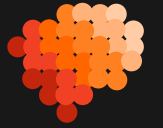




# The Remarkable Effect

Ton Dobbe – Author *The Remarkable Effect*

valueinspiration  
unlock your true potential



value inspiration

# 'Remarkable'

/rɪ'mɑ:kəb(ə)l/  
*adjective*

worthy of attention; striking.



Research  
consistently shows  
**90% of startups  
fail.**

... That's **bad**



What's worse?

**75% of Scaleups fail...**

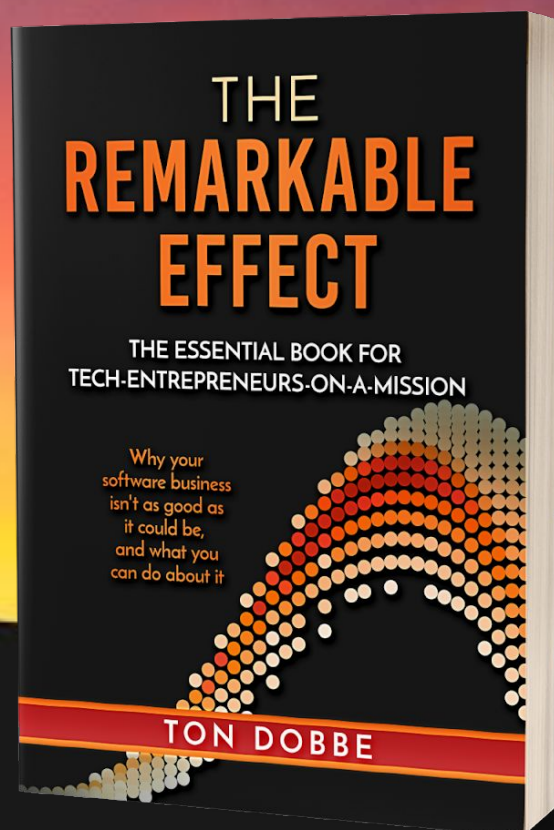
... Companies that are  
supposed to have  
**Product Market Fit...**

# Why?

Why do we so often ignore  
the power of 'Remarkable'?



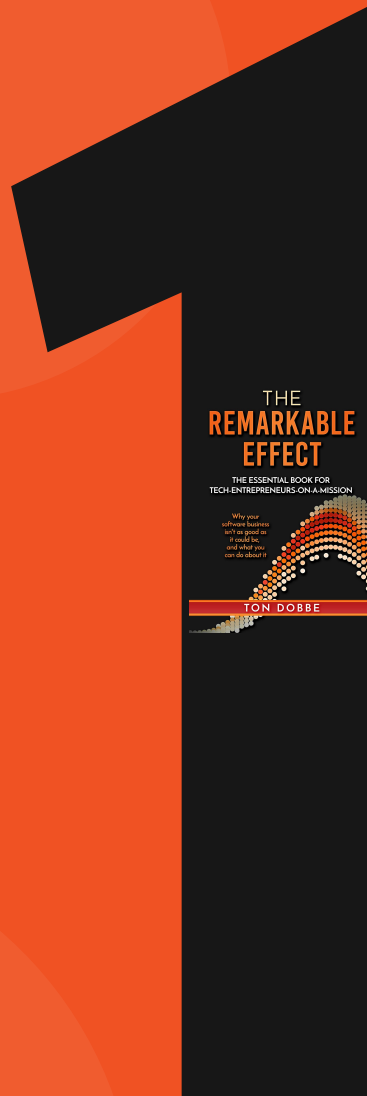
value inspiration



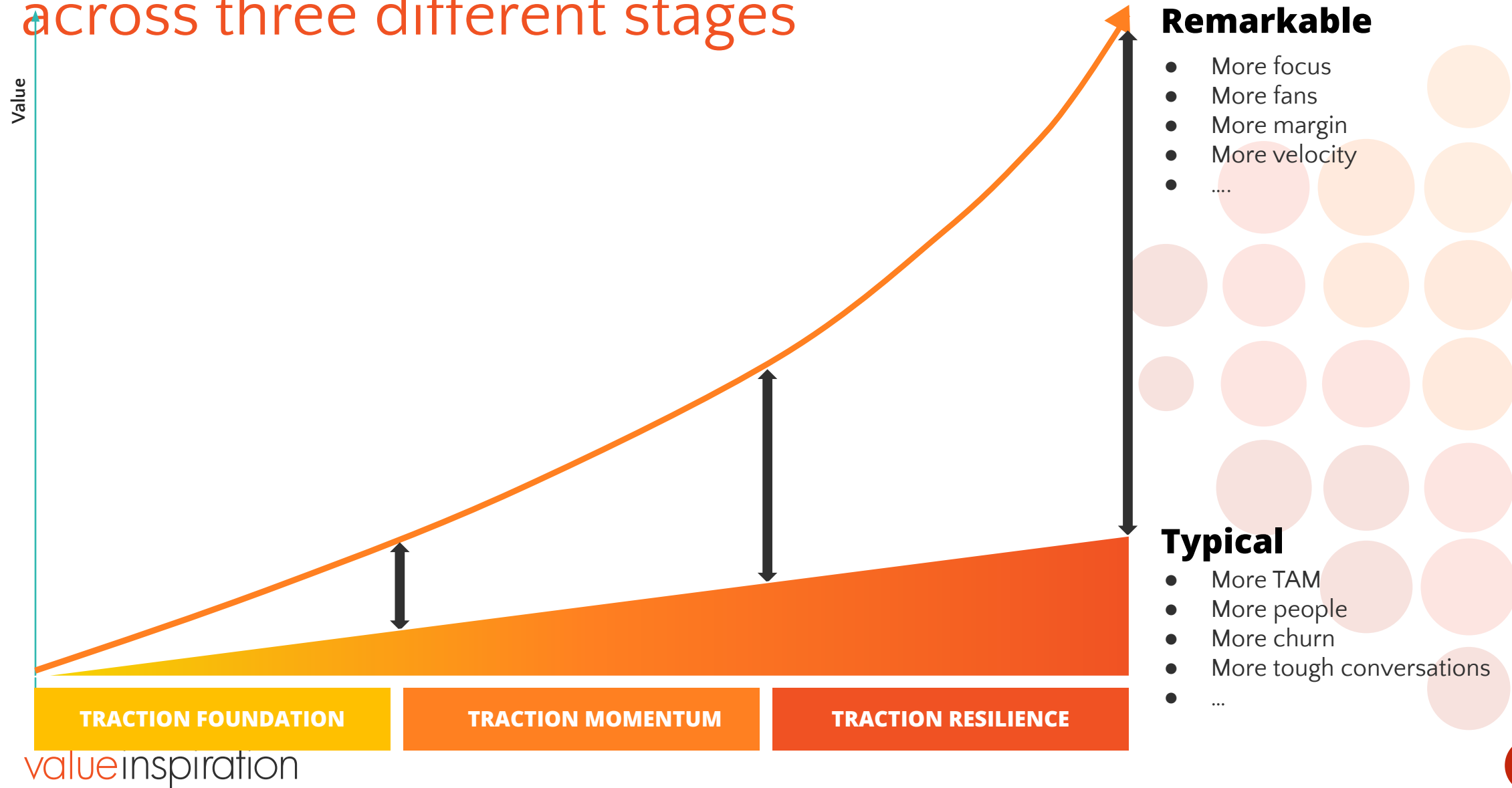
*"Execution is important, but what if everyone in your market is executing?"*

