

# EXPERT DOJO

## LOVABLE PRODUCT



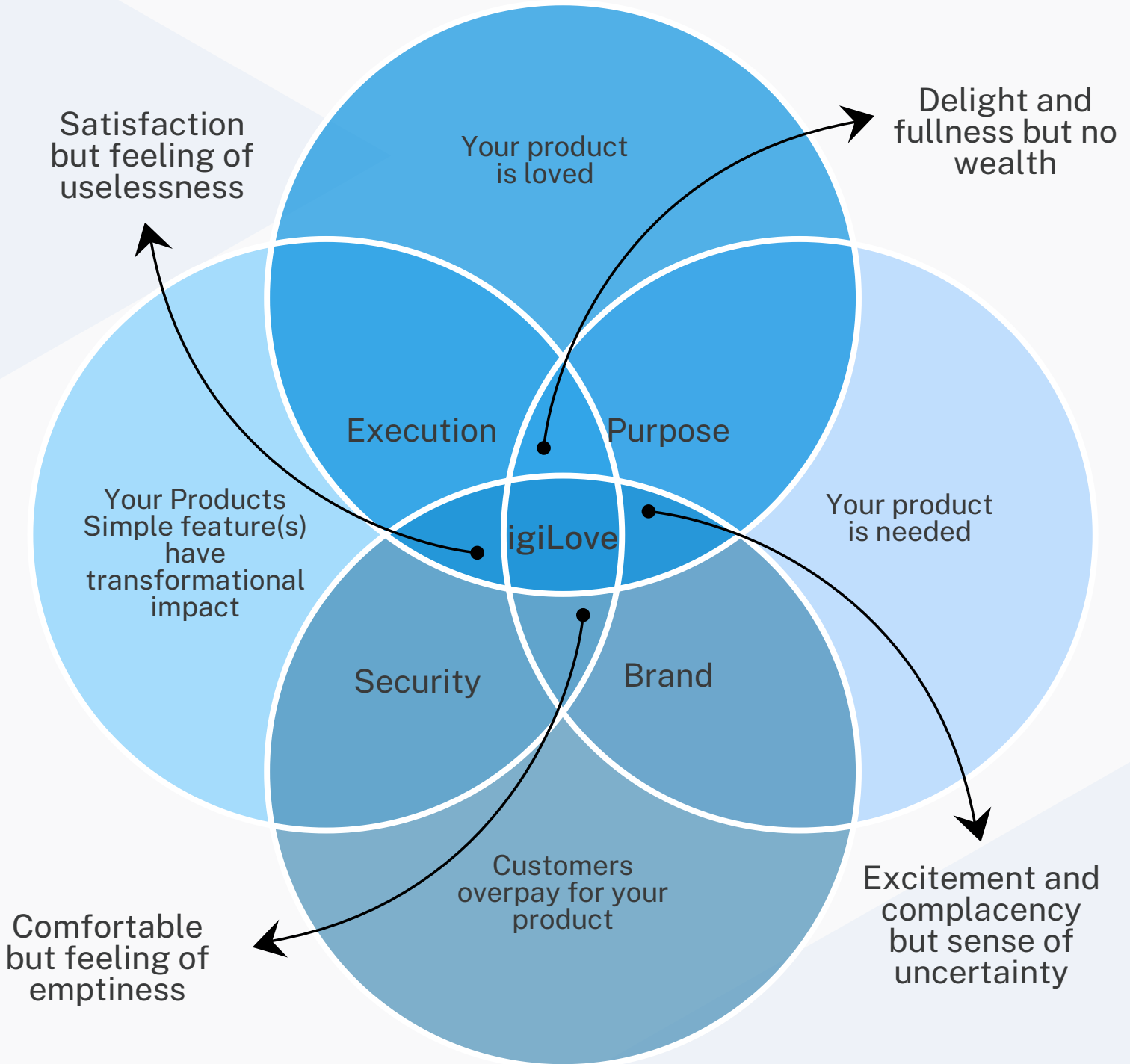
We Are Venture Catalysts

Expert Dojo is the 7th Most Active VC Fund in the World  
(Source: Pitchbook.com H2, 2022)

AS FEATURED IN

**Forbes** **TEDx**

# The IgiLove Diagram





There are two types of founders in the world. Those who have a zero, million dollar mindset and those who have a zero billion dollar mindset. The difference is how much pain or gain you are impacting in your customers' lives. At Expert DOJO we shun minimum viable products as a cheap parlor trick to temporarily fool both them and you into a false sense of security. Instead we want to help you bedazzle your customers with how you have improved their lives at every turn. You can only do this by obsessively focusing on building a lovable product and that is the journey we are going to bring you on at Expert DOJO.

