

# On Deck

## The Customer Voice

Volume 3 | December 2020



# Introduction to The Customer Voice

## Why The Customer Voice?

- To share the current ‘customer voice’ with the full On Deck team, to empower us all to best serve fellows + alumni
  - ➔ We also recommend that teammates join #donut-weekly-intros in any fellowship Slack to be randomly matched with a Fellow/Alumni for a weekly chat, and attend Community Calendar sessions 2x/month to get a direct taste of the customer voice.

## What is The Customer Voice?

- A monthly publication of feedback + insights from On Deck fellows and alumni.
  - ➔ Please pass feedback/questions to @trish. This is meant to be a starting point for more conversation, and an ever-evolving format.

# NPS Overview

| Cohort                         | NPS | Responses |
|--------------------------------|-----|-----------|
| ODF6 Milestone 2               | 71  | 124       |
| ODF4 Combined                  | 66  | 201       |
| ODF6 Combined                  | 63  | 398       |
| ODF5 Combined                  | 60  | 186       |
| ODF6 End                       | 59  | 96        |
| ODF6 Milestone 1               | 59  | 174       |
| ODF5 Midpoint                  | 54  | 81        |
| ODF3 Combined                  | 46  | 80        |
| ODW1 End                       | 26  | 93        |
| ODA1 End +<br>ODA2 Milestone 1 | 19  | 31        |
| ODW Milestone 1                | 17  | 127       |

 ODF6 finished strong at 60+ NPS overall

 ODW finishes up 7 pts from Milestone #1

**TL;DR:**

- 1. Help members reach their goals**
- 2. With a low barrier to entry**



# Part 1: Whys + Goals



# Why do people join On Deck?



# Why do members join On Deck?

TL;DR: There's a variety of reasons, and it varies by person and fellowship. Often, Fellows have multiple objectives

General main buckets

- **To gain knowledge or skills**
  - Podcasters learning the frameworks to consistently publish
- **To get to a specific result/output**
  - No Coders building an MVP
- **To build relationships**
  - Founders looking for Cofounders
- **To expand network/access**
  - Angels looking for dealflow

[Full working list here](#), comments welcome!

# Why do members join On Deck?

- **There's a lot of overlap between fellowships:**
  - Founders + No Coders both want to be part of a community of fellow builders
  - Writers + Podcasters both want to establish a regular cadence, and often to increase audience
  - Angels and First 50 both want to find breakout startups
- **The common thread between all fellowships: connection to others.**

There tends to be a few different flavors of connection

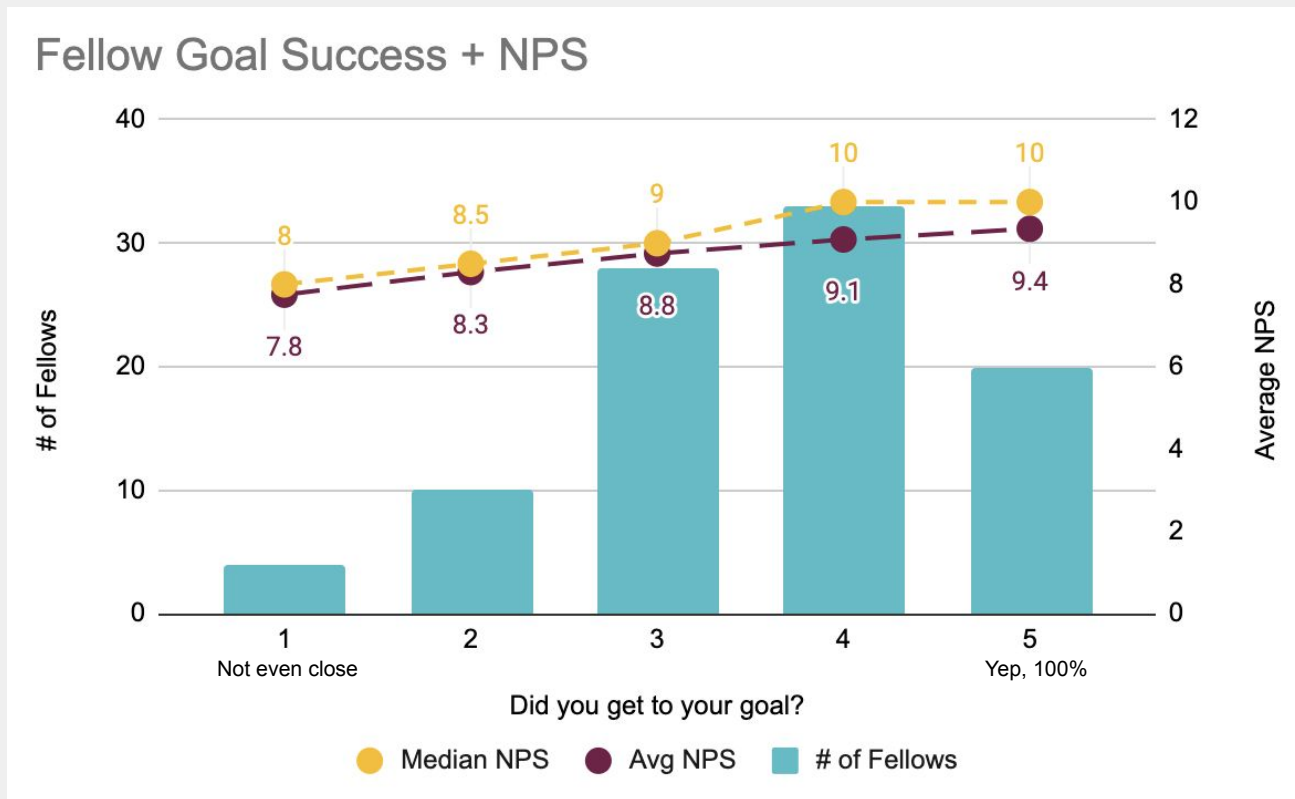
  1. Expanding network or access to people
  2. Building deep relationships
  3. Finding a specific person - cofounder, partner, advisor, first customer, investor