*How do you differentiate?"*

Jonah Lopin, CEO Crayon

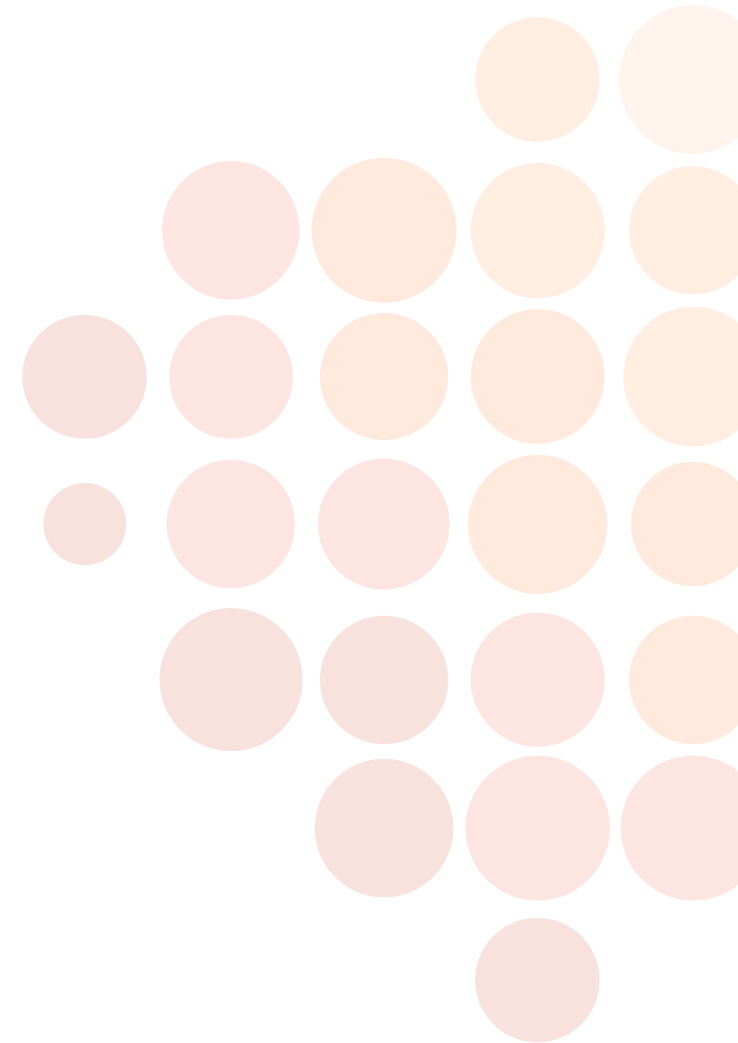
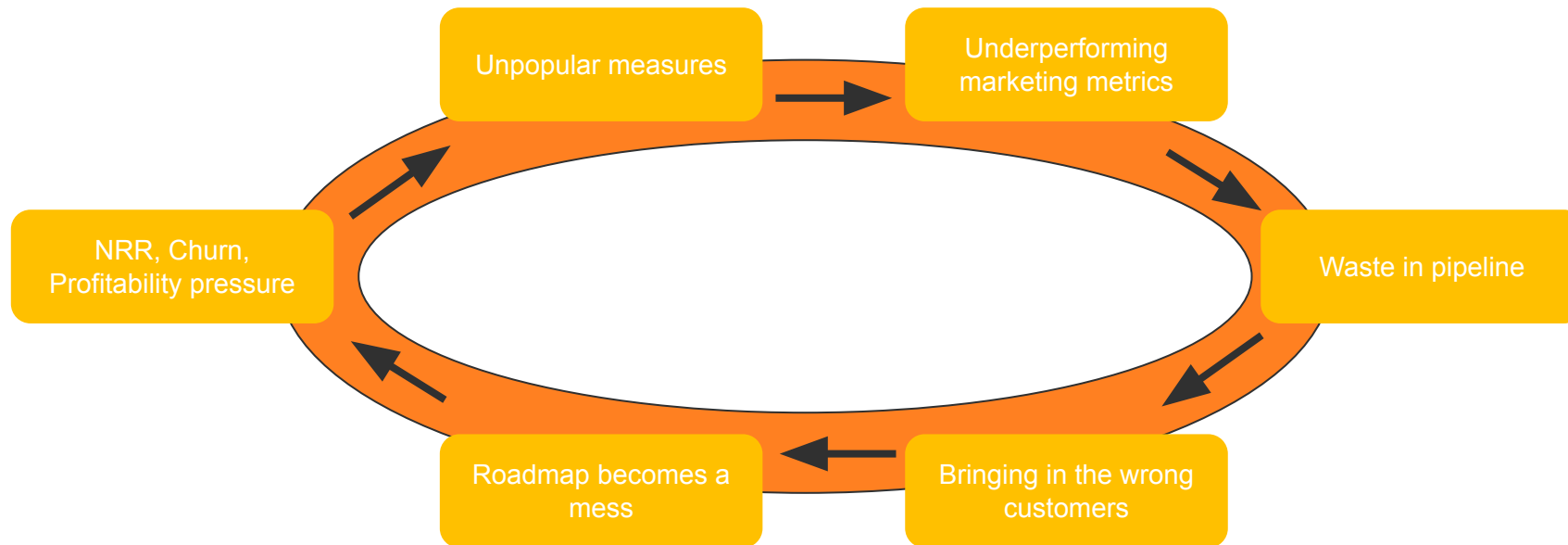


