



**DISRUPT**  
*SPORTS*

**Let's get personal:** How to deliver a personal wellness experience to your customer

# How we started Disrupt Sports

- Ski Business
- Moved To Australia
- Started surfing, Frustrated by mass produced items
- Co-Founded Disrupt Sports Importing from China
- Took a huge amount of orders. Proved business!
- FAILED!
  - Orders were made in batches.
  - Manufacturing was unreliable
  - Shipping was unreliable
  - Quality wasn't great
  - Lack of communication to our customers
- STOPPED! Listened to our customers
  - Price wasn't the key issue in a Wellness Experience.
  - Time was of an essence.
  - Under promise, and over deliver.
  - Quality, and customer experience.
  - Communicate.
- Scaled business > Products > Clients > Nations

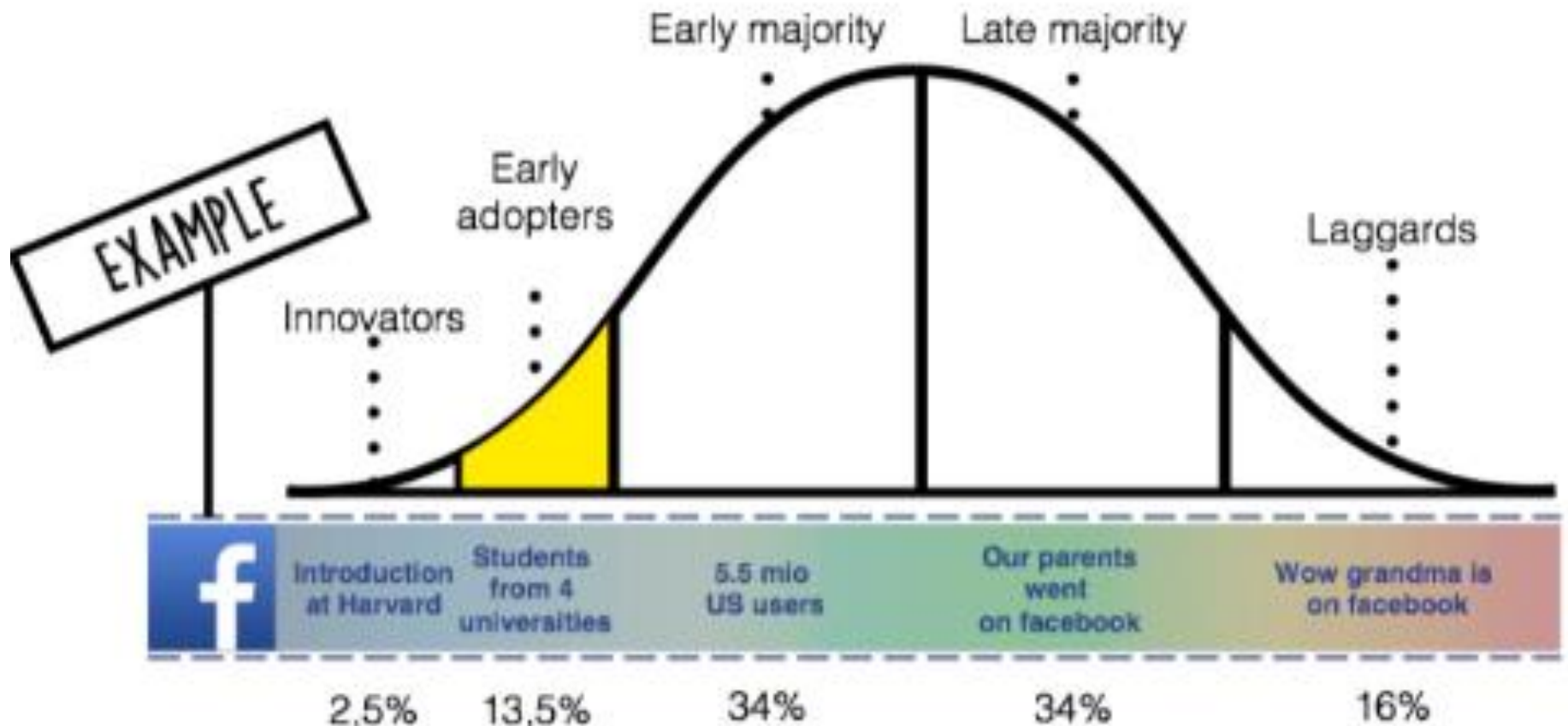
# Customer Experience:

You have customers, how to keep them?

- **Attention to detail** - Make notes on each customer.
- **Recognition IS retention** – Make every customer feel like they are the number one customer.
- **Personalization** - pay attention to their preferences.
- **Consideration** – add something that solves another problem, remove an inconvenience.
- **Appreciation** – How do you show your customer this?
- **Surprise and Delight** – Do something that they don't expect. Exceed those expectations.

# Early Adopters:

How to get people to buy into your idea and/or product.



# Validating your idea

- What am I offering? Not family test!
- What problem am I solving? Are you just patching a problem.
- Where are the pain points?
- Is it worth solving?

# Customer identification

- Figure out who your customer is, for your product. Don't try to figure out a product that will fit every customer.
- Who are they?
  - Where do they shop?
  - What do they watch?
  - What do they read?
  - Where do they hang out?