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Zendesk Fall 2022 Case Competition

ZENDESK x BWIB x EGAL



CRTLY Consulting



Meet The Team



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Project Overview



Project Overview

Objective: Zendesk is currently working to address the **increasing the percentage of underrepresented founders** in the Zendesk for Startups Program

1

Lead Generation Strategy

- Leveraging partner referrals
- Identify potential partners, events, or initiatives

2

Brand Strategy

- Evolving the Zendesk's brand strategy to attract founders from underrepresented backgrounds
- Increasing traffic to Zendesk

3

Program Application

- Finding new ways to vet prospective startup customers
- Ways to obtain the necessary information needed to ensure program fit

4

Establishing a Baseline

- Establish a baseline to understand the representation amongst founders in the current startup community

5

Developing Ideas

- How can Zendesk find ways to give back to the startup community.



Lead Generation Strategy



Potential Partners, Events, & Initiatives

Ways to Find Diverse Startups [part

1

Campus Affinity Groups

- College Campuses
 - HBCU's
- Campus Affinity Groups
 - NSBE
 - HES
 - SWE
- What to Offer
 - Sponsorships
 - Scholarships
- Why it Matters
 - Brand Awareness

Preexisting Premier Accelerator

- Reaching out to premier accelerators that already place an emphasis on investing in underrepresented startups is a good method to find them.
- Building connections with said premier accelerators and keeping an open line of communication helps as well.

POC Influencers

- @theninthesemester
 - career coach/focuses on advertising internships to gen z
- @tallneil
 - deep dives on various brands, influencers, and marketing
- @kyahhabdul
 - tips + first hand experience about being woc in corporate world





Ways to Find Diverse Startups [part 1]

Targeted Application Cycles

- Taking advantage of the organic funnel, Zendesk can open seasonal applications for startups to receive funding, and only progress underrepresented ones.
- This would help Zendesk gain notoriety as a company that invests in them, and it would attract more underrepresented startups.

Startup Conferences

- Diversity Oriented Conferences
 - [Grace Hopper Conference](#)
 - [Black Enterprise Summit](#)
 - [NGLCC Conference](#)
- Booths at startup conferences
 - Educate on how Zendesk can serve startups
 - Brand promotion/awareness
- Prize pool offerings
 - Offer X time of free Zendesk services for conference winners





Brand Strategy



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Website Competitor Analysis



Zendesk, AWS Activate, and Hubspot

	zendesk	HubSpot	aws
Customer Support			
Long-Term Free Resources			
DEI Initiatives Subpage			

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Displaying Data

Issue

Zendesk doesn't provide any data on their website.

This leads the customer to wonder if the process is selective, helpful, or even worth applying for.

Solution

What types of Data?

- + # average ticket **resolutions**
- + % of Zendesk supported **startups** owned by **underrepresented groups**
- + % of startups that **continue services** after free trial

Recommendations

3,000 companies joined the Zendesk for Startups program in 2021, generating over **\$9 million** of new bookings.

X.XX% of them were owned by underrepresented groups

X.XX% of them continued using Zendesk after the free trial





Startup Oriented

Issue

Zendesk's startup page is general and less specific compared to other pages: enterprise & small/medium business

Solutions

List common issues startups may run into + how Zendesk is helpful for startups *specifically*

How will Zendesk support startups *throughout* their free trial?

Make services demo-able interactive

Recommendations

Did you know that **ignoring** customer feedback has resulted in **14%** of startup **failures** within the last few years? (startingpoint.ai)

Zendesk's small & medium business page offers a [workspace tour](#) that would be helpful for startups who have never used CRM's





Fostering a Diverse Community

Issue

There is no mention of Zendesk's initiative to increase % of underrepresented startups

Solution

Make Zendesk's branding and **intentions** to help underrepresented community startups **clear**

Showcase the **actions** and community work done, as well as plans for the future

Recommendations

Model sections (eg. Our Mission, People First) from Zendesk's [diversity inclusion page](#) to include underrepresented startup's stories, faces, & diversity missions

Beyond displaying startups...

- + Diversity Centered Funds
- + Campus Affinity Groups
- + Startup Conferences
- + POC Ambassadors





Program Application



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Startup Program Application Improvements

Ensuring an Inclusive Application

Problems	
	14-day free trial on homepage may mislead startups from program
	Website URL component of application serves to exclude
	Its emphasis on funding to gauge traction traction is not a holistic approach

Solutions	
Redirect qualifying startups within 14-day free trial application	
Expand to accept broader span of online sites [i.e. social media]	
Add application question regarding customer base and growth	

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Establishing a Baseline





Relevant Statistics

Currently, only **1%** of venture-backed startups in 2020 were **Black-founded**.

Only **2%** of venture-backed startups were **female-founded** (Engine).

Less than 1% of the top 500 venture capital and PE deals in 2020 had **Latino** founders involved (Wired).