**What % of Fellows achieve their goals?**



# ODF6 just provided our first data on goal success.



# What goals were achieved in ODF6?

## Goals that are more likely to be achieved:

- Deep connections/new friends
- Expanded network
- Clarity / confidence on life path
- New knowledge/skills

## Goals that are less likely to be achieved:

- Met a co-founder, early teammates or hires
- Narrowed in a specific idea/plan
- MVP built / in progress

→ Note: General outputs were more likely to be achieved than specific outputs

# Why / why not are goals achieved?

## Top reasons why success was not realized:

- **Pivoted idea/direction** (This is the most common reason for Fellows with low goal success scores and high NPS)
  - *Realising that my actual objectives were somewhat different / more nuanced than what I thought they were going in, and thus pivoting accordingly.*
- **Not enough time invested by Fellow due to competing demands**
  - *Mainly time, an early-stage startup, fundraising made it very hard to participate as much as I wanted*
- **Couldn't find their people/idea**
  - *I failed to find any projects that both 1) had an opening for a co-founder and 2) had a product I was interested in building*

## Top reasons why success was realized:

- **Connections**, mostly within the community, and also to investors/customers
  - *I got to meet some outstanding people and I learnt a lot. I also got some potential warm introductions to investors for when we start fundraising*

# Why does this matter?

Understanding these goals →

Create structures, platforms, and support to help  
Fellows realize these goals →

