

به مشتری دسترسی پیدا کنیم



چیزی بسازیم که مشتری بخوادش





Jason Fried ✓

@jasonfried

Following



"Here's what our product can do" and
"Here's what you can do with our product"
sound similar, but they are completely
different approaches.

12:43 AM - 14 Nov 2013

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32



1.4K



1.4K

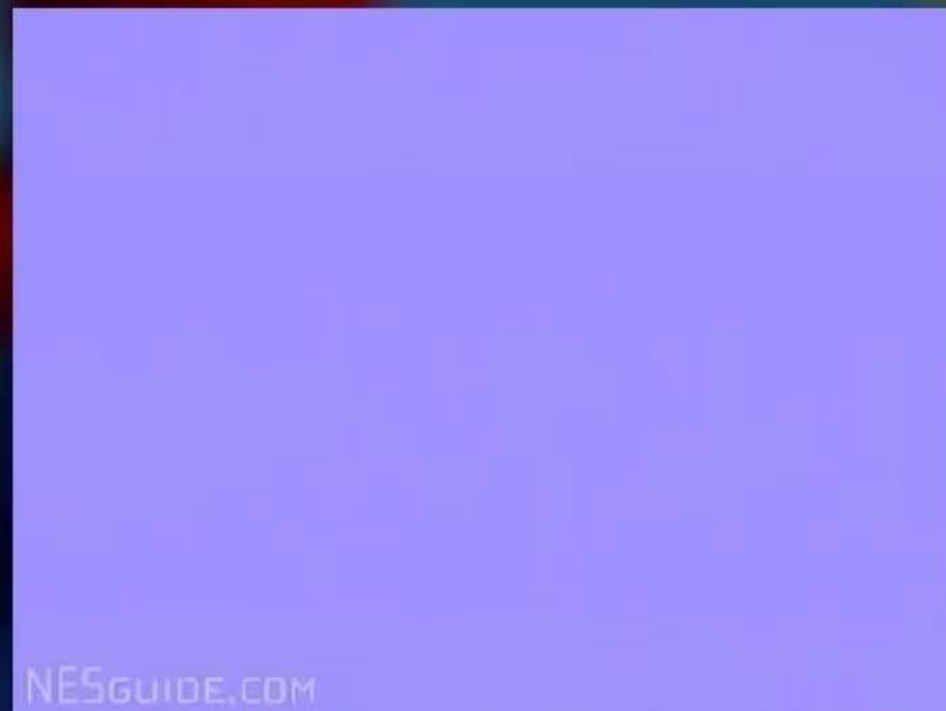


«کارهایی که محصول ما میتونه بکنه» و «کارهایی که شما می‌تونید با محصول ما بکنید» از نظر کلمه‌ای
شبیه به هم هستند. اما اونها در اصل کاملاً با هم متفاوتند.

