

# Audience Intelligence

The startup's magic bullet to getting investors to say "Yes"

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I help startups secure funding for all types of consumer products or services with **credible proof** of buyer Audience potential.



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# Audience Intelligence Webinar

## Agenda

Why are investors expecting you to validate your Audience

What constitutes a properly defined Audience

Why Audience validation matters in this context

How Audience intelligence leads to startup success

- Startup raise cases, past clients
- Investor Pitch Deck Examples  
(Cyber Security for Consumers + Personal Electronic Security Device)

When is the best stage to define a startup's Audience

**Q&A and Free Audience Advice!**



# Investor Validation Expectations

Revenue forecast is **based on something concrete**,  
it's not just pie-in-the-sky

You **know your future buyer's** as well as you know  
what you will be selling

Your properly defined Audience is unique in **context  
of competitor offerings**

The collage features several slide layouts:

- Table:** A table with 4 rows and 5 columns. The first column contains 'You can replace this text. This is a sample. This is a sample.' The other columns contain 'Strong', 'Weak', 'Weak', and 'Weak'.
- Chart:** A donut chart with two segments, one blue and one grey, with a dollar sign icon.
- Problem:** A slide with two 'Sample Text' boxes, each with an exclamation mark icon.
- Milestor:** A timeline slide with years 2020, 2021, and 2022, and icons for a briefcase and a group of people.
- Solution:** A slide with a blue box containing a gear icon and the text 'Placeholder Text'.
- Useful Diagrams:** A flow diagram with a central blue circle and arrows pointing to 'Text' boxes.
- Useful Diag:** A diagram with three blue triangles of increasing size.

Centered text: **Investor Pitch Deck Presentation**



# Audience Definition

## What constitutes a properly defined Audience?

- ✓ Defined by attraction to the intrinsic qualities of your offering.
- ✓ Validated propensity to buy your offering.
- ✓ Of sufficient volume to drive your business model.
- ✓ Of sufficient efficiency to generate profitable cost per sale.
- ✓ Isolates low-hanging fruit to start the marketing sales ball rolling.
- ✓ Starts with overall Audience opportunity then segments to definable Audience targets.