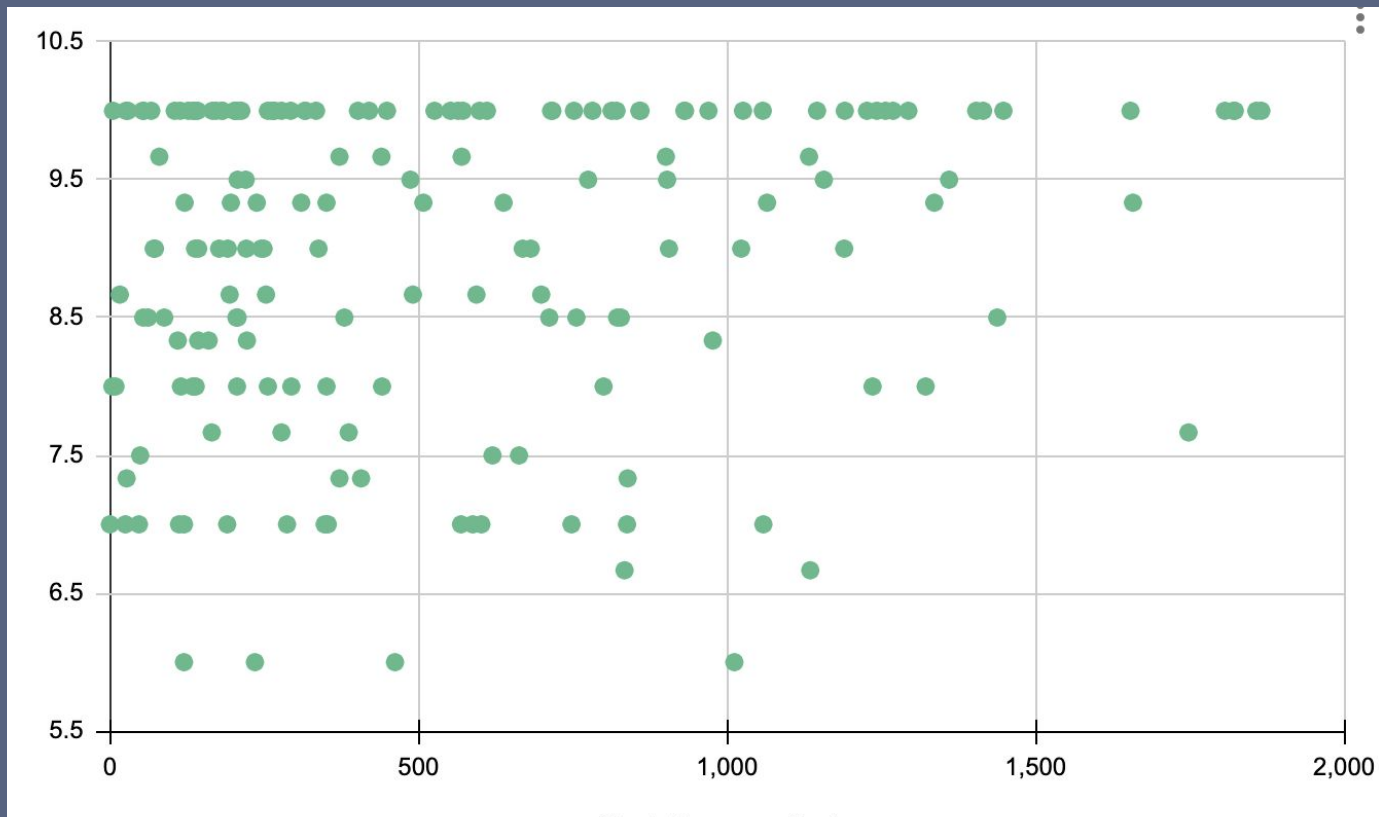
More Fellows realize these goals →

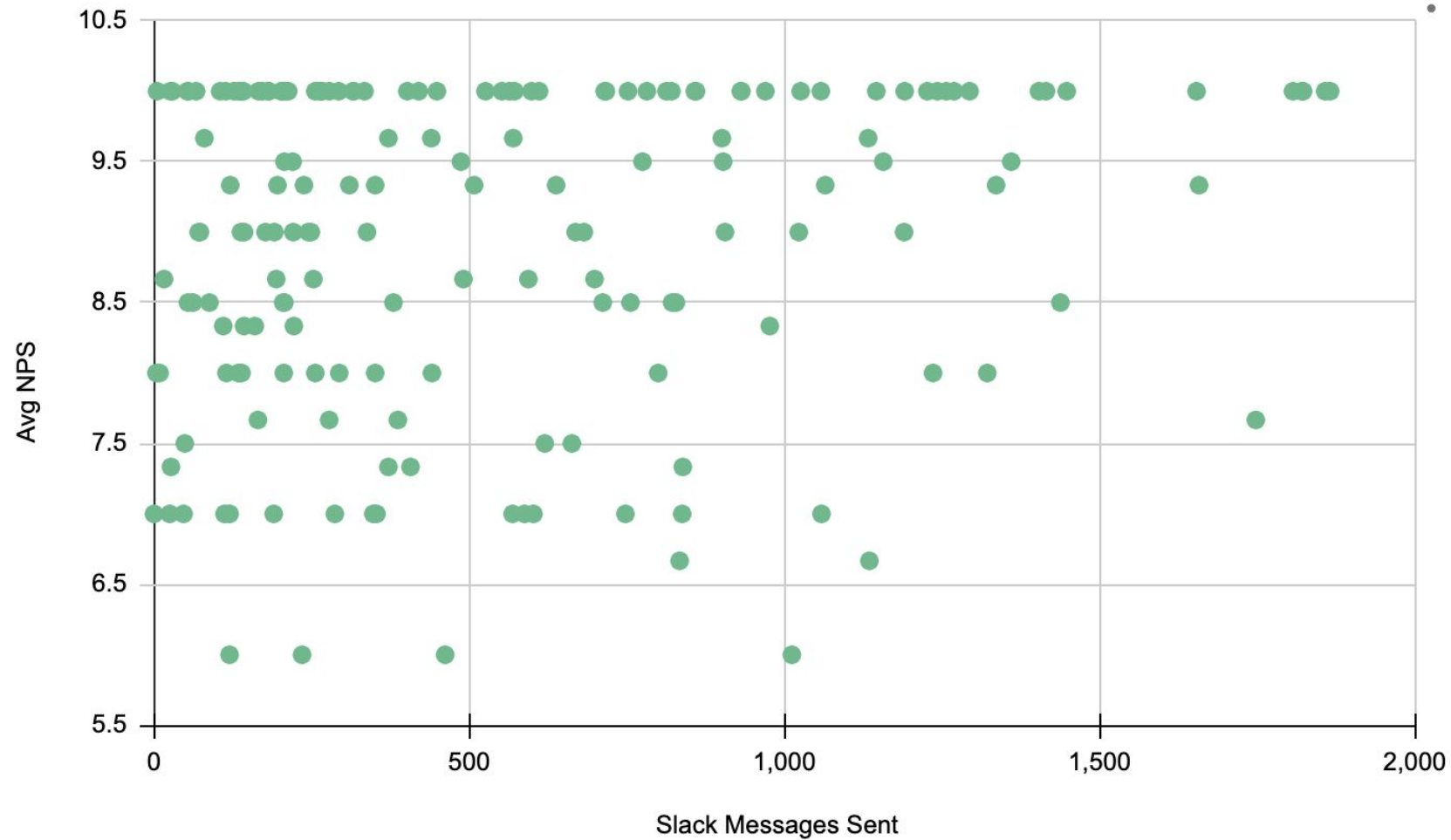
**Higher NPS, more referrals, more value created,  
stronger communities, and ultimately a bigger  
positive sum**