What people really want



What people say they want



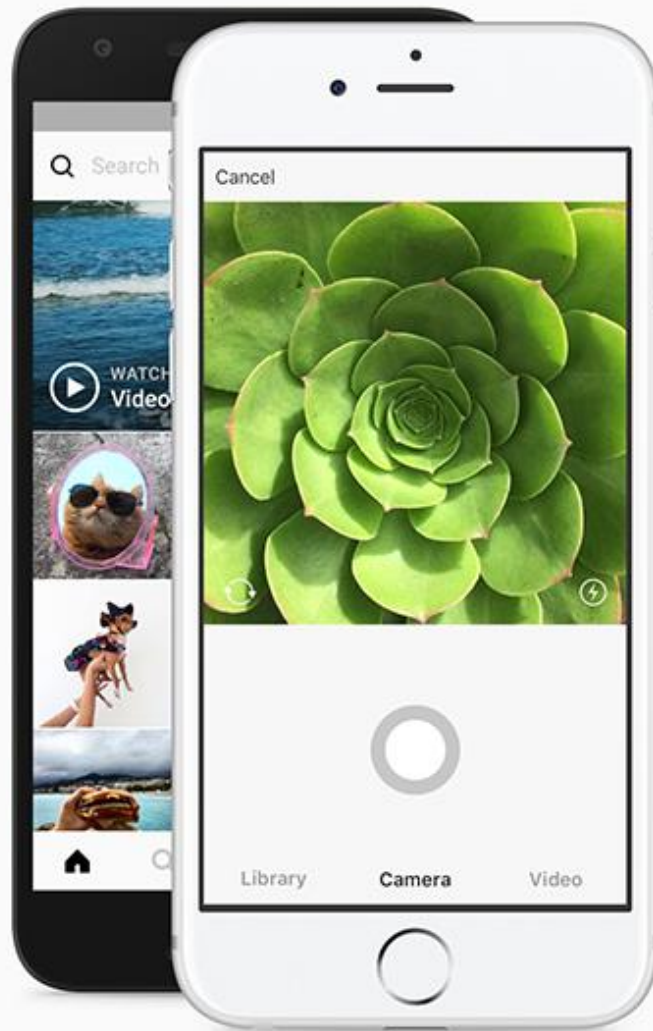


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Airbnb

9/2/08



to Brian, Joe, Nathan ▾

Brian

Thanks for the follow up. I was unavailable to get on the call today as I'll be out of town through end of day Thursday. I really like the progress you guys have made, but between issues outstanding with ABB and my current time commitments to other projects, specifically existing investments, I'm not going to be able to proceed with an investment at this point. My biggest remaining concerns are:

- significant ramp up in traction post the DNC and RNC
- technical staffing
- investment syndicate

Airbnb

2008

to Brian 

7/30/08



Brian:

I ran this by my partner. First, it's not in one of our prime 5 target markets so it's a long shot for our involvement. Also, since it's not an area where we are currently investing, getting us involved doesn't give you the expertise that would be best for your company.

My recommendation is to keep us posted. If you get to the point of a Series A investment please let us know and we'll take a look.

Airbnb

2008

7 investors in Silicon Valley

8/1/08 ☆



to Brian, Joe, Nathan ▾

Hi Brian,

Apologies for the delayed response. We've had a chance to discuss internally, and unfortunately don't think that it's the right opportunity for from an investment perspective. The potential market opportunity did not seem large enough for our required model.

Attempting to raise \$150,000

to Brian, Joe, Nathan 

7/16/08 



Thank you for the introduction. Brian good to meet you -- while this sounds interesting it is not something we would do here -- not in our area of focus, do wish you best of luck

Attempting to raise \$150,000 = \$1.5M valuation

10/28/08



to Brian 

Brian

We decided yesterday to not take this to the next level

We've always struggled with travel as a category

We recognize its one of the top e-commerce categories but for some reason, we've not been able to get excited about travel related businesses

عَزِيزَم کُجایے؟ دَقِیقاً کُجایے؟

شفاف سازی: «عزیزم» اشارہ بہ مشتری دارد.



