Team Neuschwanstein Castle Black

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- Introduction: Psymphonic

- Overview: Our Final Project

- Disciplined Entrepreneurship: Step 1 - 15

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2009, American Association of Anatomists and EVA Study

Visualization at a Glance

Psymphonic is capable of performing very ably in the **mind mapping** and **complexity analysis** space.

- The software is capable of making dynamic versions of what was heretofore a static chart.

- **Complex interactions** can be mapped out manually with fine control or, given the proper data set can be **automatically generated using pre defined filters.**

Introduction: Psymphonic
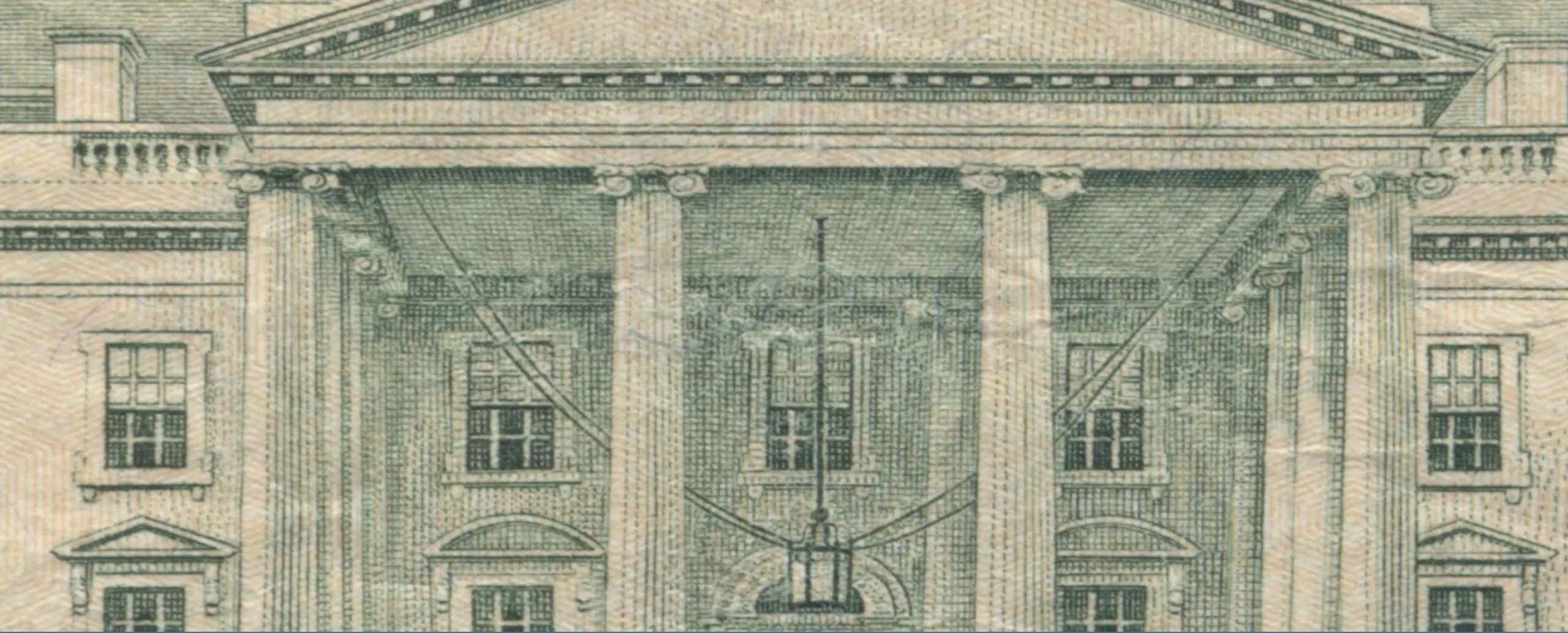
Introduction: Psymphonic