# Remarkable SaaS businesses Stand out **AND** Scale up across three different stages

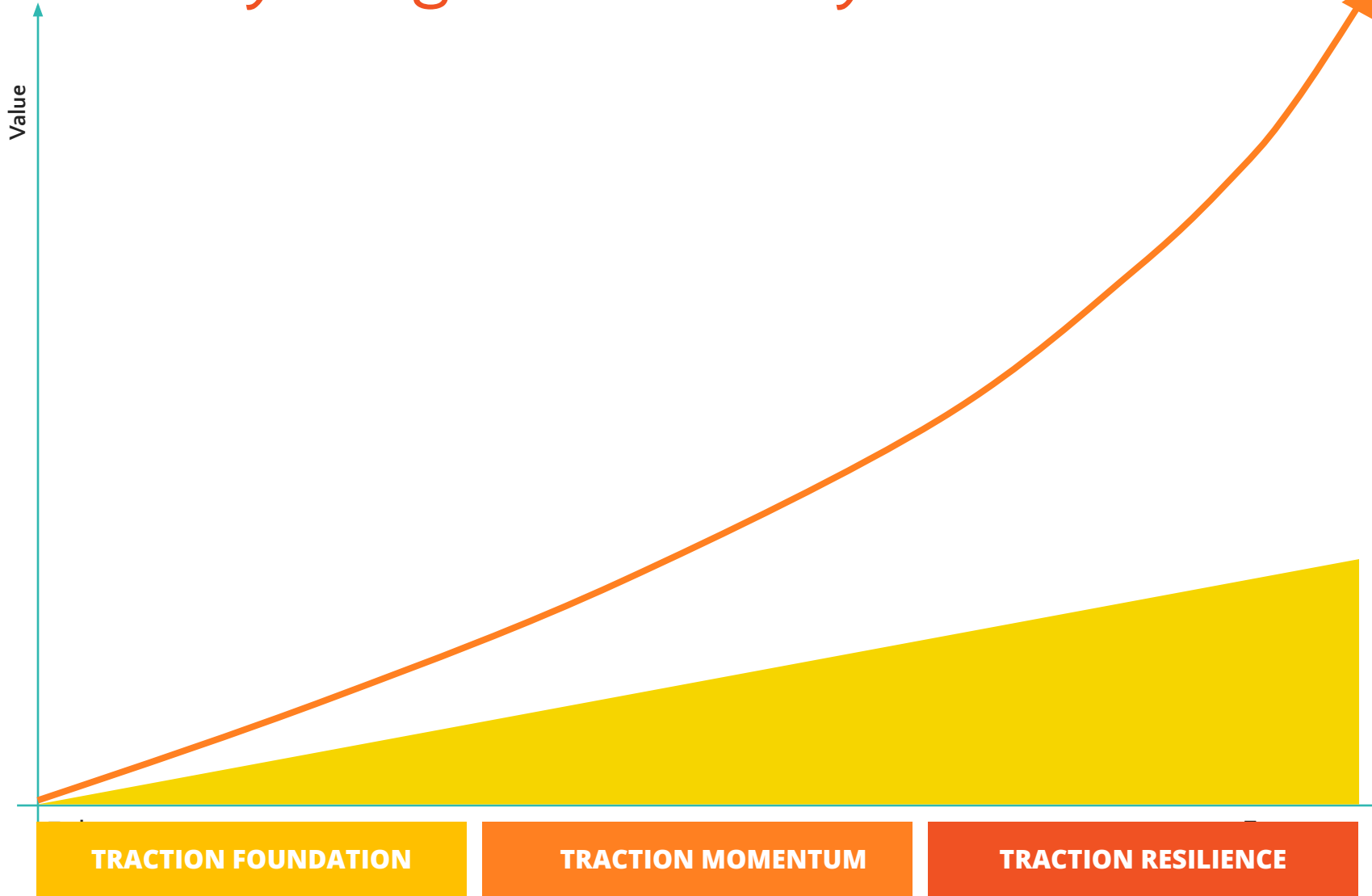




# Many get stuck in a vicious cycle (...of desperately chasing funding)



# Everything starts with your foundation



TRACTION FOUNDATION

TRACTION MOMENTUM

TRACTION RESILIENCE

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Aim to be different, not just better



Offer something valuable & Desirable



Acknowledge you can't please everyone



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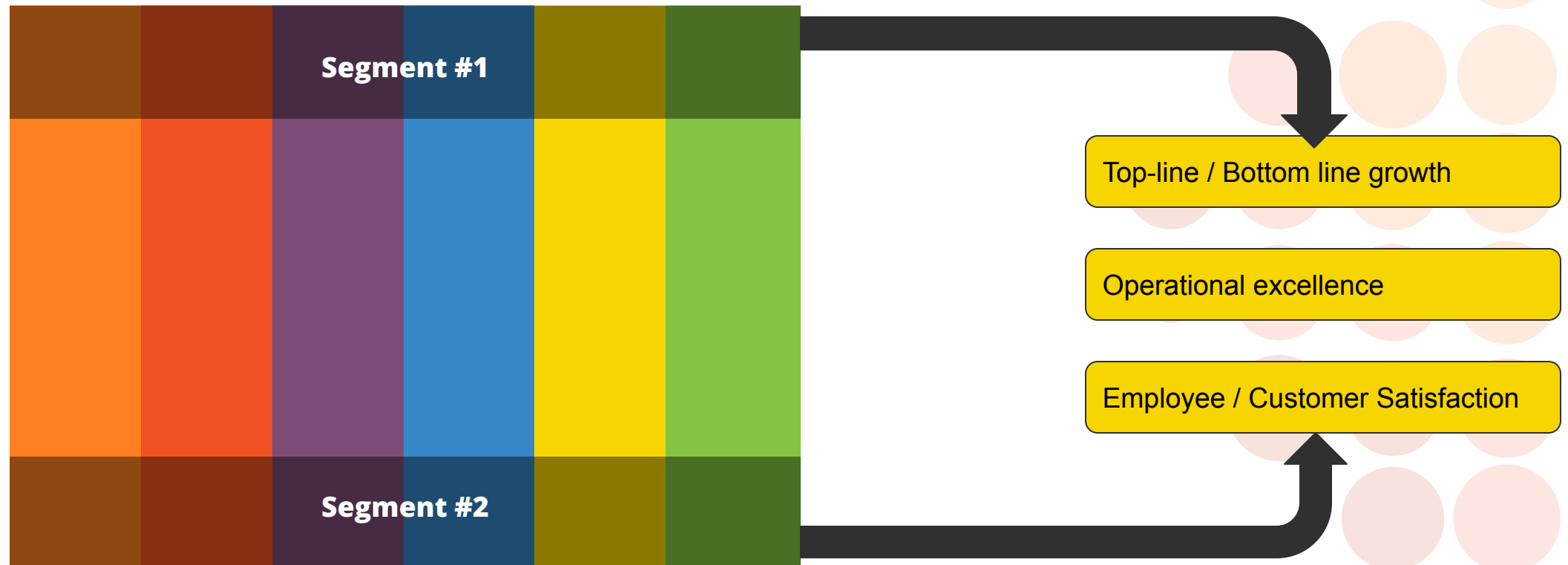
#1