# Part 2: Time to Value

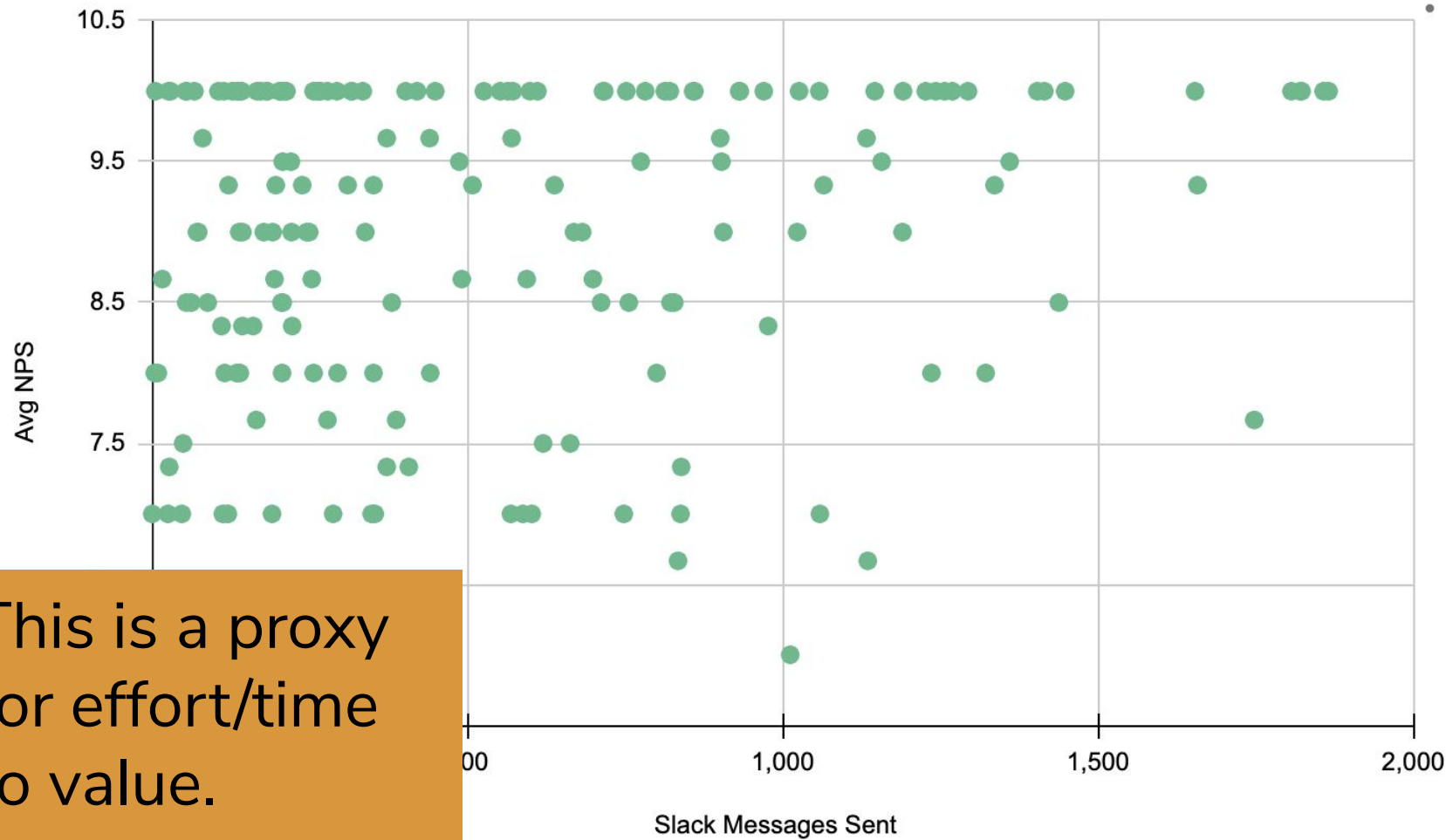


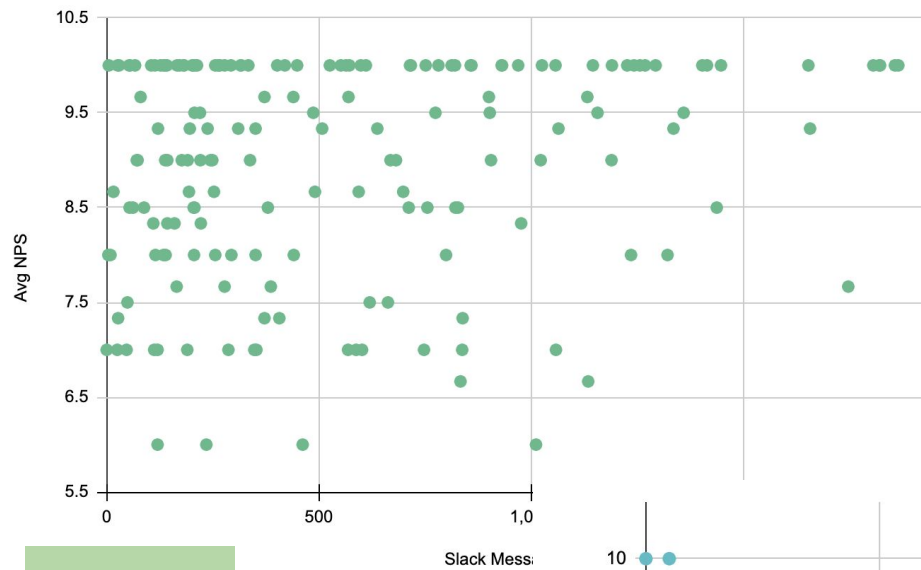
# What is mapped on this graph?



