



CENTER FOR HOMELAND
DEFENSE AND SECURITY
NAVAL POSTGRADUATE SCHOOL



HSx MODULE: ENTREPRENEURSHIP (STEP 3 – BUILD AN END USER PROFILE)



APRIL 2017

BUILD AN END USER PROFILE

- It is critically important that you recognize that to be successful, you must build your business based on the customer you are serving, rather than pushing onto the market the product or service you want to sell.
- Each customer actually consists of an end user and a decision making unit. The end user very likely is an integral part of the decision making unit but may or may not be the most important person within it.
 - End User: The person who will use your product. The end user is usually a member of the household or organization that purchases your product.
 - Decision-Making Unit: The individuals who decide whether the customer will buy your product, consisting of:
 - Champion: The person who wants the customer to purchase the product; often the end user.
 - Primary Economic Buyer: The person with the authority to spend money to purchase the product. Sometimes this is the end user.
 - Influencers, Veto Power, Purchasing Department, and so on: People who have sway or direct control over the decision of the Primary Economic Buyer.

BUILD AN END USER PROFILE

- Why Target a Specific Demographic?

- Your goal is to create a description of a narrowly defined subset of end users with similar characteristics with similar needs.
- Potential Characteristics;
 - Gender
 - Age
 - Income range
 - Geographic location
 - What motivates them
 - What do they fear most?
 - Who is there here?
 - Where do they go for vacation, dinner, before work?
 - What newspapers do they read? Websites? TV shows?
 - Reason purchasing your product?
 - What makes them special and identifiable?
 - What is their story?

VIDEO CLASSES AND EXAMPLES OF HOW TO BUILD AN END USER PROFILE

- Intro: How to Build an End User Profile - Feat. Hyungsoo Kim, MIT Alum & Founder, Eone (Pt 1/5) - https://www.youtube.com/watch?v=yVTErUW9TOI&list=PLQykyC1zr8f_ICHxuKqS5bPij6xNYqUdY
- What is an End User Profile? - Feat. Hyungsoo Kim, MIT Alum & Founder of Eone (Pt 2/5) - https://www.youtube.com/watch?v=avcTJ2DKLq4&list=PLQykyC1zr8f_ICHxuKqS5bPij6xNYqUdY&index=2
- How to Build an End User Profile - Feat. Hyungsoo Kim, MIT Alum & Founder of Eone (Pt 3/5) - https://www.youtube.com/watch?v=PWI4yvMwOel&index=3&list=PLQykyC1zr8f_ICHxuKqS5bPij6xNYqUdY
- Why Build an End User Profile? - Feat. Hyungsoo Kim, MIT Alum & Founder of Eone (Pt 4/5) - https://www.youtube.com/watch?v=Pkapdi-gDnE&index=4&list=PLQykyC1zr8f_ICHxuKqS5bPij6xNYqUdY
- Conclusion: How to Build an End User Profile-Feat. Hyungsoo Kim, MIT Alum & Founder of Eone (Pt 5/5) – https://www.youtube.com/watch?v=N14oXnbU3fw&index=5&list=PLQykyC1zr8f_ICHxuKqS5bPij6xNYqUdY
- Who is Cannonball's End User? Feat. Raffaele Colella, MIT Alum & Founder of Cannonball (Pt 5/11) - https://www.youtube.com/watch?v=C3QFP_vvq0U&index=45&list=PLQykyC1zr8f_ZcAZoTz-rruBBOP4Fmii5

SUMMARY

- Choose a single market to pursue; then, keep segmenting until you have a well defined and homogenous market opportunity that meets the three conditions of a market. Focus is your ally!

Entrepreneurial Process – Building an End User Profile

Date of information: 11 March 2017

Overview: It is critically important that you recognize that to be successful, you must build your business based on the customer you are serving, rather than pushing onto the market the product or service you want to sell. Each customer actually consists of an end user and a decision-making unit. The end user very likely is an integral part of the decision-making unit but may or may not be the most important person within it. The person who will use your product is defined as the end user. The end user is usually a member of the household or organization that purchases your product. The individuals who decide whether the end user will buy your product is one of the following:

- Champion: The person who wants the customer to purchase the product; often the end user.
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- Influencers, Veto Power, Purchasing Department, and so on: People who have sway or direct control over the decision of the Primary Economic Buyer.

Educational Videos and Short Classes:

- Intro: How to Build an End User Profile - Feat. Hyungsoo Kim, MIT Alum & Founder, Eone (Pt 1/5) –
 - https://www.youtube.com/watch?v=yVTErUW9TOI&list=PLQykyC1zr8f_1CHxuKqS5bPij6xNYqUdY
- What is an End User Profile? - Feat. Hyungsoo Kim, MIT Alum & Founder of Eone (Pt 2/5) –
 - https://www.youtube.com/watch?v=avcTJ2DKLq4&list=PLQykyC1zr8f_1CHxuKqS5bPij6xNYqUdY&index=2
- How to Build an End User Profile - Feat. Hyungsoo Kim, MIT Alum & Founder of Eone (Pt 3/5) –
 - https://www.youtube.com/watch?v=PWI4yvMwOeI&index=3&list=PLQykyC1zr8f_1CHxuKqS5bPij6xNYqUdY
- Why Build an End User Profile? - Feat. Hyungsoo Kim, MIT Alum & Founder of Eone (Pt 4/5) –
 - https://www.youtube.com/watch?v=PkapdigDnE&index=4&list=PLQykyC1zr8f_1CHxuKqS5bPij6xNYqUdY
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