Sales & Marketing Primer for Engineers

David Moeller
“Marketing is . . . the whole business seen from the point of view of the final result, that is, from the customer's point of view.”
OVERVIEW

• WHO AM I?
• WHAT DO I KNOW ABOUT SALES & MARKETING?
Who am I?

• Run a million dollar company (revenues >$1MM) that had 0 revenue in 2011
• 5 years at General Electric in Sales, Sourcing, Operations
• BS Mechanical Engineering, Highest Honors
• MBA from Harvard Business School
• Georgia Tech Alumni Association as a Top 30 under 30 (2008)
Launch: TechCrunch Disrupt NYC 2011

CodeGuard Is A Simple Time Machine For Your Website

MG SIEGLER posted on May 24th, 2011 26 Comments

Today at TechCrunch Disrupt in New York, the winner of the audience award was CodeGuard. The idea can be summed up simply: “We are a time machine for your website,” notes their founders.

Essentially, they allow you to automatically and simply backup your FTP data so that if you need to revert your website to some earlier version. CodeGuard does this by taking a snapshot of your FTP data over and over again. Then if you need to go back, you easily can.

Yes, it’s a lot like the Time Machine feature built into the Apple OS X software. But whereas that’s for data found on your desktop, this is for data found on a server elsewhere.

“We consider ourselves website protection to the rest of us,” the founders note. Similar solutions exist in corporate environment, but not really for regular people to use. It’s built using GIT, but for the masses.

Here’s their presentation.

Battlefield Finalist and Winner of the Audience Choice Award
Awards

1. TechCrunch Disrupt: Audience Choice 2011
2. Venture Atlanta: Audience Choice 2011
3. MIT Enterprise Forum: Audience Choice 2011
4. ATDC/TAG CapVenture: Winner 2011
5. TAG Spirit of Endeavor Awards: Finalist 2011
6. TAG: Top 40 Innovative Company in Georgia 2012
7. TiECON Southeast: Top Up-and-Coming Award 2012
8. TAG/SSA Impact: Independent Software Vendor Finalist 2014
10. GCLA: Georgia CIO of the Year Finalist 2014
Partners

CloudFlare

Rackspace®
the #1 managed cloud company

ENDURANCE
International Group

Parallels™
Optimized Computing

MOZ

WebHostingBuzz

Namecheap

Yahoo!
Core Values

• Creative
• Resourceful
• Responsible
• Passionate
HOW TO MARKET

• QUANTIFY YOUR IMPACT

• SHARE YOUR IMPACT
Quantify your impact: Sorta easy

- **Revenue**
  - Company sell more units?
  - Company sell the same units for a higher price?
  - Company launch new product line

- **Cost**
  - Company produce units for less
  - Machines operate better, requiring less downtime

- **Performance**
  - Unit performs better, making customers happier
  - Machines work better, making employees happier
  - Efficiency increases and prior bottleneck eliminated (rev up possibly)

- **The FUTURE**
  - New Research & Development that will be a game changer for them
Share your impact: Pretty hard

- **American Inventor: 1/5000**
  - 30 second vignettes: Know em and nail em
  - Practice, practice, practice: Video record yourself
  - Eliminate JARGON! TLAs!

- **TC Disrupt: Startup Alley: 1/200**
  - Know your audience, by asking them!
  - Hustle
  - Ask for their vote

- **Possible pitfalls (Epipheo Video)**
  - Too close to the project/product/service
  - Don’t spend a lot of time simplifying messages (too busy building)
  - Communication is tough
QUESTIONS?