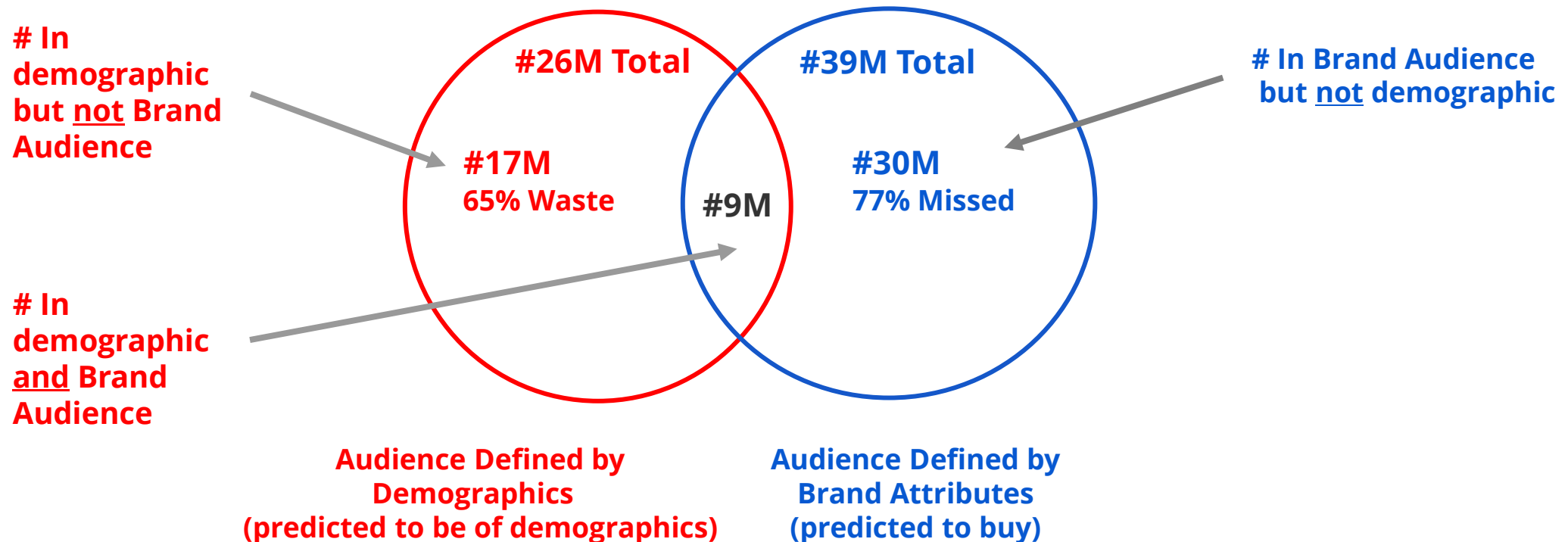
# Audience Architecture Framework



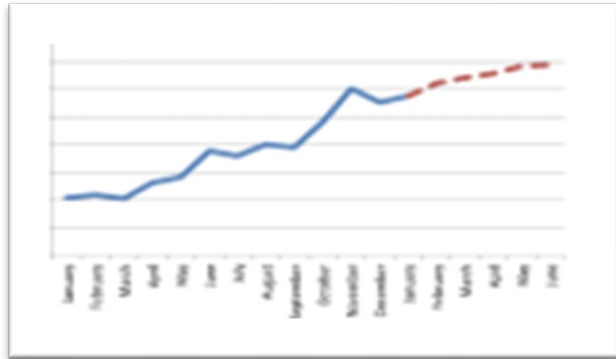
# Why Demographically Defined Audiences Won't Work

## Demographic vs. Brand Audience Opportunity

Case Example



# How Audience Intelligence Leads to Startup Success

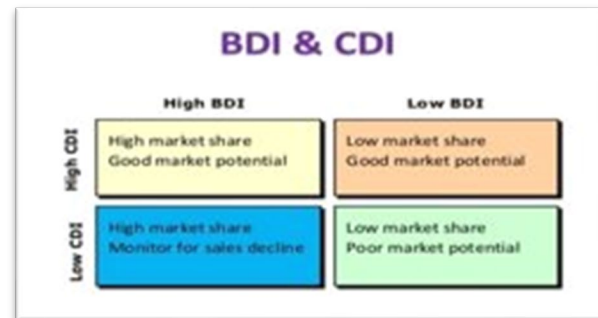


## For Planning

- ✓ Forecast market penetration growth & sales
- ✓ Identify distribution channels, quality markets & rollout locations
- ✓ Find branded retail partners with best potential sell through

## For Executions

- ✓ Select highest penetrated markets for media and local promotions
- ✓ Plan retail sell-through push campaigns
- ✓ Place Outdoor advertising where Audience lives, works and plays
- ✓ Form local marketing/sales partnerships within Audience rich markets
- ✓ Target locations for POS & distribution of printed materials
- ✓ Geo-target coupons, digital and mobile advertisements



## For Optimization

- ✓ BDI/CDI Analysis and market share growth strategies





# Past Clients who used Audience Intelligence to Raise Funds



# Case Study:

## Future Buyers of Cyber Security Protection for Consumers

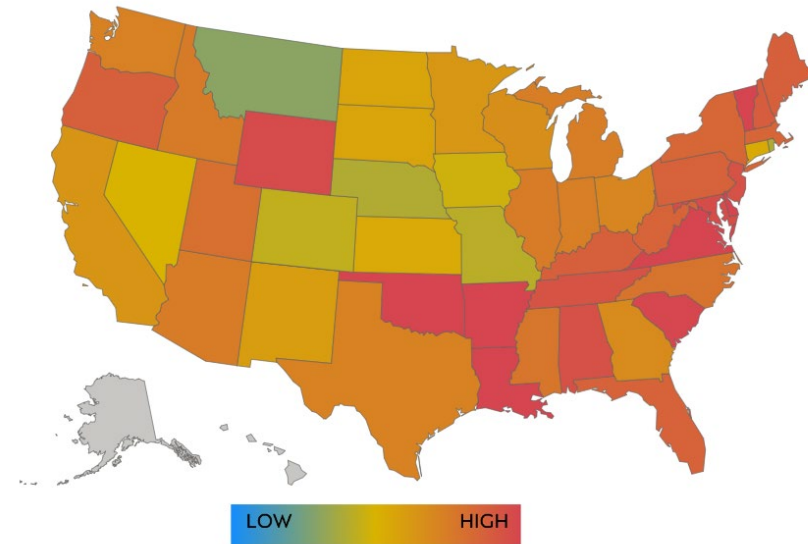


Software Subscription  
Service Startup  
for  
“The Democratization of Cyber Security  
Protection for All Digital Consumers”



# Cyber Security Product Consumer Audience Definition

- 100% Agree:
  - Smart devices could invade privacy.
  - Concerned about identity theft
- Currently insured for identity theft
- Already purchasers of anti-virus, security software



## Summary

- 8,088,275 Potential Buyers
- 3.1% of all Adults
- \$5.72 Billion Annual Revenue Potential @ \$59/Month

# Cyber Security Audience Profiles Underscore the Quality and Validity of Future Buyers

Potential buyers of Consumer Cyber Security are extremely concerned and protective of their cyber wellbeing and they have a lot to protect.