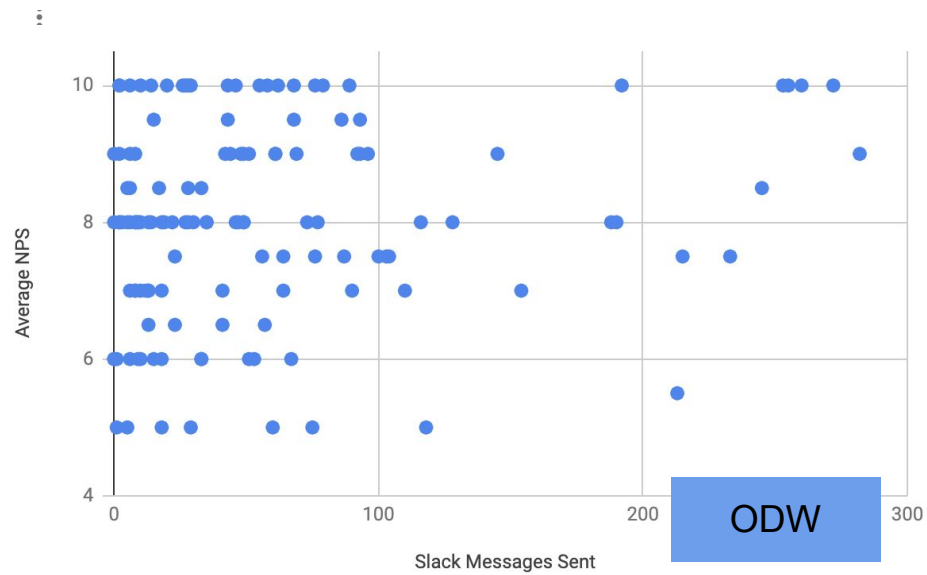




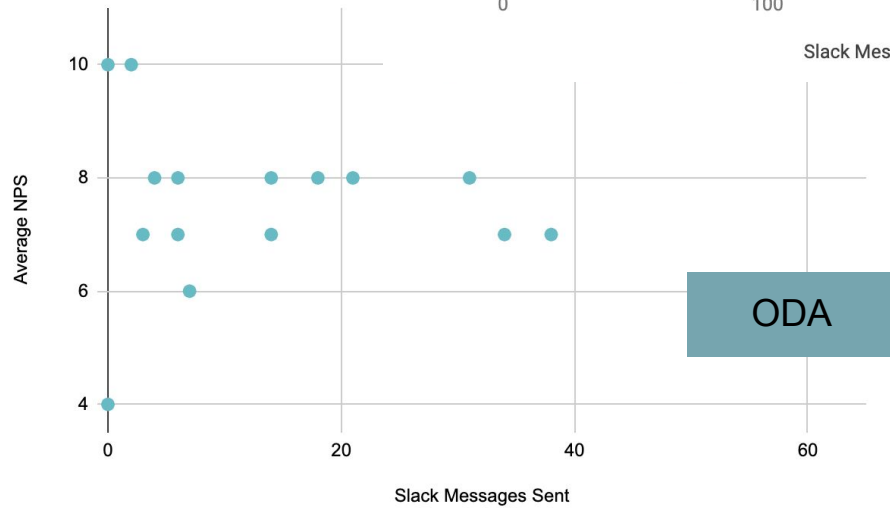




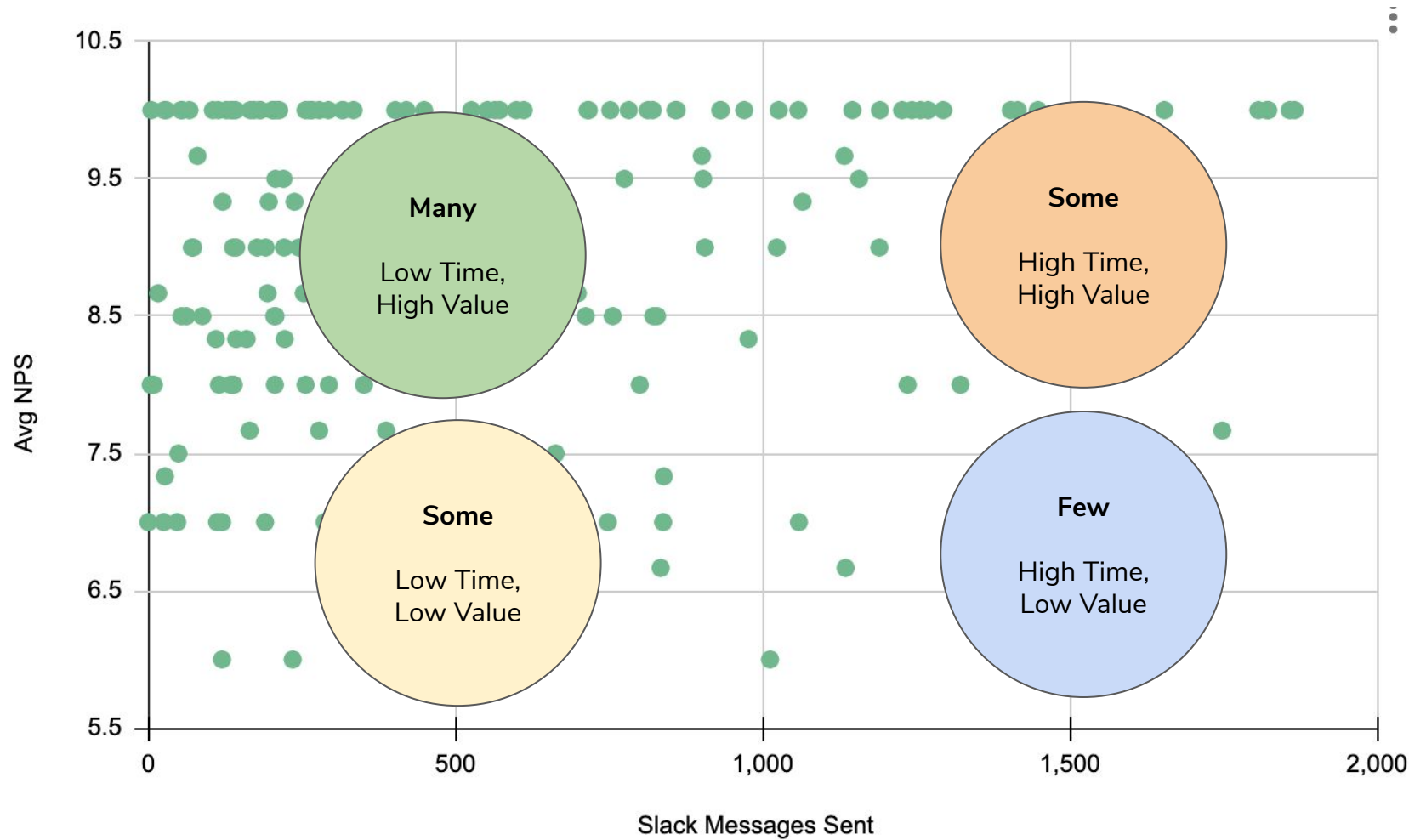
ODF



ODW



ODA



**What do these scatterplots show us?