

Product/Service Creation

Making Things Better

Student Activity

Cupcakes and *Purple Cows*



Yes, it ***is*** an odd visual!

But, in the world of entrepreneurship, they are related. Read on to find out how...

The article, *Making it Better*, in the August 2007 issue of Nebraska E-News Monthly, focused on the cupcake craze in New York City that has spread across the nation. That craze is a case in point of how entrepreneurship is really about **making something better**. Venture creation (entrepreneurship) is often just looking at an existing product or service, finding a way to modify or adapt it to make it better, and marketing it by showcasing **how** it is better or unique.

So, how does a Purple Cow relate to this?

Author Seth Godin has been preaching the gospel of Purple Cow Marketing for a while. And Purple Cow Entrepreneurship relates directly to the concept. Here's the story in a nutshell:

Mr. Godin was driving through the French countryside enjoying the beautiful pastoral scene of cows calmly grazing in peaceful pastures. But, after a while, the enchantment wore off and despite the beauty, it just became field after field of boring brown (or maybe black-and-white) cows. The unique and beautiful had become boring; the old adage "familiarity breeds contempt" had kicked in.

The author takes this concept and captures the imagination by telling the reader that in order to capture the attention of customers, marketers (and entrepreneurs) need to use the Purple Cow Concept. His idea is that a Purple Cow stands out in a herd of brown or black-and-white cows. It's unique, special, different, fun, you pick an adjective, you probably get the idea.

Entrepreneurs can use the Purple Cow visual when thinking about what kind of business to start, and how to make their product or service different so that they "grab attention" and create "buzz" or word-of-mouth advertising (the best kind by far).

Your task is to think of a product or service in your community or beyond that has lost its uniqueness and that you think you could make really appealing to customers or clients by adding to it, making it appear different in some way, giving it extra features that no one else has thought of yet, taste better, whatever; think outside the box...and about the Purple Cow.

Hint: A recent example of a Purple Cow product is the I-Phone. Apple took a product that has become a bit of a commodity (common everyday product) and had people camping outside AT&T and Apple stores to be the first to purchase one.

Product/Service Creation

Making Things Better

<p>Existing Product/Service</p> 	<p>Features/Benefits</p>
<p>Purple Cow Product/Service</p> 	<p>How MINE Will be Different, Unique, Serve the Customer Better!</p>