

Emma Thompson

From Oxford Webwise to Student Generator.com™

Want to create the space and focus to succeed?

Founder, Daniel Brown, knew that he had the germ of a good business idea but he just needed to be able to articulate it, be confident of his market and have the right messages to gain market share.

Over a period of three months, he reflected long and hard on some difficult questions:

1. What market segments should he focus on?
2. What was the potential market size or indeed what research did he need to complete to fill the gaps in his knowledge?
3. What overall package was he offering and would that be different for different customers?
4. What were the benefits of his product/ service?
5. What pricing strategies could he adopt?
6. What message was his current brand giving?
7. What was his preferred business model?
8. What did he want his business to convey to potential customers, for example, what should customers expect from the brand?

Painful though it was, he realised that he had to let go of his original concept, Oxford Webwise, which was perceived as a company offering website development. Instead, he needed to leverage a product he had been testing and focus on a niche market and, in so doing, help schools and colleges fill their courses.

For Daniel it was more than just clarifying his business plan but becoming customer-focused. To be successful, he had to move away from talking in terms of pay-per-click to understand the needs of his customers and speak in language they would understand.

"You have helped me progress from a muddle of great (and not so great) ideas and aspirations to a thoroughly researched, viable and customer focused business plan that I can have confidence in.

But I will take away more than just a great plan. Your readiness to let me learn and discover for myself as we progressed helped to change the way I think about the business as well. If I had to single out the most important thing I took away, what would it be? I guess it would be learning to step away from the detail and take a client's eye view of how my business is perceived in the market place I even call this the 'Emma test'!"

Daniel Brown, MD of Student Generator.com

For the current offering visit www.studentgenerator.com.