Cyber Security Audience Attributes	% More Likely than Average
Worry smart devices could invade privacy	+272%
Concerned about credit card identity theft	+218%
Purchased identity theft insurance	+814%
Owens security/anti-virus software at home	+249%
Clear browsing history out of privacy concerns	+101%
Purchased at Apple Store 3X last 30 days	+36%
\$500k+ Household Income	+56%
\$1M+ Household Net Worth	+31%

Source: GFK, MRI-USA

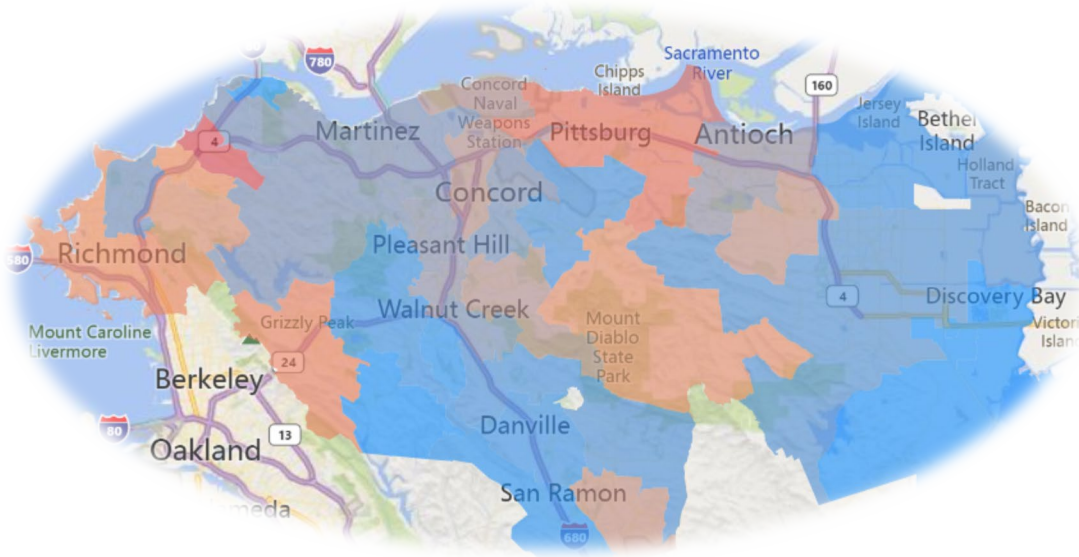


# Geographic Audience Data

## Pinpoint Where to Go to Market

For comparison, National Cyber Security Product Audience market % average is 3.1% of all Adults

**Contra Costa County, California**  
**20,260 Future Cyber Security Buyers**  
**@24% of Market**



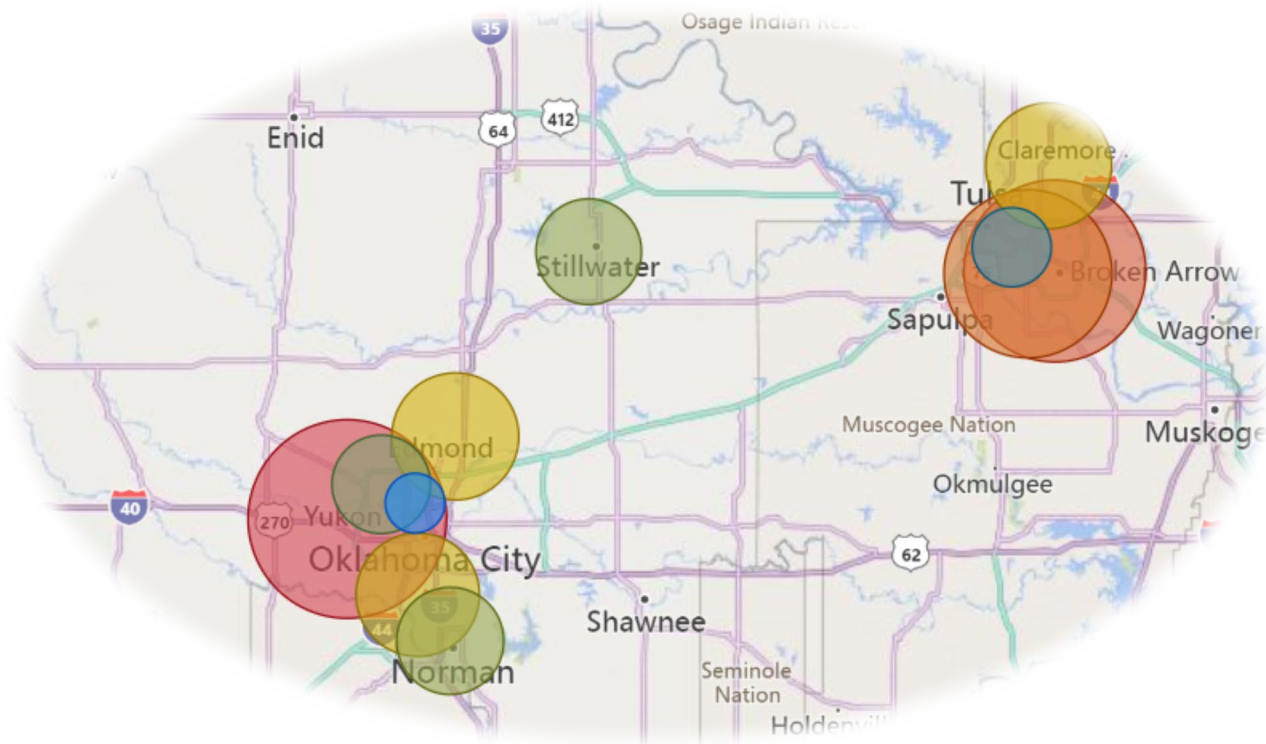
**Contra Costa County, California**  
**Hot City Zips -**  
**Future Cyber Security Buyers**

