

Innovationtactics.com - Super Bundle Study Guide

Our Super Bundle contains many hundred pages of content. And that is even without counting in the several dozen infographics and other resources.

I know it's a lot - but you can't learn from a multi-billion dollar company in five minutes. Nevertheless, this study guide will give you shorter learning options that will reduce an initial learning iteration to about 4 hours! Free up your next Saturday morning!

Start with track 1 (or track 2) below in the first iteration. Reserve a Saturday morning for the Super Bundle and a Sunday morning for the bonus material track 1/2 (or whatever time suits you best). See the following pages for the exact details for each resource.

From there, you can chart your own path for the second iteration.

Start with the Comparative Study, then you can jump into the case study that is most relevant for you. Pinterest and Snapchat are great examples for late(r) entrants to existing markets with new value propositions. Facebook and esp Google are strategy masters. Twitter is an example of a platform on a turnaround course.

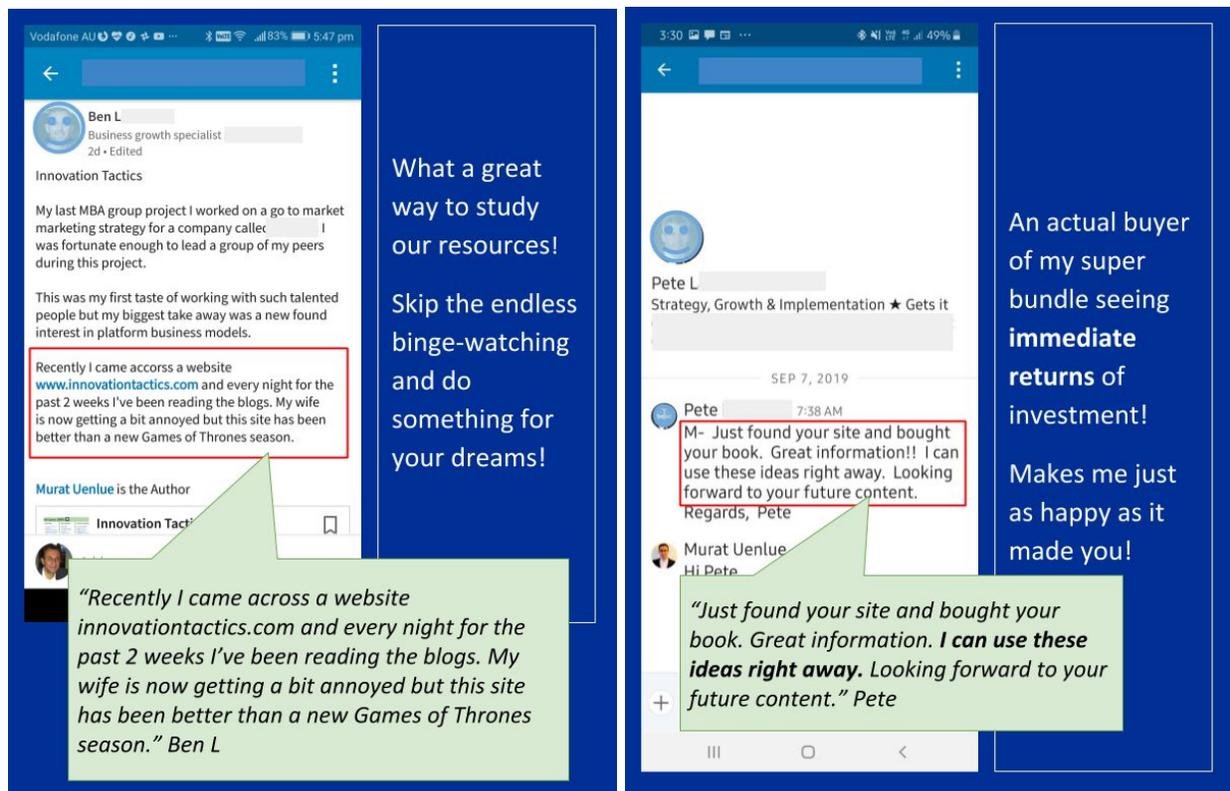
	Track 1	Track 2	Total*
Comparative Study	102	102	135
Google	33	46	120
Facebook	34	44	90
Twitter	33	39	85
Snapchat	34	49	90
Pinterest	31	43	85
Total Super Bundle	267	313	605
Groupon	29	36	60
Netflix**	98	98	120
Total bonus material	127	134	180

* Total excludes the additional material, such as infographics, worksheets and other material.