Acknowledge  
you can't  
please  
everyone

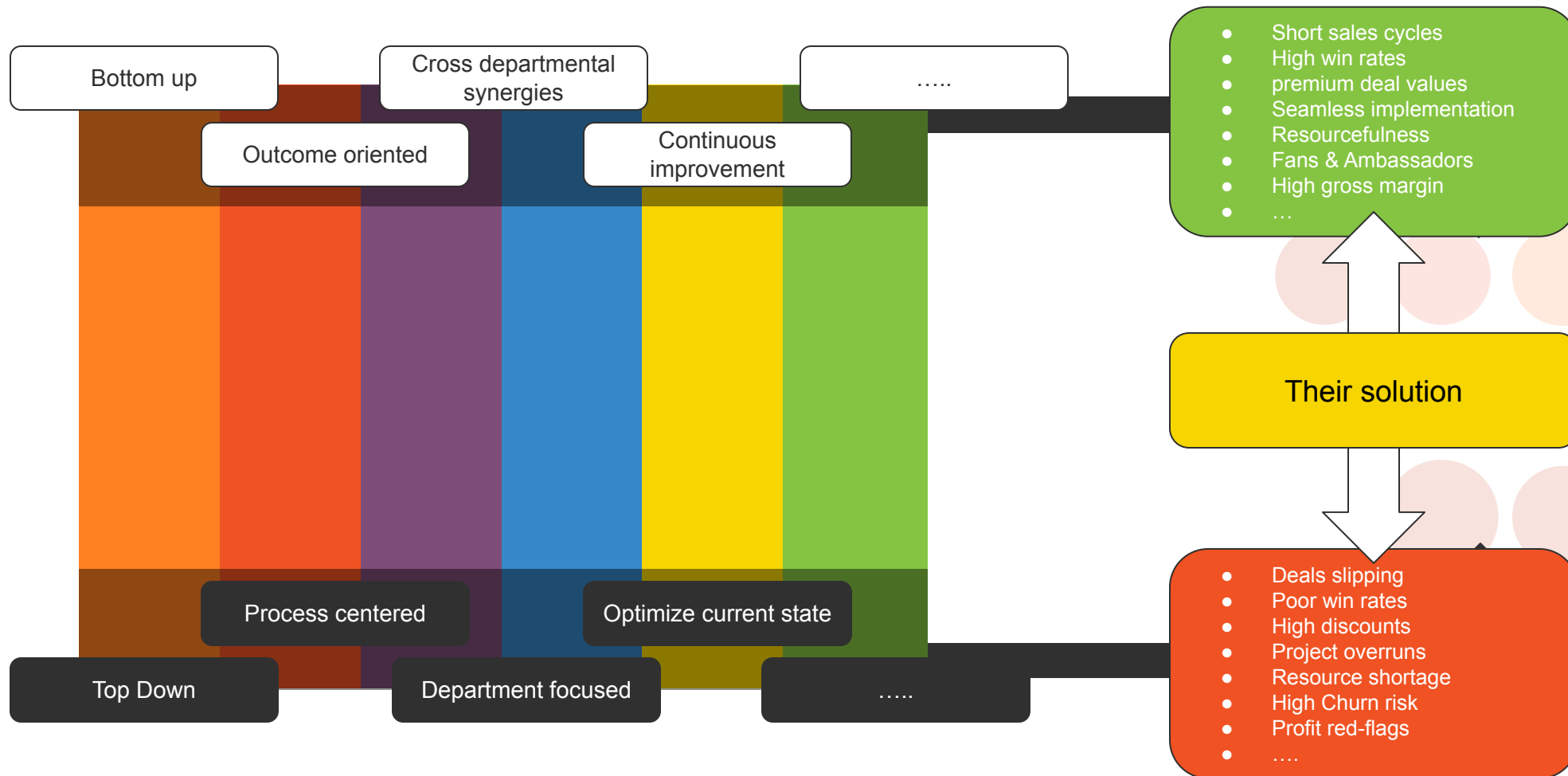
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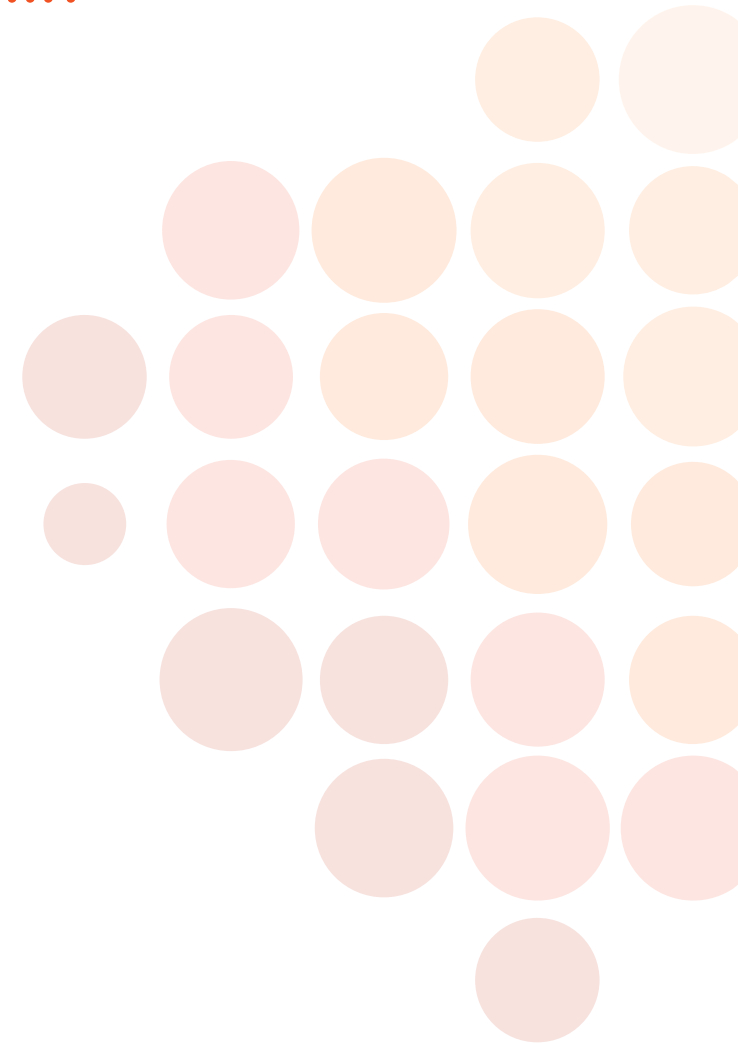
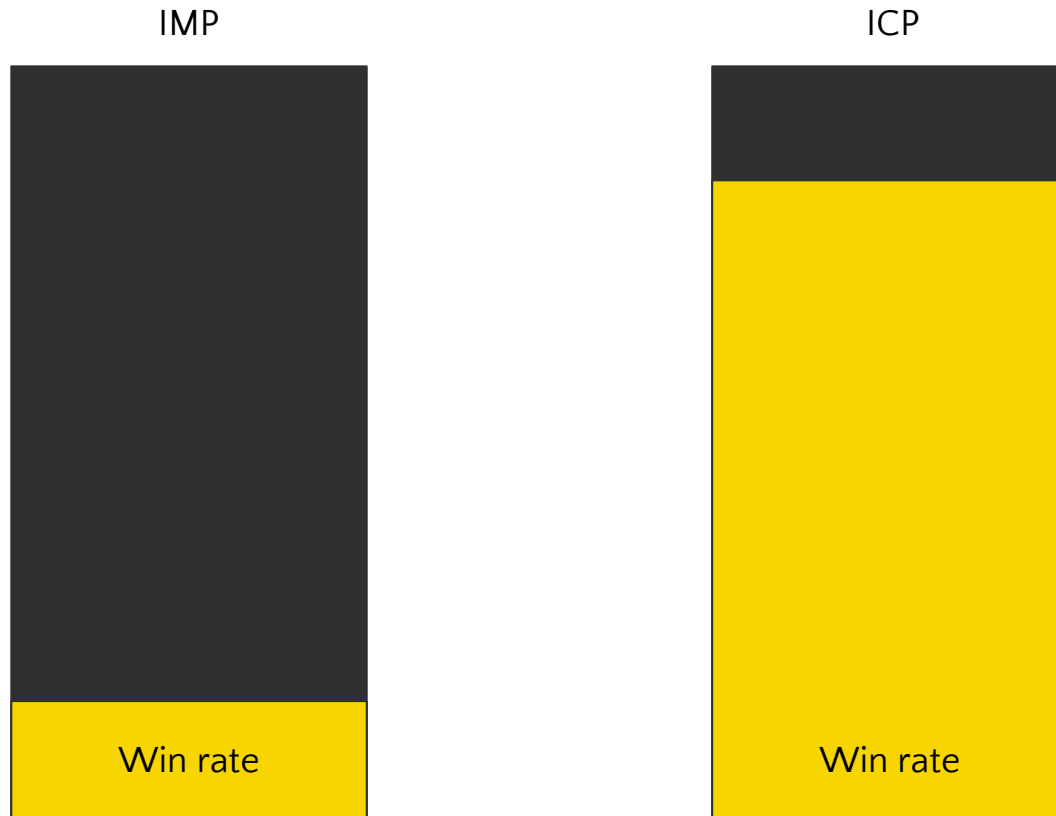
No Service Organization is the same, wants the same, or acts the same...