State	County Name	Zip	Audience Pop #	Audience Penetration %
California	Contra Costa	94805	1,126	10%
California	Contra Costa	94547	1,970	9%
California	Contra Costa	94517	944	9%
California	Contra Costa	94563	1,191	8%
California	Contra Costa	94564	987	7%
California	Contra Costa	94572	431	7%
California	Contra Costa	94530	1,103	5%
California	Contra Costa	94801	984	5%

Source: GFK, MRI-USA



# Geographic Audience Data Predict Which Technology Retail Stores will Sell the Most Units



## 37,716 Local Market Cyber Security Product Buyers

State	County	Store No.	Zip	Audience Pop #	Audience Penetration %
OK	Canadian	809	73099	5,920	12.0%
OK	Tulsa	806	74012	5,358	12.0%
OK	Tulsa	804	74133	4,888	14.0%
OK	Oklahoma	802	73034	3,497	11.0%
OK	Tulsa	807	74055	3,460	10.0%
OK	Cleveland	812	73170	3,376	11.0%
OK	Cleveland	803	73069	2,826	13.0%
OK	Payne	810	74074	2,770	10.0%
OK	Oklahoma	808	73162	2,531	11.0%
OK	Tulsa	805	74135	1,876	11.0%
OK	Oklahoma	801	73116	1,214	15.0%

Source: GFK, MRI-USA





# Case Study: Going for the A-Raise Round, spec

CentraForce™  
*the power to grow* SM



# Mobile Electronic Safety Alert Device

## Who they are...?




Profile Point: Safety Concerned and...	% Above Average
Educated singles or couples with incomes over \$100,000	200%
Early adopters of new technologies and influencers	256%
Active sports lifestyles	394%
Outgoing, friendly and caring personalities	98%
Will pay anything for electronics they want	468%







# Mobile Electronic Safety Alert Device Where They Shop

Profile Point	% Above Average	Total buyer opportunity	% of total buyer opportunity
	254%	5,432,113	76%
	182%	2,452,893	35%
	208%	3,442,127	48%

# Mobile Electronic Safety Alert Device

## How They Will Be Reached

### TARGET: PERSONAL SAFETY ALERT DEVICE

Media Mix Analysis	% OF BUYERS REACHED	TOTAL BUYERS REACHED
Online - Search	25%	1,775,000
Online - Banner	10%	710,000
Online - Link	20%	1,420,000
Facebook	45%	3,195,000
Social Media (All)	50%	3,550,000
Cable	70%	4,970,000
TV	80%	5,680,000
Radio	50%	3,550,000
Outdoor	30%	2,130,000
Digital Out of Home	35%	2,485,000
Wireless	25%	1,775,000
Direct Mail	90%	6,390,000
Email	32%	2,272,000
Events	21%	1,491,000
Grass Roots	18%	1,278,000
Newsprint	67%	4,757,000
Magazines	72%	5,112,000
Wireless	16%	1,136,000

<b>Gross Audience Reach (All Options)</b>	<b>53,676,000</b>
<b>Unique Audience Reach</b>	<b>7,100,000</b>
<b>Unique Audience Frequency</b>	<b>8</b>
Gross Revenues @ 1%	\$ 35,500,000
Gross Revenues @ 2%	\$ 71,000,000
Gross Revenues @ 3%	\$ 106,500,000

All marketing expenditures will be designed to generate retail sales, capture re-marketable leads and provide a catch-all, back-office net for e-commerce sales



# Best Stage for Startup Audience

- ✓ Your startup's offering is well defined
- ✓ You have ample market and competitor research
- ✓ You need to raise seed or angel funds to begin the process



# Let's Continue the Conversation!

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Now it's time for

# Questions and Free Audience Advice