۱,۰۰۰ مشتری اول شما چطور به دست میان؟

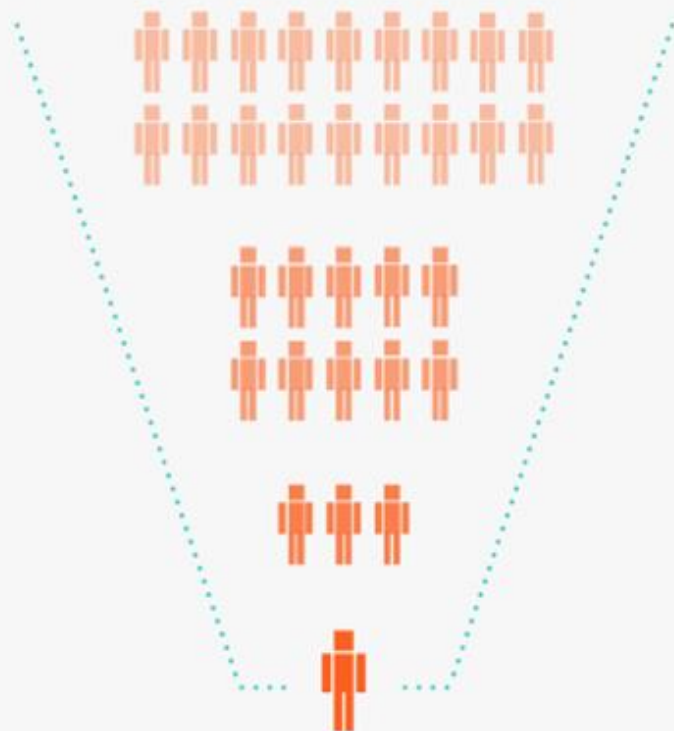
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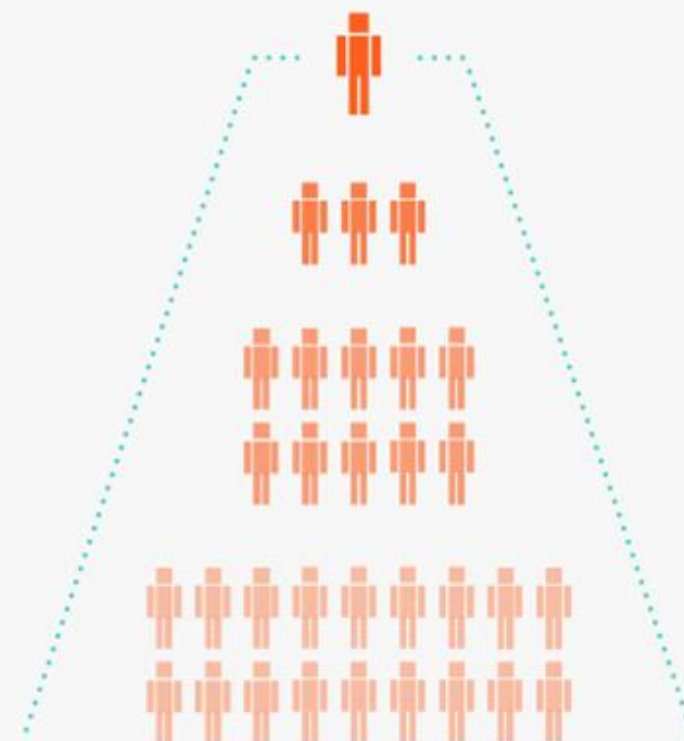
پس راه حل چیه؟