**



~~maximize engagement~~

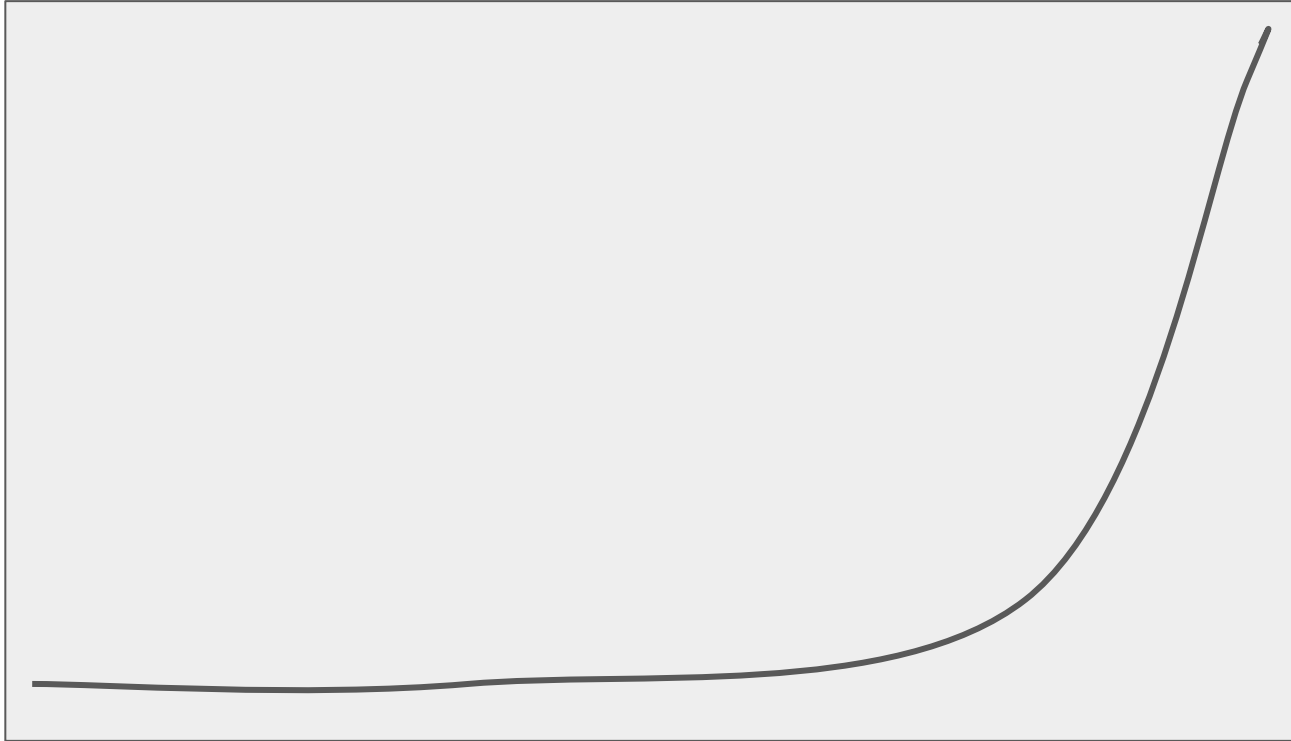
**minimize unengagement**

- Prevent unhappy power users
- Build for the common member to derive value quickly

