



apiko

# Marketplace Development

## Where to Start

Checklist



We have been working with different startups for years and witnessed both their strikes and gutters. We appreciate our clients and keep our fingers crossed when they push their product onto the market.

That`s why we created this useful checklist to help them prevent various difficulties and soar to success. We hope it will help you launch your marketplace way to go!



## Content

- Business idea generation
- Market analysis
- Customer portrait
- Adding the value
- Marketing activities
- Listings
- Product roadmap
- MVP Development

## ▼ Business idea generation



### **Figure out your product name and choose your domain name**



**Hint.** Here's a list of domain availability checking tools

<b>GoDaddy Domain Name Search</b>	<a href="http://www.godaddy.com/domains/domain-name-search/">www.godaddy.com/domains/domain-name-search/</a>
<b>Instant Domain Search</b>	<a href="http://www.instantdomainsearch.com/">www.instantdomainsearch.com/</a>
<b>Name.com</b>	<a href="http://www.name.com/domain/search/">www.name.com/domain/search/</a>
<b>1&amp;1 Domain Availability Checker</b>	<a href="http://www.1and1.com/domain-check/">www.1and1.com/domain-check/</a>



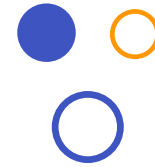
### **Define your marketplace vision and mission**

The vision includes details on the market opportunity, target customers, positioning, a competitive analysis, and the go-to-market plan. In your mission statement you should describe where the company aspires to be in the future.



### **Consider your product positioning**

A brief product positioning statement that defines your target audience, what sets your product apart, and why customers should care about it.



## ▼ Business idea generation

### Point out the product goals

Make sure to set out measurable end goals that should be achieved within particular timeframe.

Goal	KPI	Target



▼ Market analysis

Run a competitor analysis

Look through the following data:

- Competitor positioning
- Market share
- Geolocation
- Target audience
- Number of customers
- Customer acquisition approach
- Pricing and business model
- Key features

Company	URL	Year founded	...

## ▼ Create a customer portrait



### Create a buyer persona

- Target customer background information
- Name, title, demographics, geolocation
- Job role
- Responsibilities, goals, key activities, tools, role in an orgchart
- Industry
- Company size
- Biggest challenges your target customer face
- Social interaction, interests



### Tools

HubSpot MakeMyPersona

[www.makemypersona.com](http://www.makemypersona.com)

B2B Marketing

[www.b2bmarketing.net](http://www.b2bmarketing.net)

Xtensio

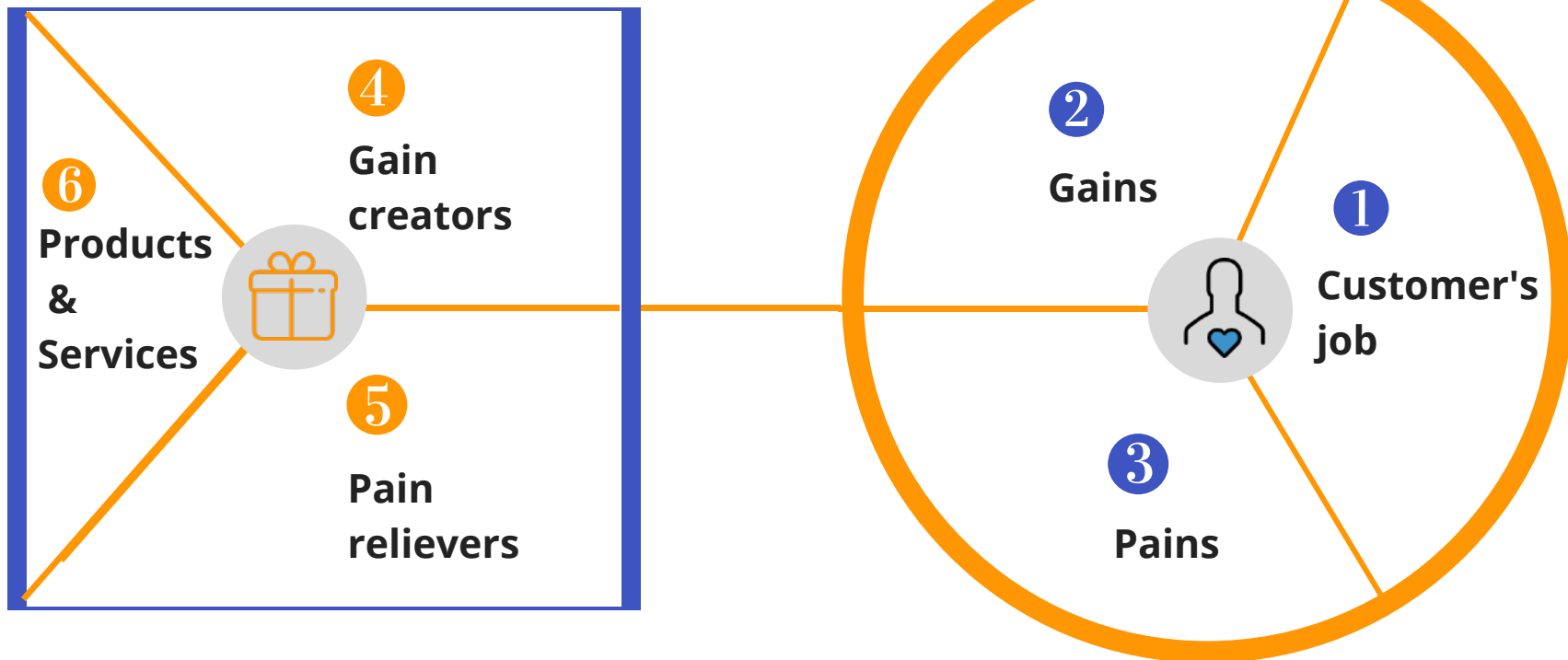
[www.xtensio.com/user-persona](http://www.xtensio.com/user-persona)

