

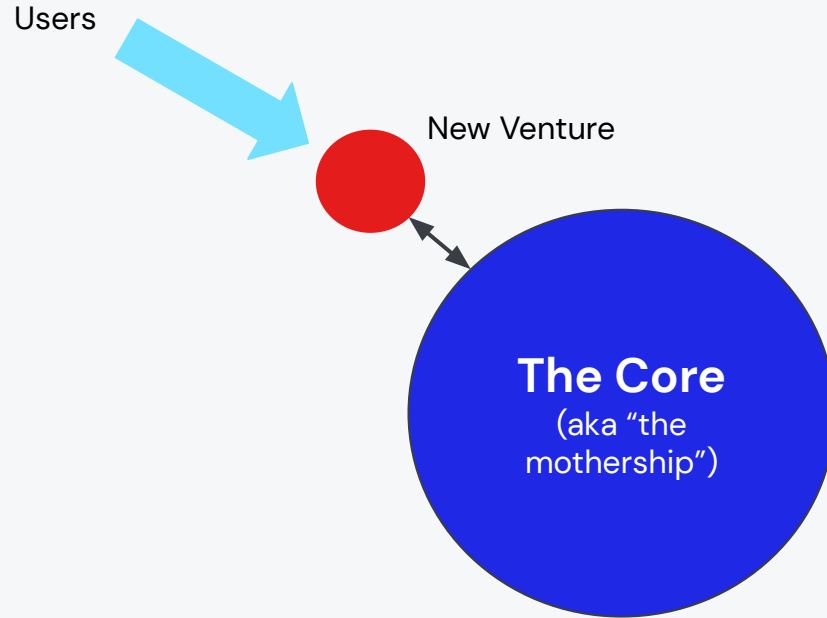
# Building New Ventures That Support The Core

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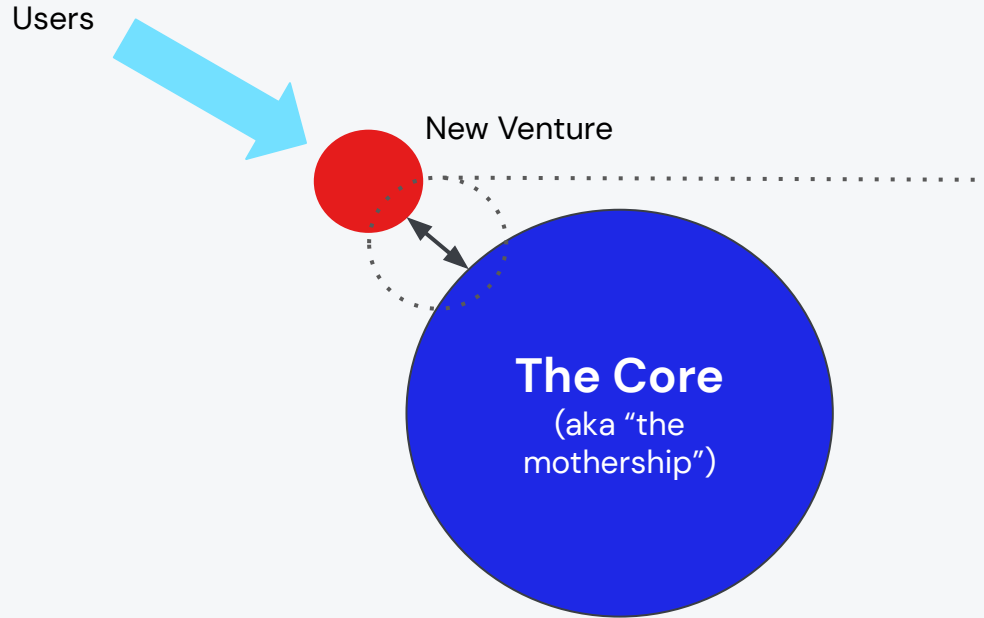
# Start by Building One New Venture Adjacent to the Core



## Keys to building a successful new venture:

1. Find a real problem
2. Focus on a wedge market
3. Build an MVP
4. Prove you can solve the problem ("problem-solution fit")
5. Prove you have the start of a business model independent of the core
6. Prove you can generate value back to the core