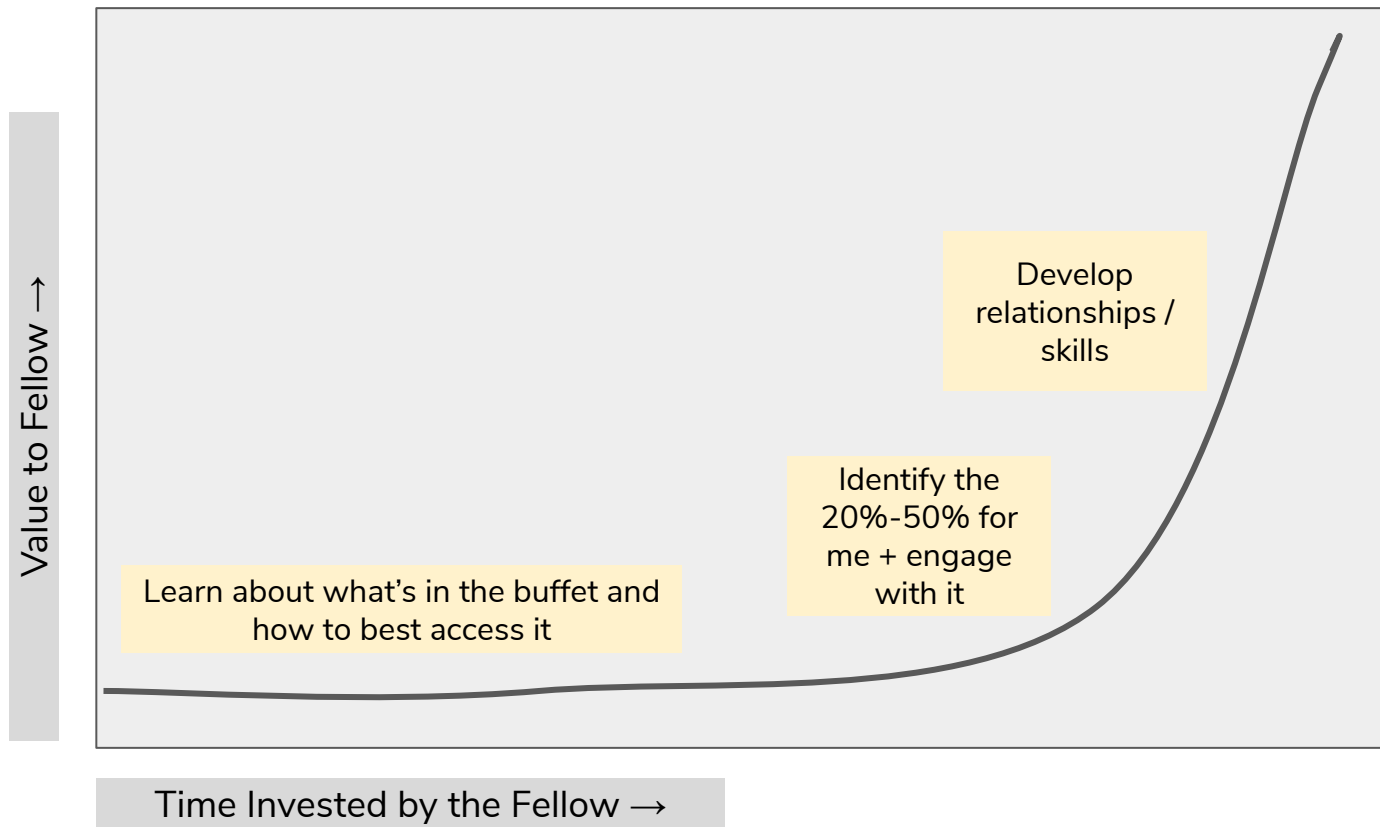
# Customer journeys as a framework for understanding engagement