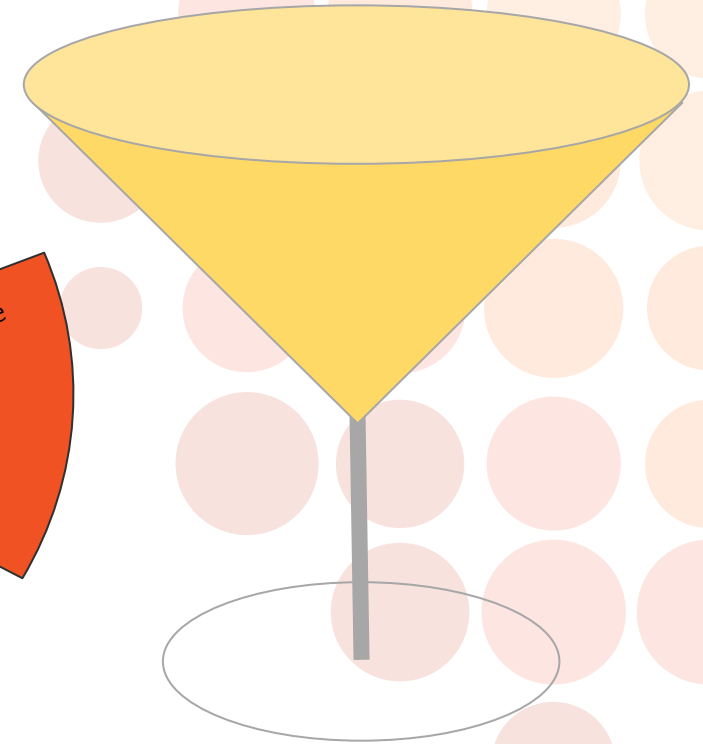
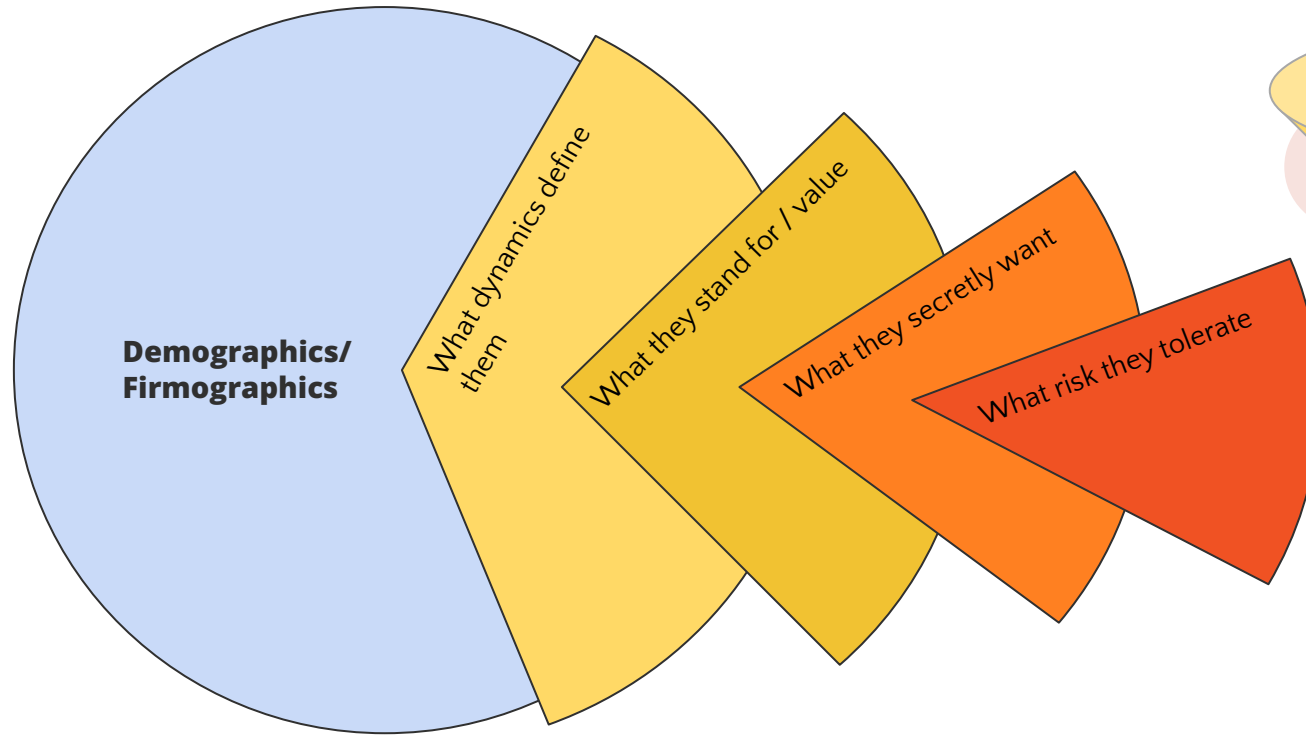
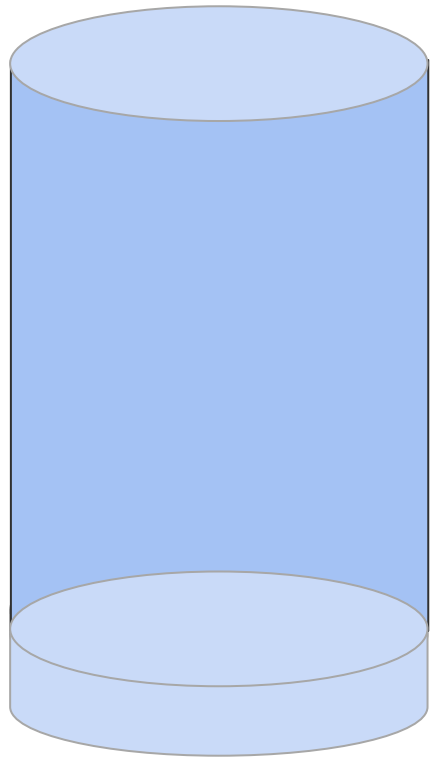
# No Service Organization is the same, wants the same, or acts the same...



