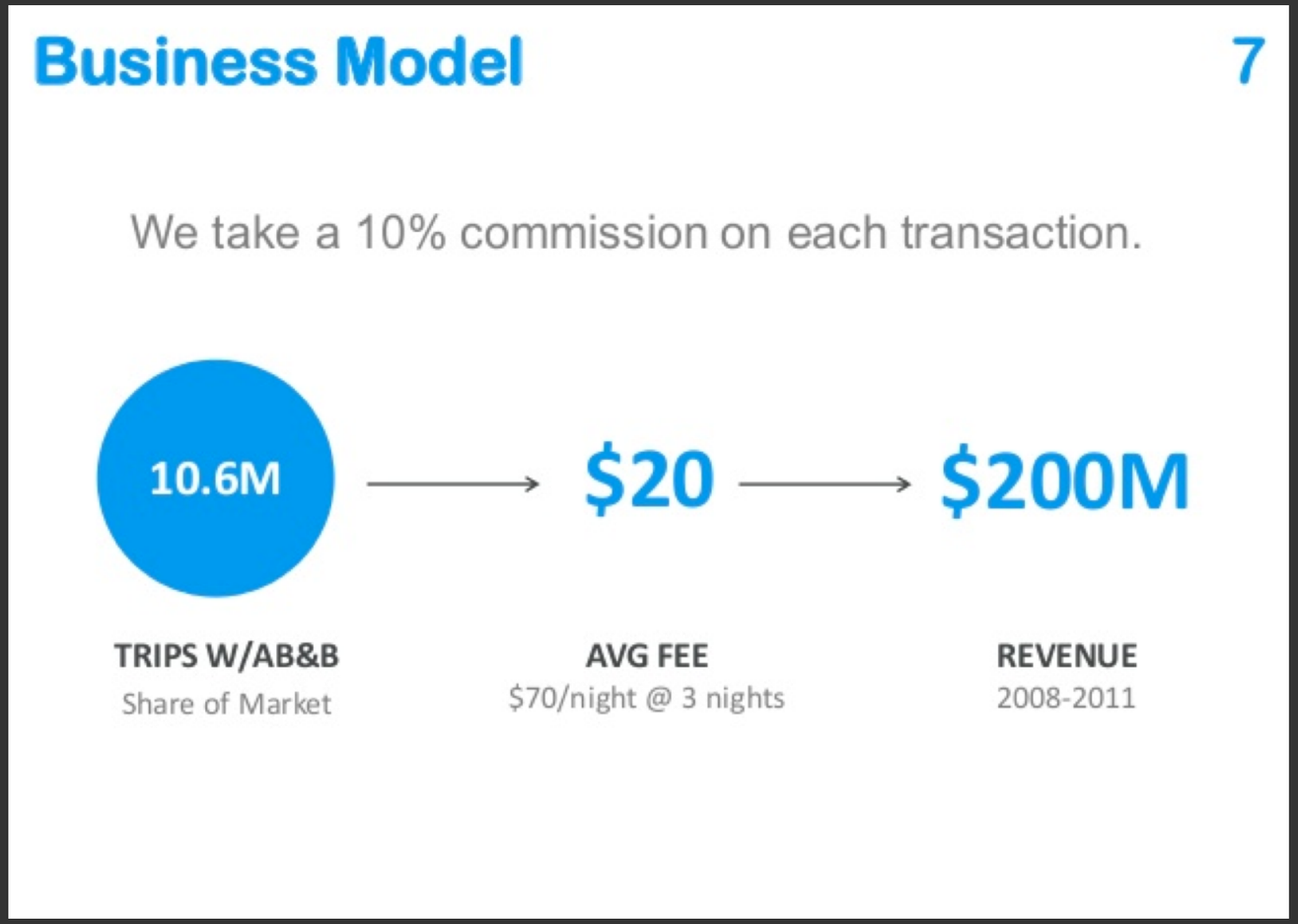
# THINK OF THEM AS LEGOLAS

You

a16z

Customer/
prospect

# SHOW THEIR PROMISED LAND (MARKET SIZE, PROFIT, ETC.)



# LaunchDarkly

Launch, control, and measure your features

Andrea Echstenkamper, Head of Marketing
andrea@launchdarkly.com

@LaunchDarkly

LaunchDarkly.com

LaunchDarkly

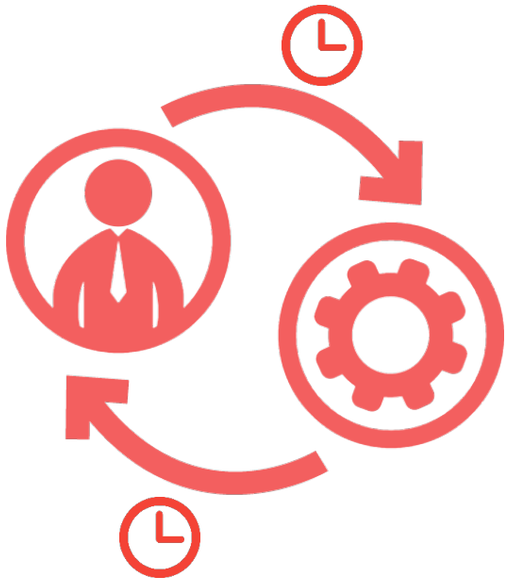
# #1 NAME THE ENEMY

- Feature release is too slow because it is tied to code deployment.

LaunchDarkly

# #2 WHY NOW?

- Customer demand new features.



LaunchDarkly

# #3 TEASE THE PROMISED LAND

- Imagine if your feature release was actually as fast as it could be.

LaunchDarkly

# #4 IDENTIFY 3 OBSTACLES & 3 GIFTS

1. Test new features on limited segments and get live user feedback on how a feature is performing

2. Easily bundle features into a new pricing or access package

3. Instead of managing feature flags in config files or databases, get an easy-to-use, intuitive dashboard – with no latency or downtime.

LaunchDarkly

# … ONE MORE OBSTACLE/GIFT!

4. SDKs for all major platforms so you can use it across your entire stack

LaunchDarkly

# #5 OFFER EVIDENCE

- Today **major dev teams** are using LaunchDarkly's feature flag as a service platform to manage feature lifecycle *independently* of code releases

LaunchDarkly

# THE STORY ARC APPEARS

AndyRaskin
andyraskin@gmail.com
AndyRaskin.com

Andrea Echstenkamper
andrea@launchdarkly.com
@andreasnippets