** The Netflix case study is about the Subscription Business Model which is the other great business model of the last two decades whereas all other resources are about the fascinating Platform Business Model. The Netflix case study is greatly insightful for any entre/intrapreneur wanting to understand how a real-world innovation journey translates into important financial, economic, strategic and management concepts.

Anything in bold on the next pages is track 1, add to it the non-bold and you have track 2.

You can also study how one of my readers (Ben) suggested and I am sure you will get immediate returns irrespective of how you go through the resources as did Pete below (and others who have provided feedback).



I can write a book / case study only in a linear fashion but there are many links across the business model and I am showing those in an additional learning guide ("Strategy Maps"). You can use them together with or separate to the fast-tracks and download them in higher resolution here:

<https://innovationtactics.com/resources/search-social-platforms-resources/>

Pinterest - fast track sheet

Pinterest is a great example of how to capture market share as a late entrant with a new value proposition. We are linking the value proposition and their positioning in the customer's journey. Aligning with that are their customer segments and user stats. We can see how the various elements of their business model, including R&D, focusses on targeted opportunities within sub-markets.

Pages in case study	Comments and links
Pg 3, 6-7: Vision / Value proposition	Entering an existing market with a different positioning value proposition and positioning within the customer's journey
Pg 12-14: Value proposition Pg 16: business tools	VP to users and to businesses Positioning in the funnel stage
Pg 20-21: Key partners	Content creators and businesses
Pg 24-25: Underlying platforms	Importance Underlying platforms and risks coming from that end
Pg 28: Key activities: R&D Pg 29: Sales / onboarding Pg 30: Managing negative NWE	Importance of R&D as biggest business expense and alignment of image recognition and other fields with the value proposition
Pg 31: Key resources / assets Pg 33: User data Pg 34: Algorithms, user tase graph	Content assets as key resources User data - check behavioural data captured in relation to the VP and algorithms
Pg 36: Customer r/s	Positive r/s due to the value proposition
Pg 40-42: Customer segments	Female, mid-age, higher education, higher income Typically also higher purchase intention and planning phase of purchase
Pg 54-55: Strategy	
Pg 56-61: Technology, R&D and VP	How their technology supports the value proposition, taste graph and other details, Pinterest Lense, Shop the look
Pg 64-68: Market overview	Targeted opportunities within the overall market and their positioning tethering in the sales funnel,
Pg 71-73: Market opportunities	Comparison to other ecommerce sites targeting the same markets
Pg 77-82: Micro econ	NWE, Search/transaction costs with details

Pinterest case study

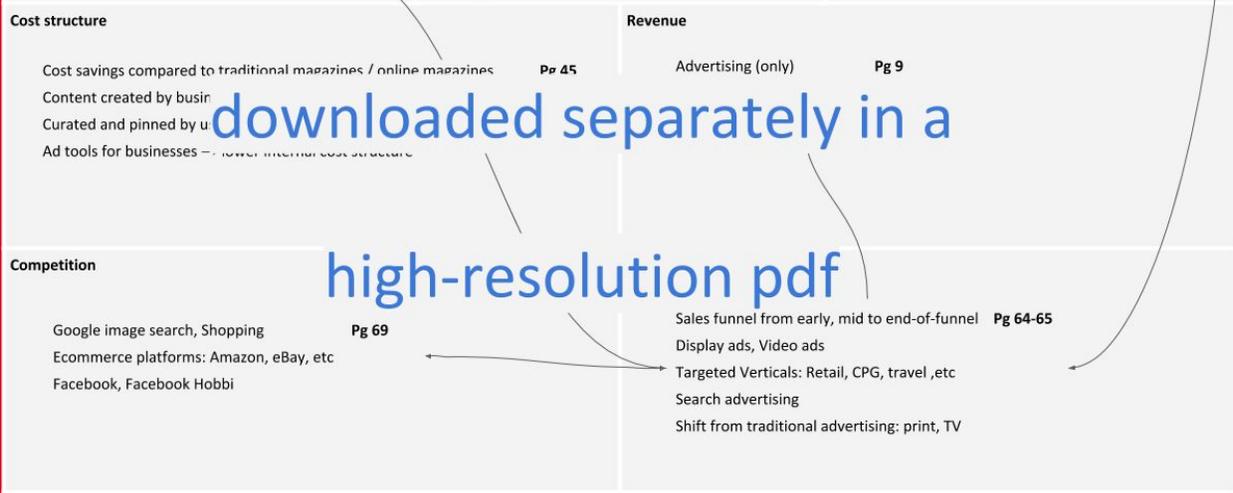
Innovationtactics.com 1-page Learning Guide & Strategy Map