In the IgiLove visual we have focused on the most important part of building a lovable product. We took the foundation of one of the most important principles of Japanese longevity and have applied it to customer longevity. This principle focuses on the core attributes of absolute happiness and breaks it down into actionable steps. By applying this to customer happiness you position yourself in a place to win.

To achieve customer longevity you need to focus on what they need most, what systems you can build to help them achieve it, whether you really have a product that they need and the ultimate question, which is how much they will pay for what you have.

The journey to absolute customer happiness is a long one. It starts first thing in the morning and continues every minute of every day. You need to be not only asking if they are happy but also asking what they are lacking so you can build and provide it.





When you focus on lovable product then you will have so much customer proof that you will feel obliged to put it on your website and everywhere else. That is when you gain the trust of your potential customers too because they trust based on the opinion of other people like them and not you.

## **Now you are ready to test your lovable product with new users...**

If the objective of a founder is to build a lovable product then the objective of Expert DOJO is to use our growth hacking skills to help scale you past Series A as quickly as possible so that you can squarely focus on being a Horizon 3 company rather than a Horizon 1 company, many of which regularly fail before reaching the finish line.


# Next comes the customer optimization score

The way that we build companies quickly is by focusing on your customer optimization score as the best possible gauge of your lovable product. Every startup knows that if you can align how efficiently you find customers with how much money you can make from these customers you will create an incredibly successful business. Improving that customer optimization score is something that Expert Dojo specializes in.

When calculating how to best optimize the customer acquisition strategy we are looking at four major factors:

- Cost of acquiring a customer
- The amount of time it takes to close a customer
- The amount of company energy that is required to close a customer
- The amount of time it takes to retrieve the sale cost from that same customer

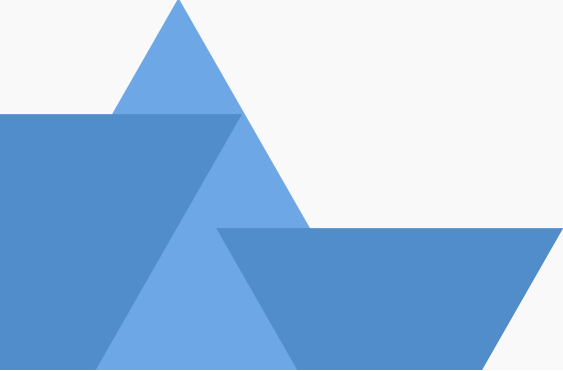




The joy of the IgiLove model is one of simplicity and Execution, which is what separates it from the Minimum viable product model. This is not about getting an uncompleted part of a complex product to market. It is about focusing on the initial features that will overjoy your customer and executing on them perfectly so that the customer will beg for more. Apple did not launch a million features on day one. They launched one beautiful feature flawlessly and then they obsessed about making it better. Prior to Apple consumers paid nothing for phones and computers were a cheap commodity. Now we pay thousands of dollars for both because they delighted us with an IgiLove product.

In the end your customers always tell you the truth but they don't always know that truth before they try the product. This is why IgiLove is a work in motion. It requires a focus on how your consumer interacts not only with the product but also with the experience of trying it. This is equally applicable with software and hardware.

Love the customer and they will love your product. It begins...



Only after we are happy that the lovable product and messaging is correct do we focus on the push and pull outreach. This is Part 2 of our unique growth hacking accelerator program. At this stage we will look at the external acquisition factors such as all of the channels and the tools that can be used to help close customers faster.

## **Customer acquisition tools range from:**

Search engine optimization, Mastering funnel optimization, Ideal customer profile, Copywriting, Inquiry management , Weaponizing reasons to believe, Facebook digital marketing, Social media strategy, Enterprise proficiency, Paid search marketing, Automations, Guerrilla marketing tactics, Influencer marketing (partnerships), Militia marketing (ambassador, advocate, and multi-level marketing), B2B sales, Investor relations, Landing pages, Digital closing techniques, Land and expand (trojan horses), Social equity marketing, Networking events / connecting / building relationships, Public Relations, Communication, Brand, Build Influence, Digital success, Enterprise, Irresistible offer formula, UX , Sprint SWOT Team (Bryan – cold calling), Horizon 3 - Design thinking



If you want to be remembered as a startup winner then build a lovable product, message it correctly and share it with absolutely **everyone** in your ideal customer profile.



**Go build a  
loveable product now!**

*We're looking for founders that are passionate, coachable,  
creative, fearless and ready to build a unicorn!  
Email [info@expertdojo.com](mailto:info@expertdojo.com)*