Only **1.8%** of startup founders are **Asian American or Pacific Islanders**.
(Zippia)



Paying it Forward



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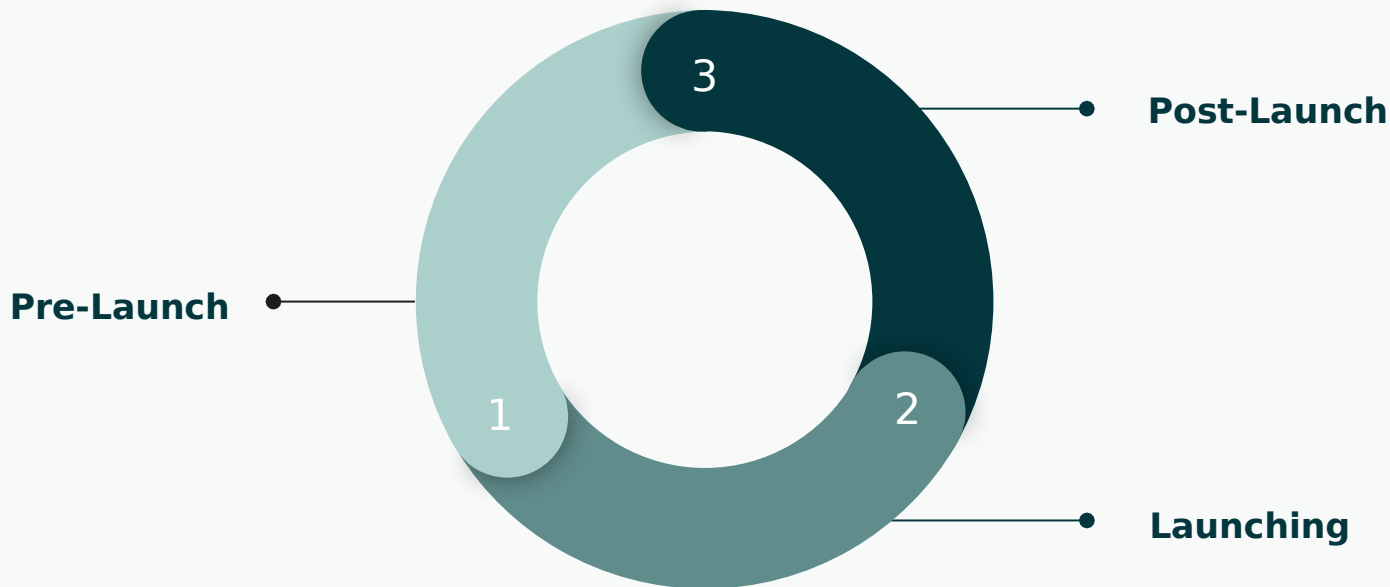
Giving Back to Startup Community



Further Extending Support

rtups

Zendesk can offer a comprehensive resource list and more alongside **Zendesk for Startups** to help startups at all stages of development



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Giving Back to Startup Community

Providing Resources at All

- | | |
|--|--|
| <ul style="list-style-type: none"> ● Importance of Customer Relationships <ul style="list-style-type: none"> ○ Encourage brands to build off of Zendesk <ul style="list-style-type: none"> ■ User Experience (UX) Design throughout website ■ Making sure their teams priority is the customer not the company | <ul style="list-style-type: none"> ● Community not Competition <ul style="list-style-type: none"> ○ Create a mentorship program for startups to gain support from those who have been in their shoes ○ Conferences where entrepreneurs can mingle and support each others ideas |
| <ul style="list-style-type: none"> ● Creating a Resource Folder <ul style="list-style-type: none"> ○ Previous partners pitch decks ○ Building a financial model ○ Marketing strategies ○ Refer to SaaStr <ul style="list-style-type: none"> ■ Website by Jason Lemkin that's meant to target SaaS startups | <ul style="list-style-type: none"> ● Utilizing College Organizations <ul style="list-style-type: none"> ○ Undergraduate Impact Investing Society <ul style="list-style-type: none"> ■ A network of college organizations that aim to help entrepreneurs with financial services ○ Consulting clubs on college campuses |

Conclusion





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Next Steps

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Recap on Our Recommendations

1

Lead Generation Strategy Ways to Find Diverse Startups

- Campus affinity groups
- Pre-existing premier accelerator programs
- POC Influencers
- Targeted Application Cycles
- Startup Conferences

2

Brand Strategy Competitive Analysis

- Improve customer support, long-term free resources, and DEI initiatives to be competitive with AWS and Hubspot
- Increasing traffic to Zendesk by displaying data, being startup oriented and fostering a diverse community

3

Program Application Inclusive Application Process

- Adapt new ways to vet startups; i.e. social media, customer metrics
- Move the emphasis away from funding and towards potential and inclusiveness

4

Establishing a Baseline

- Establish a baseline to understand the uneven representation amongst founders in the current startup community
- Actively combat inequity in the startup community

5

Developing Ideas Support to Startups

- Help by providing resources at all stages
 - Emphasize the importance of customer relationships
 - Create a resource folders to spread information
 - Cultivate a community not competition
 - Utilize college organizations

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Thank you!

Questions?