Imagine you could find a spot where you'd win +80% and your competition would qualify out....



# Step 1: *Who are you for / not for (anymore)?*



# Who's it for?



## Who value....

- 1 Being Dependable
- 2 Delivering Experiences
- 3 Financial Security



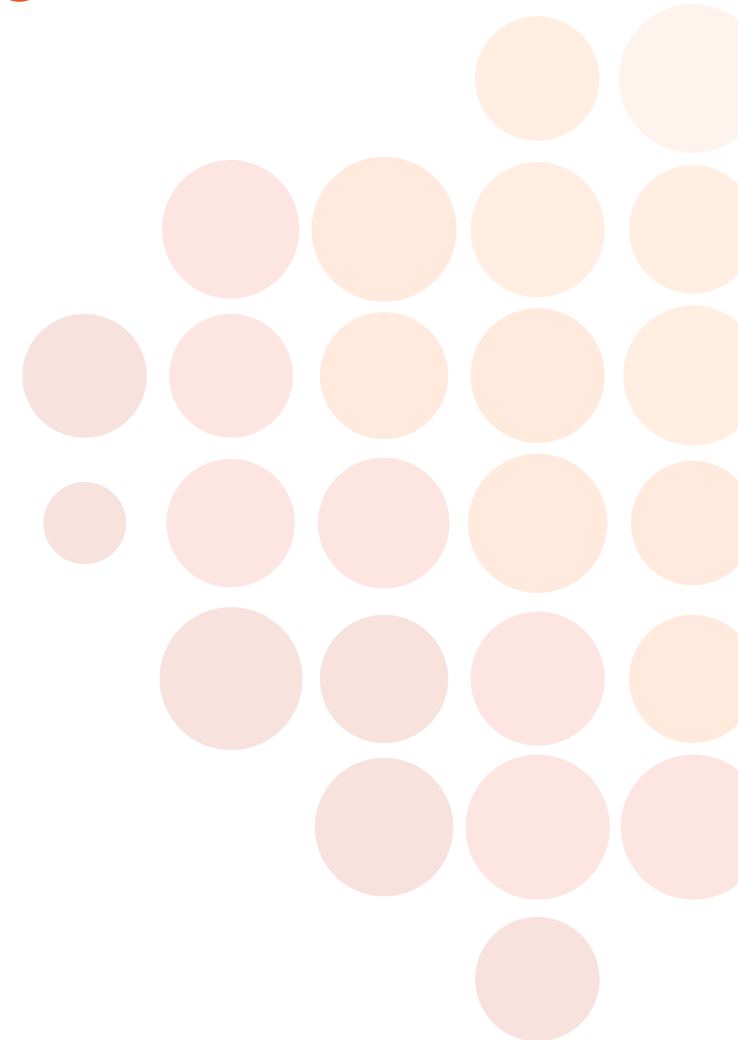
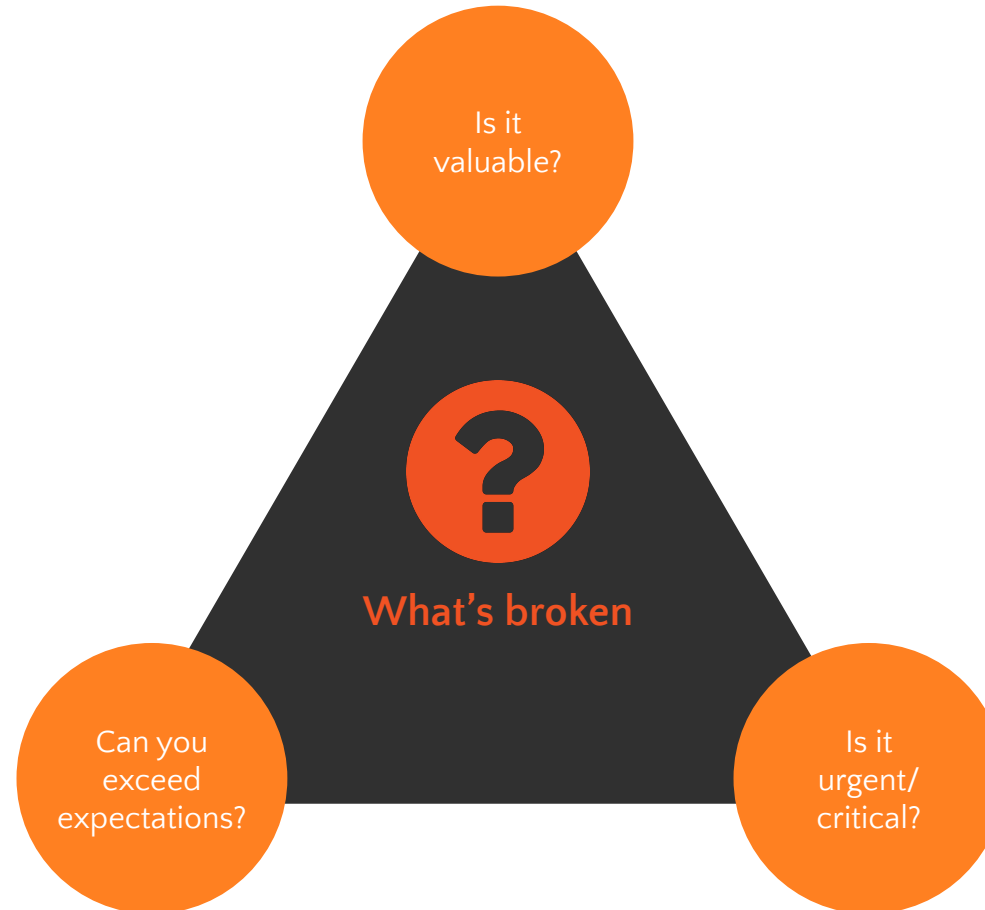
2

