



**Top Secrets to
To being among the 4%
of startups that succeed!**

The Secrets

Startups often explain features or technologies of their big idea and rely heavily on fine details of how their product, service or app works. While this information can be valid, it does not get funders and consumers interested in your business.

This is where the 3 secrets we'll share with you come into play because without a clear sense of purpose, Angel Investors, Venture Capitalists and consumers become bored and uninspired.

How can you overcome this? This is your guide to secret #1- Your Unique Story.

HINT: You may have heard some of these idea before, but trust us -- you can never understand these concepts too deeply. Take your time with each exercise and make sure you are getting all the details. The more you can refine these principles in your business, the more successful you'll be!



Aurelia & Mary

Managing Members - Athena Digital Media Group



Secret #1

Your Unique Selling Proposition

In a world full of competition knowing your unique value proposition (USP) is beyond crucial. This is truly what separates you from the pack.

Instead of attempting to be known for everything, businesses with a unique selling proposition stand for something specific, and it becomes what you're known for.

Why is this so important? Very likely many of your current and potential funders have quite a few startups to choose what business deserves their time, money and trust.

So until you know what your USP is, and how to capitalize on it, your business will be just another voice, another pitch, another business plan clamoring to be heard.

So **it's your job** to assist them by making your unique selling proposition obvious, different and memorable enough that they can see exactly what your business has to offer.

In order to clearly articulate your USP, you need to understand the problem you solve, and who you solve it for. Let's jump in!

Secret #1

Your Unique Selling Proposition

What is the problem you solve?

First, understand the problem – what is the pain that is the ‘keep you awake at night’ issue.

What is the internal problem (emotional) and what is the external problem (practical, physical)?

Key Takeaway: Know EXACTLY who you are speaking to and what their pain points, challenges & desires are. Define the problem as clearly as you can. Go deep!

Secret #1

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What is your solution?

How do you address the problem? How do you solve the pain points? Why is it valuable?

What is currently available? Why is it less than ideal? How is your solution different? (Again, address the internal and external parts of the solution.)

Now go back and see which of your problems have been addressed by your solutions. Which haven't?

The more fully you do this exercise, the more clearly you'll be able to get to a short, focused USP.

Key Takeaway: One of the things we see most often with startups is they're not able to articulate clearly and quickly enough EXACTLY what it is they do and for whom. Really spend time getting this nailed down. It will help you to get funding and ultimately sales.

Secret #1

Your Unique Selling Proposition



Example: Let's say we're developing a teleporter for Pets, we call it 'TelePet'. This teleporter for pets allows a pet owner to quickly transport their pet from one location to another instantly with no discomfort to their pet.

The TelePet product is available via a mobile app (think Uber for Pets without the actual car and driver – the pet just instantly transports from location A to location B).

Problems: *The external problems might be cost and hassle of transporting a pet via an airline for long-distance travel. This might be carting a carrier through an airport, possibly taking a pet to the vet prior to travel to allow the pet to travel safely, and maybe having to purchase tranquilizers to allow the pet to travel safely.*

The hassle and possible health concern of drugging a pet for travel. For shorter distance travel, the hassle of even getting the pet into the pet carrier, addressing any car sickness, or keeping a pet stable in a moving vehicle. For a large pet, there are extra problems, or for very young pets – such as puppies or kittens – there are other concerns.

Maybe part of the problem is leaving the pet alone that is a concern. If the pet owner has a new puppy, maybe they're concerned about their shoes, furniture, etc. For internal problems, we might be addressing a pet owner's loneliness when separated from her pet, fear and anxiety about the travel for the pet and the process of the travel – see all the items we listed prior – and maybe guilt for having to be away from the pet, etc.

Solution: *Teleporter for Pets allows your pet to be with you wherever you go. The product addresses the separation from your pet (especially when you travel long distances), addresses costs/hassle of finding others to care for pet, addresses the challenges of traveling with a pet.*