Thinking Bigger

Neil Rimer, Index Ventures
Pain

• What is the problem
• How is it being addressed?
• What’s wrong with the current approach?
• How many people have the problem?
• How much would they pay for a solution?
Solution

- What’s so much better about your way?
- How much will you sell it for?
- How will you identify and connect with your customers?
- Which players could help you do this?
Feasibility

• How big can the business be with reasonable market share?
• How long will this take?
• How many sales people?
• How long a sales cycle?
• How many offices?
• How much will all of this cost?
You have
1 Missed Call
skype-lover
51 Contacts Online

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Everyone Wins
Neil Rimer

neil@indexventures.com