#2

Create  
something  
valuable &  
Desirable

# Step 2: Apply 3 simple questions

## Find the value that makes you irresistible





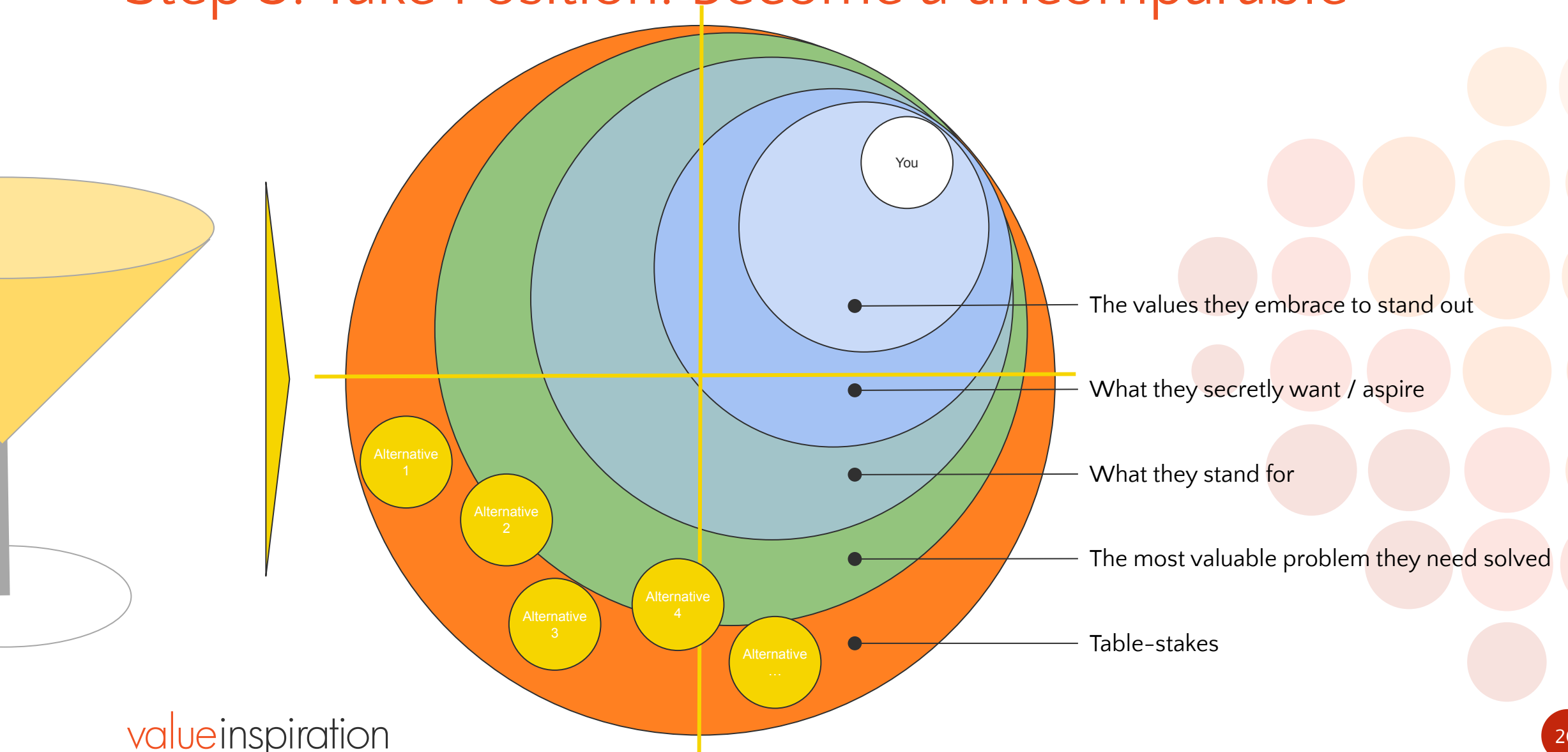
value inspiration

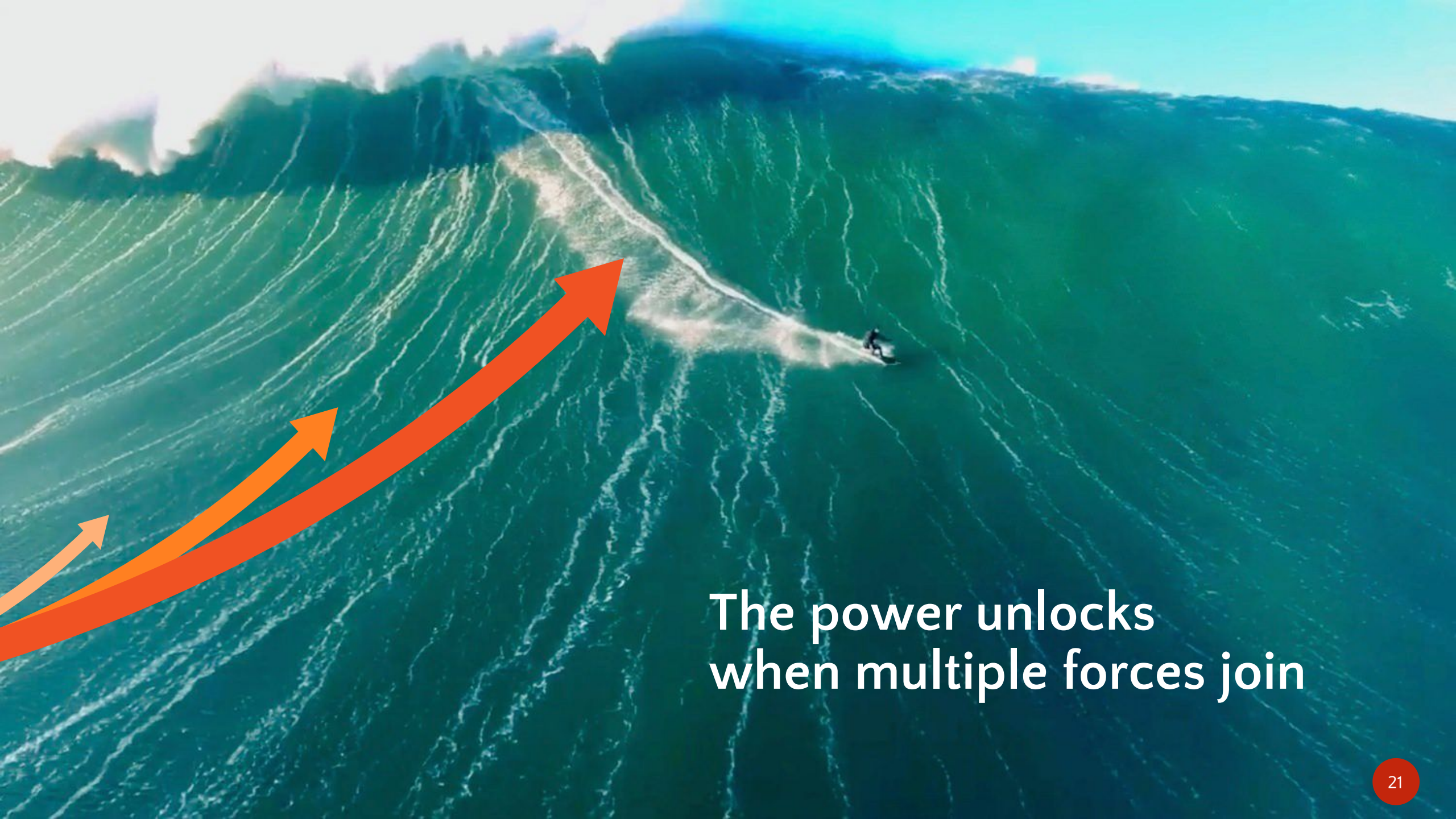
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#3

