

YOUNG CEO PROGRAM



thinkstartup

Session 9 : Branding



Day2 Assignment

- How big is your market – TAM, SAM, SOM
- Write the Value Proposition in 15 words
- Define the main customer segment
- Your Top 3 competitors + What price they sell + How do they reach to the customers + What customers say about them



Biggest challenge of any startup.
Do people **know** you?



MTO
Cakes and Shakes



F   **D**  **I**   **E**  **BAY** **.COM**

NAME Rating:
Scale 1 to 5

Logo Rating:
Scale 1 to 5



STATE BANK OF INDIA

NAME Rating:
Scale 1 to 5

What does it depict?



Logo Rating:
Scale 1 to 5



TESLA

NAME Rating:
Scale 1 to 5



Logo Rating:
Scale 1 to 5



1st Logo of Amazon

What does it depict?



NAME Rating:
Scale 1 to 5

Logo Rating:
Scale 1 to 5



What does it depict?

NAME Rating:
Scale 1 to 5

Logo Rating:
Scale 1 to 5



What does it depict?

NAME Rating:
Scale 1 to 5

Logo Rating:
Scale 1 to 5

What does REAL in REAL MADRID FC mean?



NAME Rating:
Scale 1 to 5

Logo Rating:
Scale 1 to 5

What does the arrow depict?



SUBWAY

1965



1968



1982



2016

NAME Rating:
Scale 1 to 5

Logo Rating:
Scale 1 to 5

What does the arrow depict?



SWIGGY

NAME Rating:
Scale 1 to 5

Logo Rating:
Scale 1 to 5

What does the arrow depict?



NAME Rating:
Scale 1 to 5

Logo Rating:
Scale 1 to 5



New Logo
What does it arrow depict?



NAME Rating:
Scale 1 to 5

Old Logo
What does it arrow depict?



Logo Rating:
Scale 1 to 5

How many attempts....



1995 - 1997



1997 - 1998

amazon.com
EARTH'S BIGGEST BOOKSTORE

1998

AMAZON.COM

1998

amazon.com

1998 - 2000

amazon

2000 - Present

amazon Prime
2000



ASSIGNMENT

Make your **Startup Logo**

And explain why you chose that design.

