



BE THE GO-TO

How to Own Your Competitive Market, Charge More,
And **HAVE CUSTOMERS LOVE YOU FOR IT**

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Chapter 5

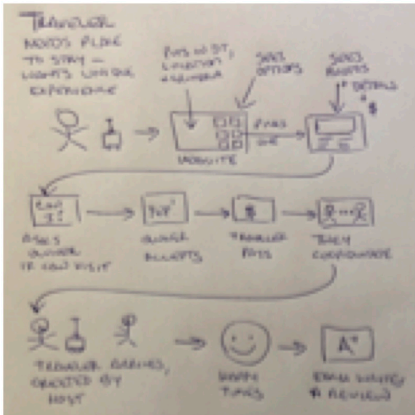
Apollo Method Offering Blueprint and Hypothetical Example for Airbnb

APOLLO METHOD OFFERING BLUEPRINT							
OFFERING CONCEPT	PRIMARY INITIAL USE CASES	UNIQUE SELLING PROPOSITION (including game changers and what makes this a complete solution)	VALUE-PRICING BUSINESS CASE (to customers)	REVENUE/PRICING MODEL			
EXISTING ALTERNATIVE(S) TO ECLIPSE							
INITIAL CUSTOMER PARTNERS							
CONCEPTUAL DIAGRAM	OFFERING EXECUTION MATRIX						
	List of major components on left, with checks in columns for:						
	<ul style="list-style-type: none">• Buy vs. Build• Create in-house vs. partner• Repeatable vs. customized• Whether it results in proprietary IP						
	Components	Buy	Build	In-Hse	Ptr	Custom	IP
INFRASTRUCTURE	HI-LEVEL INVESTMENT REQUIRED	PARTNERS		CHANNELS			

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Example: Airbnb (purely hypothetical)

Here is what the Apollo Method Offering Blueprint for Airbnb might have looked like when the founders were first coming up with the idea and sketching out what it would take to build the first iteration of the offering.

APOLLO METHOD OFFERING BLUEPRINT																																																							
Hypothetical Case Example: Airbnb																																																							
OFFERING CONCEPT Web-based service matching travelers & local hosts/owners	PRIMARY INITIAL USE CASES <ul style="list-style-type: none">Traveler wants a local experience or feel "at home"Host wants extra income	USP <ul style="list-style-type: none">Traveler: More than a bed – live like local, feel like houseguestHost: Best practices, insurance, privacy	VALUE-PRICING BUSINESS CASE Instead of just "rental by owner," get a complete, unique, local experience from hosts we curate	REVENUE/ PRICING MODEL Take a % of rental fee from both guest and host																																																			
ALTERNATIVE(S) TO ECLIPSE VRBO & Homeaway, Hotels																																																							
INITIAL CUSTOMER PARTNERS Founders and friends of founders																																																							
CONCEPTUAL DIAGRAM 	OFFERING EXECUTION MATRIX <table><tr><th>Components</th><th>Buy</th><th>Build</th><th>In-Hse</th><th>Ptr</th><th>Custom</th><th>IP</th></tr><tr><td>Website</td><td></td><td>✓</td><td>✓</td><td></td><td></td><td>✓</td></tr><tr><td>Online property platform and mapping</td><td></td><td>✓</td><td>✓</td><td>Vendor</td><td></td><td>✓</td></tr><tr><td>Content management system</td><td>✓</td><td></td><td>✓</td><td>Product</td><td></td><td></td></tr><tr><td>Registration, payments, account database</td><td>✓</td><td></td><td>✓</td><td>Product</td><td></td><td></td></tr><tr><td>Host training and resources, e.g., checklists</td><td></td><td>✓</td><td>✓</td><td></td><td>Some at first</td><td>✓</td></tr><tr><td>(and so on)</td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>						Components	Buy	Build	In-Hse	Ptr	Custom	IP	Website		✓	✓			✓	Online property platform and mapping		✓	✓	Vendor		✓	Content management system	✓		✓	Product			Registration, payments, account database	✓		✓	Product			Host training and resources, e.g., checklists		✓	✓		Some at first	✓	(and so on)						
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INFRASTRUCTURE <ul style="list-style-type: none">Development team and technologyHost recruiters and trainersHost insuranceProfessional photography for host listings	HI-LEVEL INVESTMENT REQUIRED \$XX,000 seed funding for proof of concept	PARTNERS <ul style="list-style-type: none">Web development vendorThird-party products for siteInsurance providerPhotographer network	CHANNELS <ul style="list-style-type: none">Craigslist integrationHuge conventions with hotel shortagesMeetups and events																																																				

Keep It Simple

When first conceiving an offering, it's best to keep things simple. You can use a physical or electronic whiteboard or even literally draw it on the back of a napkin just to get the high-level concept down. This allows you to bounce it off of other people, and the informal approach is inviting – people will feel comfortable helping you modify or even redraw it.

Here is an example of how simply the Airbnb founders could have drawn the basic concept of their initial concept in order to help themselves and others visualize how it might work and determine what would be involved in making the vision a reality.