Be different,  
not just better

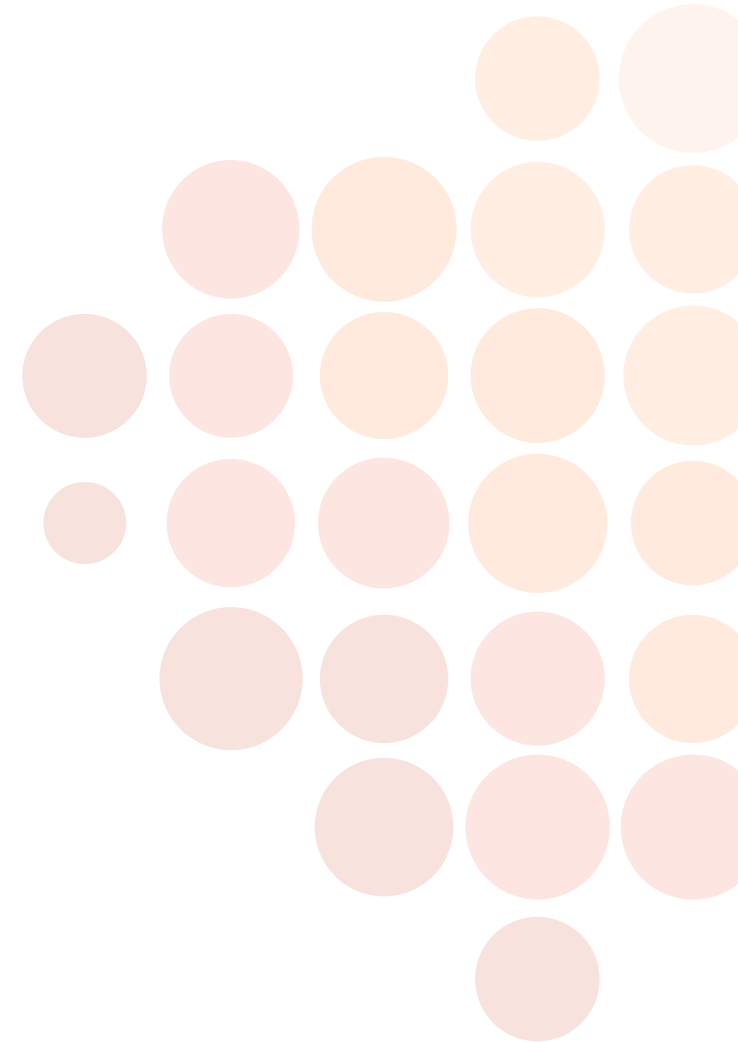
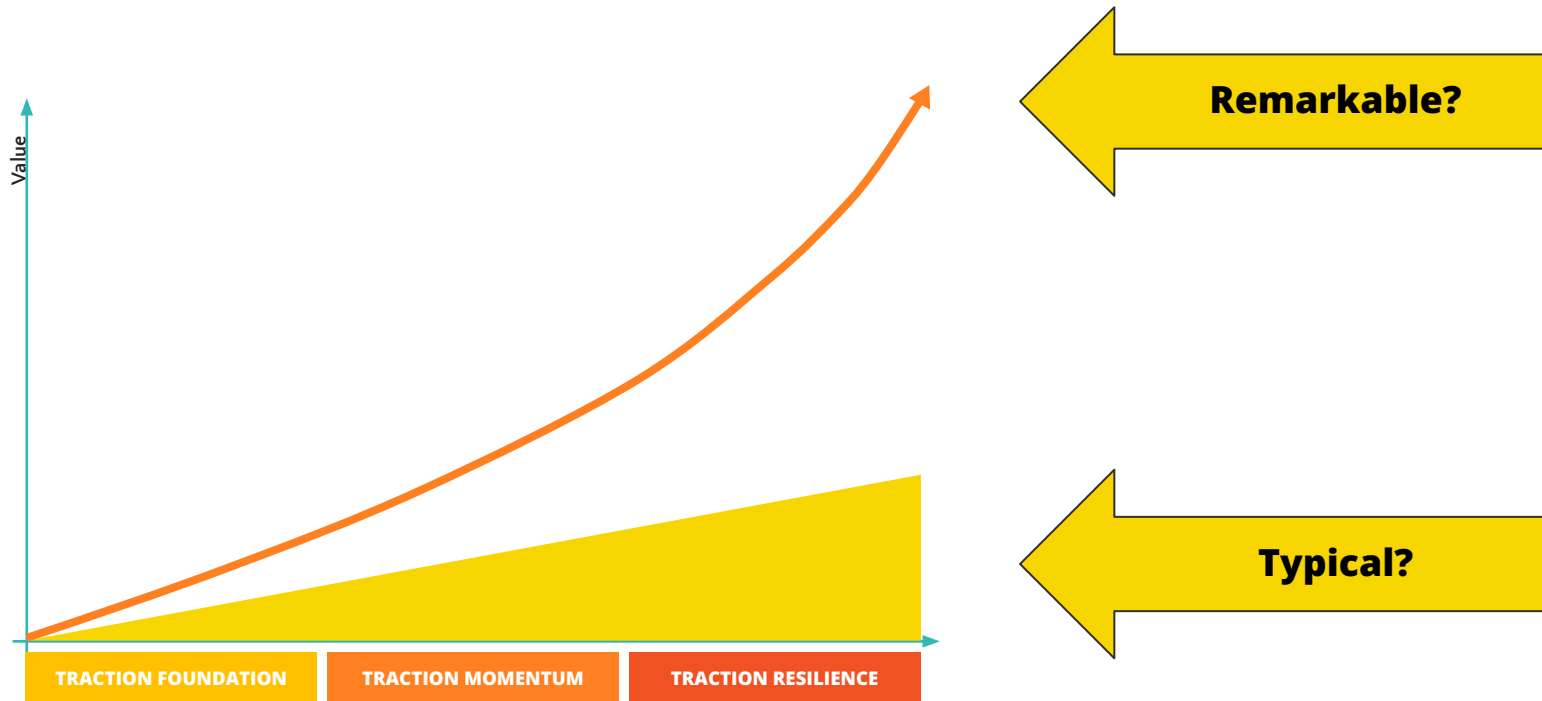
# Step 3: Take Position: Become a uncomparable





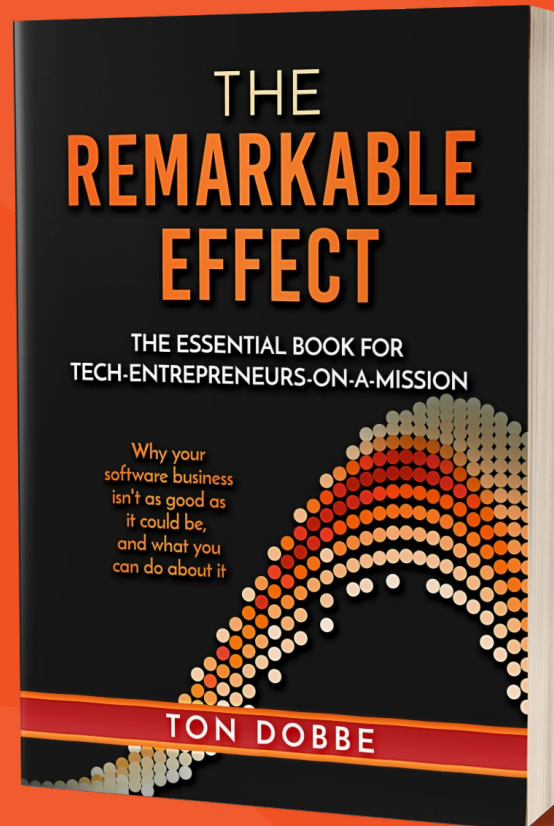
The power unlocks  
when multiple forces join

# Remember – You have a choice





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# Q&A



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