Market Analysis

Business Model

Overview: Our Final Project

- **Great Demand** for Data Visualization Products

- Data Analysis, **a time consuming, tedious process**

- **Unattractive** Results

Step 1: Market Segmentation

Research and Development (R&D) Engineers

at Small R&D Engineering Companies

Step 2: Beachhead Market

Microsoft End User Profile

- Gender: **All**

- Age Range: **Early 20s - Late 30s**

- Income Range: **$56,000 - $106,000**

- Geographic Location: **Worldwide**

- Motivation: **Productivity**

- Fears: **Not being able to deliver their given or set goal**

Step 3: End User Profile

Arun Srinivasan

- Microsoft software, research and development engineer

- Over 11 years of experience in software industry

- Software Quality Assurance

- Software Quality Control

- Software Development Management

Step 5: Beachhead Market Persona

- Sales Cycle

- Budgetary Hurdles

- Regulatory Hurdles

- Compliance Hurdles

Step 6: Full Life Cycle Use Case

PsynthDB

A developer- friendly graph database exposed through a python API.

Maestro

Combines the speed and analytic capacity of **PsynthDB™** with the **Gooey's™** class-leading visualization abilities
- A hosted, end-to-end Graph solution

Gooey™ is a hardware-accelerated framework for building data driven web-based applications.

Step 7: High-Level Product Specification

Step 8: Value Proposition

| Name	Position	Company	Industry	Location
Eshar Ben-Dor	IC R&D Engineer	Avago Technologies	Semiconductor	Austin, TX
Frank Licea	Senior R&D Engineer	Bazaarvoice	Internet/Data	
Adel Siddiqi	R&D Design Engineer	Toshiba (Industrial Division)	Consumer Electronics	
L. Ayo Roberts	Senior R&D Engineer in Medical Devices	PowerVision	Medical Devices	San Francisco Bay Area, CA
Arundhati Kabe	Principal Engineer, R&D	St. Jude Medical	Medical Devices	
Dan Bacher	Research and Development Engineer	Ximedica	Medical Devices	Boston, MA
Umang Nagpal	Senior Research and Development Engineer	BD	Medical Devices	Greater New York City Area
Yuri Zaitsev	Research and Development Engineer	Stryker	Medical Devices	
Xin Zhang	Senior Research and Development Engineer	NVIDIA	Computer Hardware	
Joshua Stull	Chemical Research and Development Engineer	Takasago	Pharmaceuticals	