قیف بازاریابی سنتی

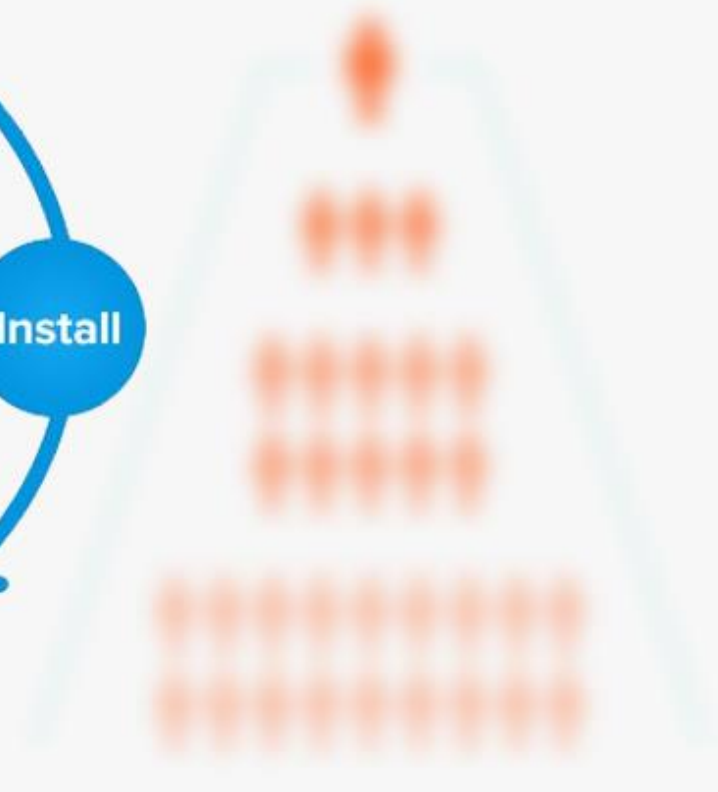
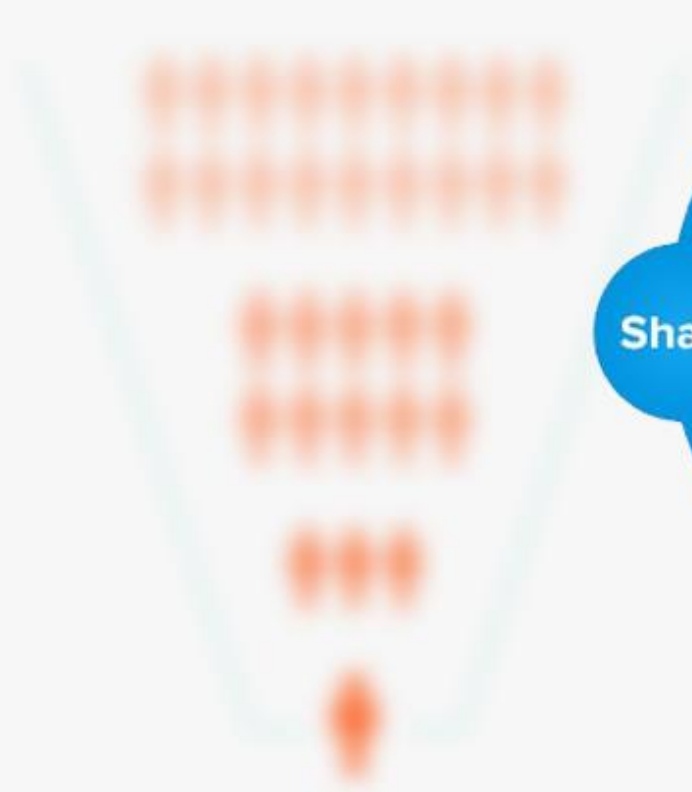
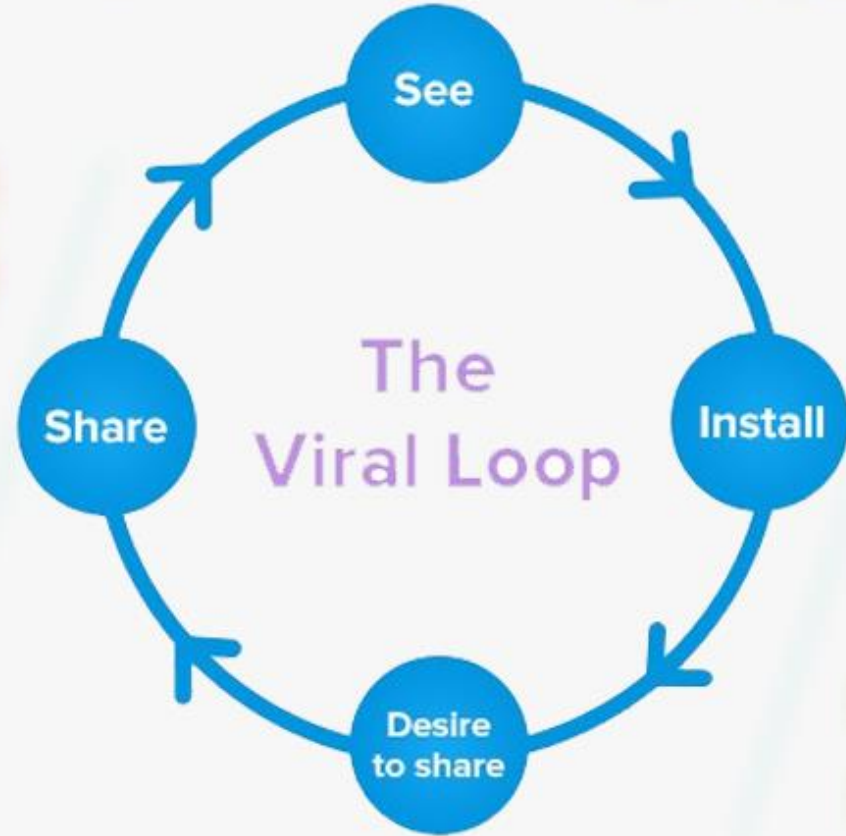


قیف بازاریابی ویروسی



هدف بازاریابی مبتدیان

هدف بازاریابی وینوویسی





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مشتری



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حرف آخر



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یه چیز دیگه