## ▼ Build a value proposition

**Define your unique selling proposition that separates your business from competitors. Consider the next issues:**

Value proposition

Customer segment



## ▼ Build a value proposition

**Define your unique selling proposition that separates your business from competitors. Consider the next issues:**

### 1 Customer's job

- What functional jobs you are helping your customer get done?
- What social and emotional jobs are you helping to solve?
- What basic needs are you helping your customers satisfy?
- What are your customer's KPIs?

### 2 Gains

- What outcomes does your customer expect and what would go beyond their expectation?
- How do current solutions delight your customer?

### 3 Pains

- What does your customer find too costly?
- What are the main challenges and difficulties your customer face?
- What risks does your customer run?
- What common mistakes does your customer usually make?



## ▼ Build a value proposition

### 4 Pain relievers

- Eliminate risks your customer fears
- Solve out/ narrow down challenges and difficulties your customer face
- Get rid of barriers that are keeping your customer from adopting the solution

### 5 Gain Creators

- Make your customer's job easier
- Fulfill customer's expectations
- Create positive consequence your customer expect

### 6 Products & Services

- Define customer workflow (how to use your solution)
- Consider the scenario of your product usage



## ▼ Marketing activities

- Create a landing page (value proposition, benefits summary, a call-to-action to learn more, answer a short survey, or pre-order)
- Add Google Analytics
- Create Google Business Account
- Create social media channels
- Get listed on startup/product & service resources

<b>Crunchbase</b>	<a href="http://www.crunchbase.com">www.crunchbase.com</a>
<b>Angel.co</b>	<a href="http://www.angel.co">www.angel.co</a>
<b>Product Hunt</b>	<a href="http://www.producthunt.com">www.producthunt.com</a>
<b>BetaList</b>	<a href="http://www.betalist.com">www.betalist.com</a>

## ▼ Develop a product roadmap

**A product roadmap is a plan that matches short-term and long-term business goals with specific technology solutions to help meet those goals.**

**Check out tools for your product roadmap development:**

**TeamGantt**

[www.teamgantt.com](http://www.teamgantt.com)

**Aha.io**

[www.aha.io](http://www.aha.io)

**Confluence**

[www.atlassian.com](http://www.atlassian.com)

**Leankit**

[www.leankit.com](http://www.leankit.com)

It's said that a goal without a plan is just a wish.  
Make your marketplace development continuous and consistent process.

Need an assistance in building your multi-sided platform?  
Get in touch with us to develop a commercially successful app  
on time and budget

The logo for Apiko, featuring the word "apiko" in a white, lowercase, sans-serif font. The letter 'a' is stylized with a white mountain peak shape inside its upper curve.

[www.apiko.com](http://www.apiko.com)

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