Step 9: Identify Your Next 10 Customers

Simple
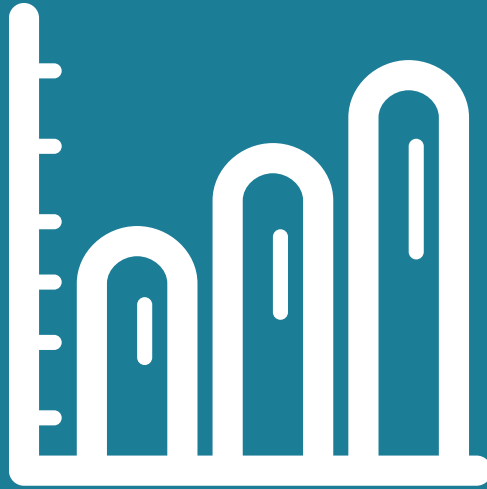
Low Cost

User Experience

Step 10: Define Your Core
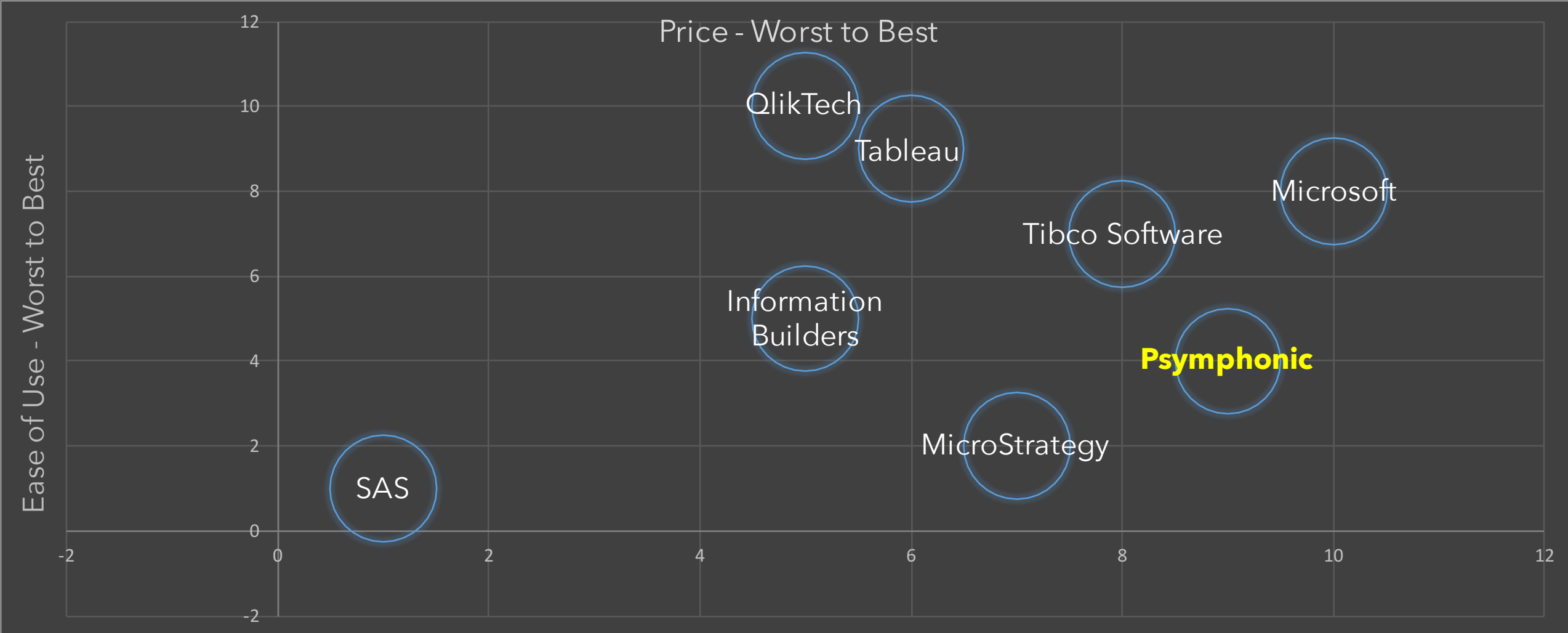
Step 12: Customer's Decision-Making-Unit