# The typical community/experience journey line

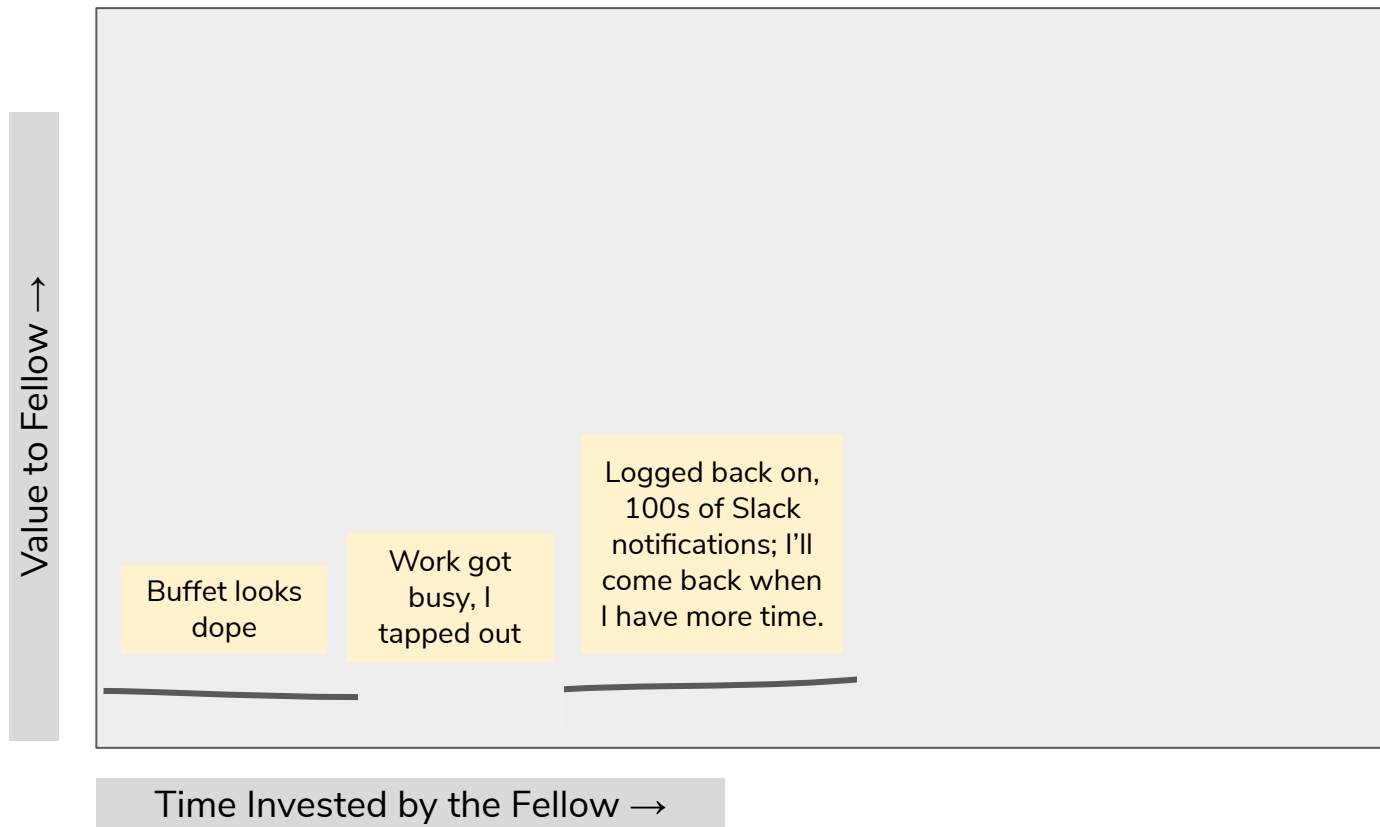


# The typical community/experience journey line

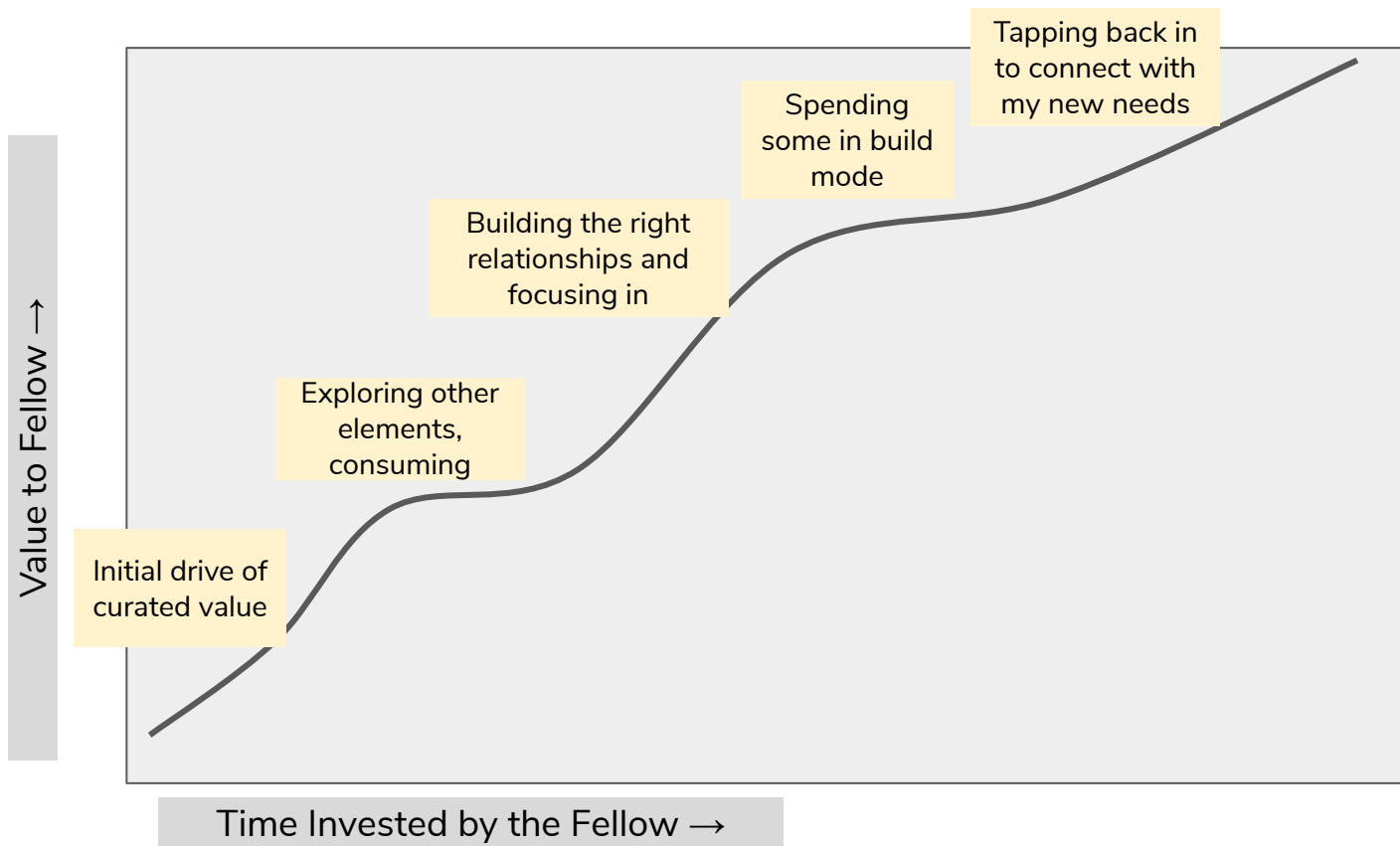




# What commonly occurs in practice



# A more ideal journey



So, what we should we do armed with this  
new data?



# Lower time to value

- Curate
- Recommended/Mandatory-ish (for a use case or all)
  - Type of programming: ODW Workshops
  - Action: ODF Cofounder Directory Update
- Develop, support + track goals and moments
- Tags or mini orientations for different objectives
- Clear subcommunities that start async

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