The Strategy Maps can also be

downloaded separately in a

high-resolution pdf



Strategy / Overall

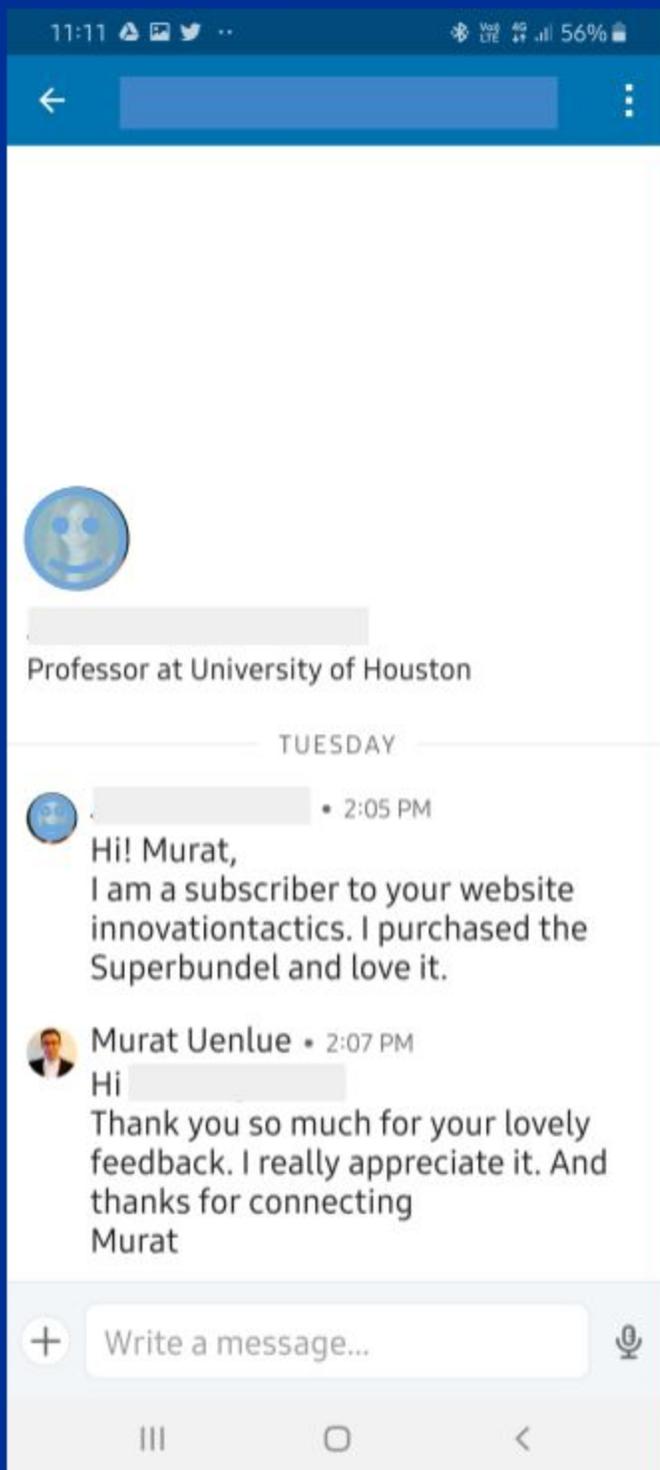
Pinterest – Capture market share as a late entrant with a new value proposition:

- Linking value proposition and positioning in the customer’s journey → **Pg 5-7, Pg 12-13**
- Targeted customer segments and achieved penetration therein → **Pg 40-42**
- Targeted opportunities within sub-markets → **Pg 20-21, Pg 64-65, Pg 67**
- Taste graph algorithm, user data, etc → **Pg 28, Pg 31, Pg 34-35, Pg 56-61, Pg 66**

This guide is intended to show the many links between the sections of the respective case study. Use it while you are reading the case study.

This is an excerpt only - the complete learning guide contains:

- Fast track sheets for all resources of the Super Bundle, i.e. Comparative study, Google, Facebook, Twitter, Pinterest, Snapchat.
- Fast track sheets for the (limited time) bonus resources: Netflix, Groupon.
- Strategy Map sheets for the individual case studies of the Super Bundle: Google, Facebook, Twitter, Pinterest, Snapchat → These can also be downloaded separately in a higher resolution pdf.



The Super Bundle is the best value.

I am getting great feedback from very talented and smart people which makes me very happy!

Thank you!