On-Foot Sales Team

Download

Data Visualization Workshops

Step 1: Find out about the product → **Step 2: Analyze product** → **Step 3: Acquire and install product** → **Step 4: Pay for product** → **Step 5: Support for product use**
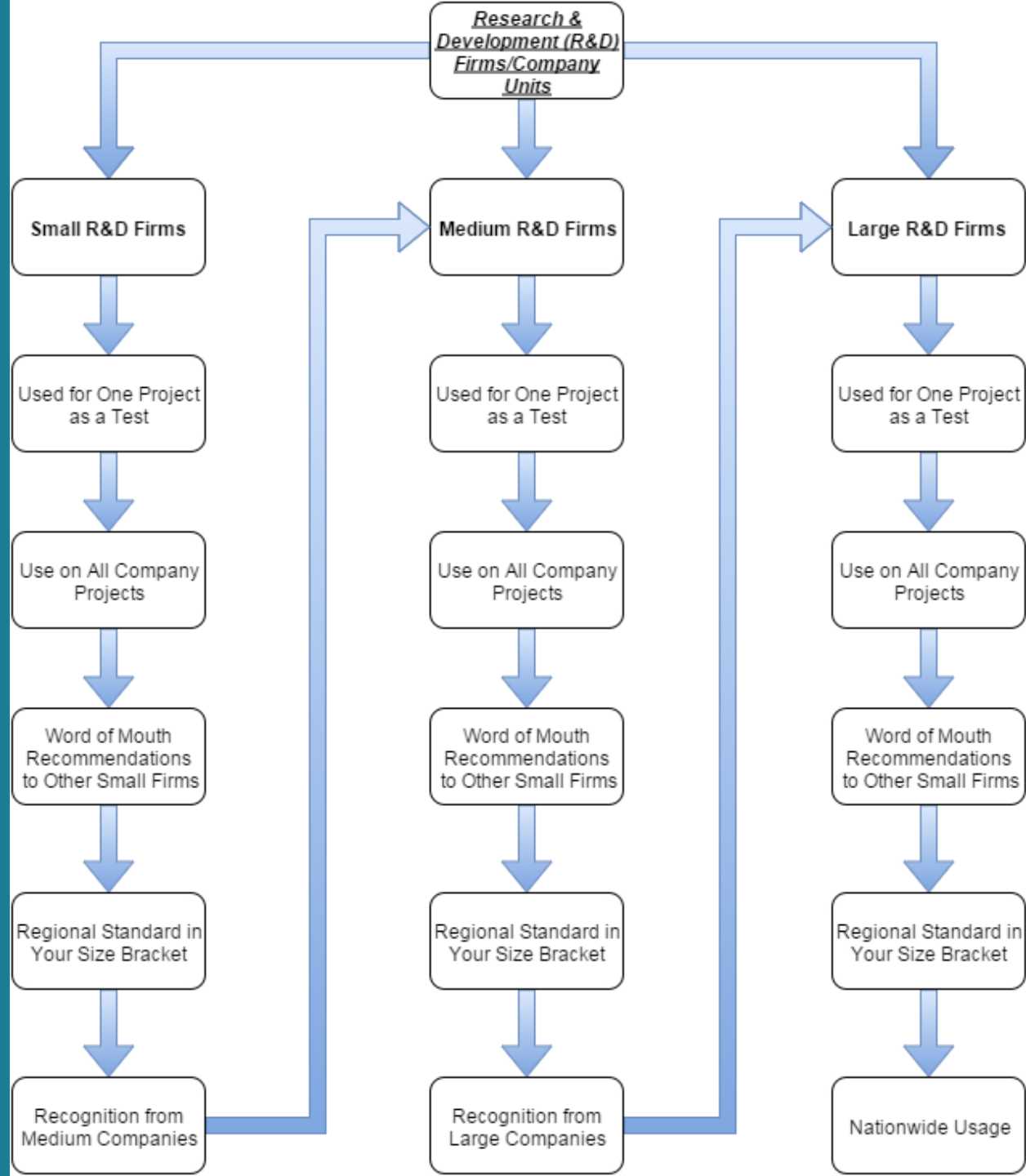
Free Trial/Demo with Help/Support Desk

Buy

Step 13: Customer Acquisitions

Research & Development (R&D) Firms/Company Units

Small R&D Firms

Medium R&D Firms

Large R&D Firms

Used for One Project as a Test

Used for One Project as a Test

Used for One Project as a Test

Use on All Company Projects

Use on All Company Projects

Use on All Company Projects

Word of Mouth Recommendations to Other Small Firms

Word of Mouth Recommendations to Other Small Firms

Word of Mouth Recommendations to Other Small Firms

Regional Standard in Your Size Bracket

Regional Standard in Your Size Bracket

Regional Standard in Your Size Bracket

Recognition from Medium Companies

Recognition from Large Companies

Nationwide Usage

Step 14: Total Addressable Market For Follow-On Markets

Basic

Premium

Step 15: Design a Business Model

Licensing

Organizations

- Research & Development Firms

- Consulting Firms

- Research Agencies

- Schools

Step 15: Design a Business Model