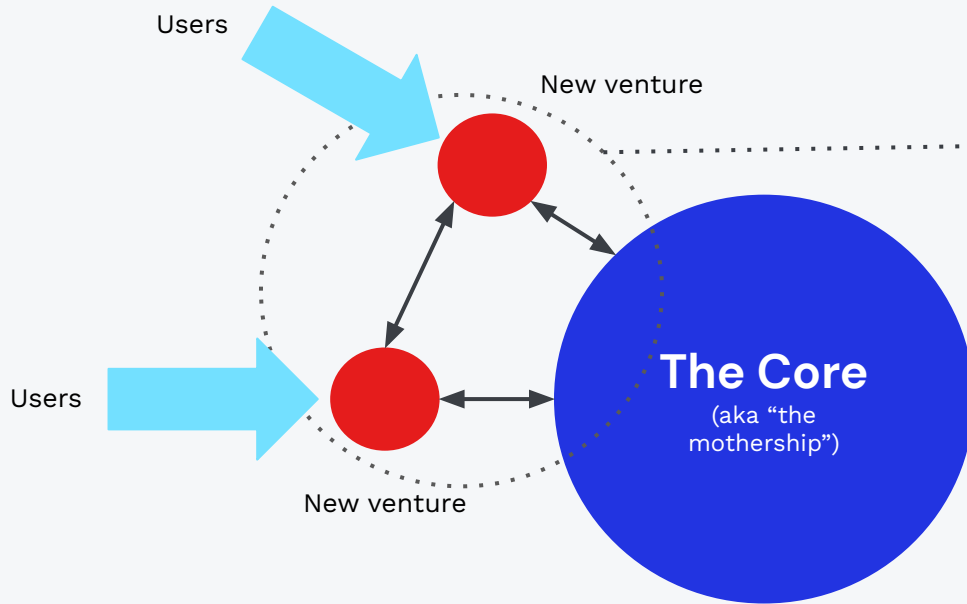
# Ideally, the New Venture Drives Users to the Core



## Ideally

- New users flow *into* the core and are *up-sold*
- Existing users are *cross-sold* on the new venture; core may use new venture as a bundled differentiator
- The core *may* be able to provide marketing/brand lift, but don't rely on it
- The core *may* be able to provide an initial user base for the new venture (but that can defeat the purpose)
- Look for leverageable assets in the core

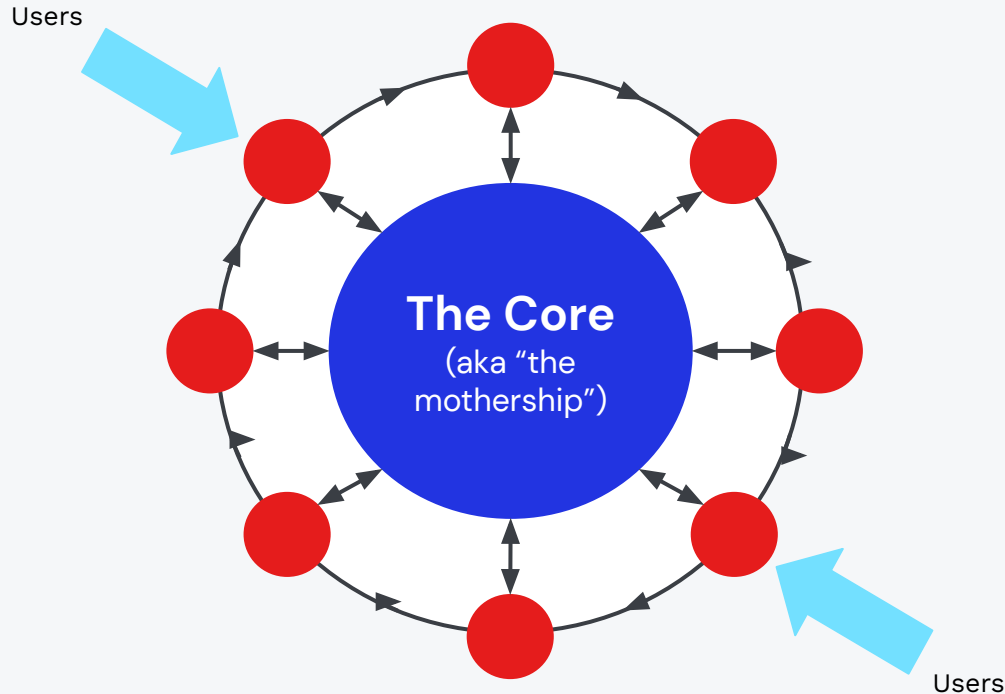
# Build a Second Venture and Value Starts to Compound



Often a theme emerges within which **multiple new ventures** can be built.

Independently they may not be enormous opportunities; connected they can be.

# As a Portfolio is Built, Value Grows Exponentially



## Key things to think about while building a portfolio of new ventures:

- Find pain points in a customer's journey *before* they typically buy your product / engage with you
- Small "point solutions" can be strung together / integrated or sent back into the core later on
- Combined, the goal is typically to increase *engagement* and *LTV*, while also *finding new customers* (or *increasing market share* with specific customer groups)
- If new ventures simply become *lead gen* they're likely to fail (b/c they can't stand on their own)
- As new ventures scale and prove they can generate value back to the core, the core is strengthened and grows as well

# Collaboration drives growth. Conversations drive solutions

We always enjoy conversations about growth challenges, and building new ventures. To learn more about how we can support you with building new ventures, connect with our Founding Partner, Ben Yoskovitz.



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