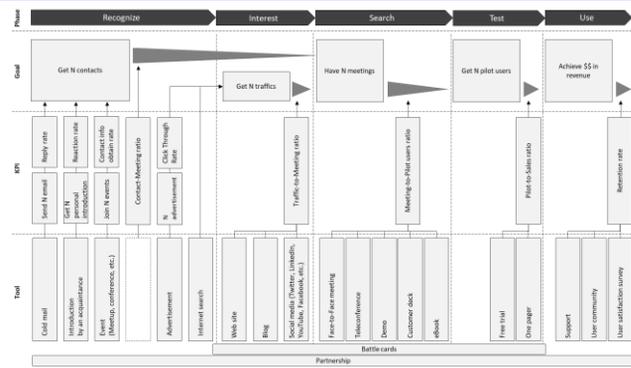**Nuweba**

Project Overview

What is Nuweba?
Nuweba is a software company introducing a new serverless platform for businesses to run their applications on. Nuweba is developing an ultra-fast, highly secure, serverless platform compatible with leading cloud vendors. The company has 10 employees in total as of January 2018, and most of them are IT engineers from the elite unit of the Israel Defense Forces.

What is our mission?
Nuweba is looking to launch its product in early 2019, and thus needs a go-to-market strategy and as many customer leads as possible. Our team established a marketing funnel model, developed tools along the marketing funnel (i.e. customer deck, one pager, battle cards, etc.). Apart from connecting Nuweba with our industry contacts, we compiled a list of 250+ customer leads. Additionally, we worked on PR/investor relations on Nuweba's messaging/positioning.

Marketing Funnel Model

Marketing Tools

One-pager   **Customer deck**   **Battle Cards**

User survey

Customer Leads List
from: **Linked**in   **GitHub**   stackoverflow   slack

Key Observations and Recommendations

Observations: Two major challenges in selling this product to potential clients, based on customer/prospective interviews.
- Difficulty in understanding the product (even for serverless professionals)
- Unclear compelling benefits and/or reasons to choose Nuweba

Recommendations for sales pitch and demonstration:
- Highlight how Nuweba can change user experience by use cases
- Reorganize the sales pitch to make Nuweba's benefits clear
- against competitors' products and emphasize the impact of using Nuweba for customers
- Use more visuals to explain the product and its mechanism

Recommendations for positioning/messaging:
- Nuweba should consider having a uniform positioning / messaging (Nuweba vs. Lambda, or Nuweba vs.   Puresec/Protego/etc.) based on:
    - Results of pilots/early testimonials from clients
    - Turnover/switching rate for AWS Lambda (or Azure/IBM/GCP) users
    - Customer persona

Nuweba & us

Game night!

Serverless puppy in the office

MIT MANAGEMENT SLOAN SCHOOL

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