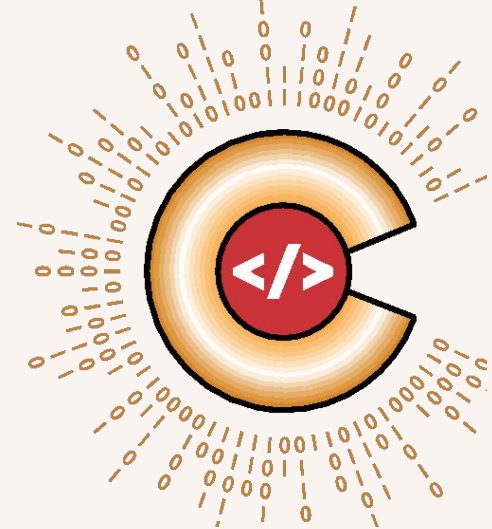


Roadmap For GoCode Success Workshop

Jeff Ditillo

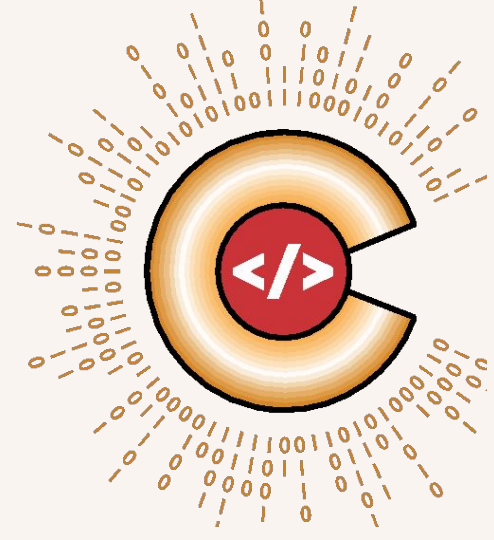
Lean-Agilist

GoCode Mentor - 5th Year



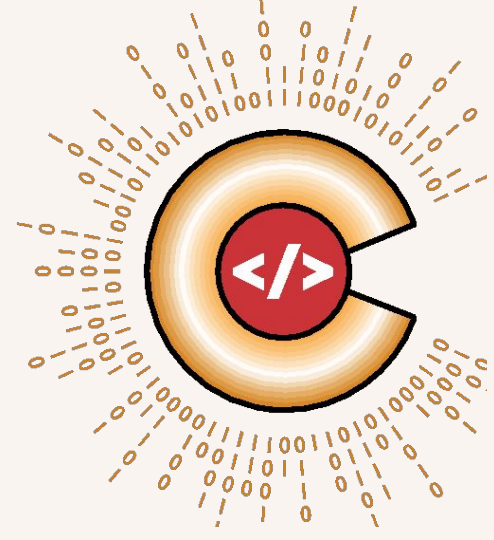
Agenda

- Why the Lean Canvas?
 - Create your Lean Canvas
- How to Execute?
 - Lets setup a plan to execute



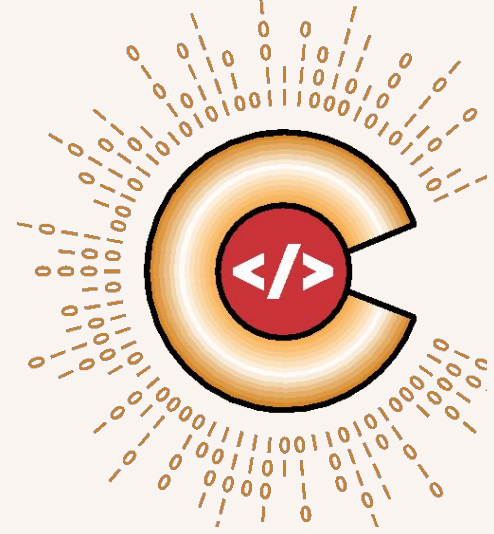
How to be a Winner at GoCode?

- Focus your team with a Lean Canvas
- Leverage the power of collaboration with Agile



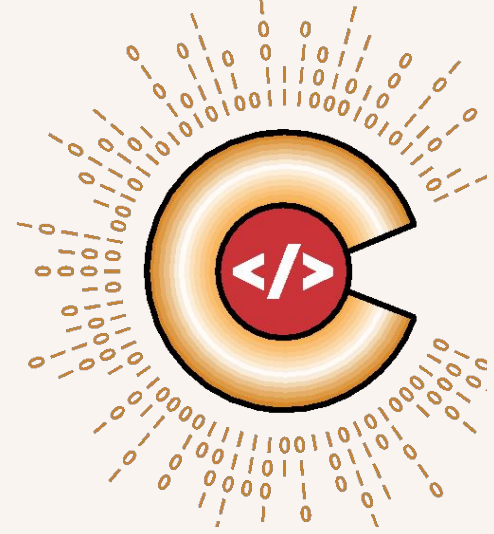
What is the Purpose of a Lean Canvas

- A one-page business plan
- Facilitates vital conversations with the team
 - What problem are we solving?
 - Who are our customers?
 - What is our unique value proposition?



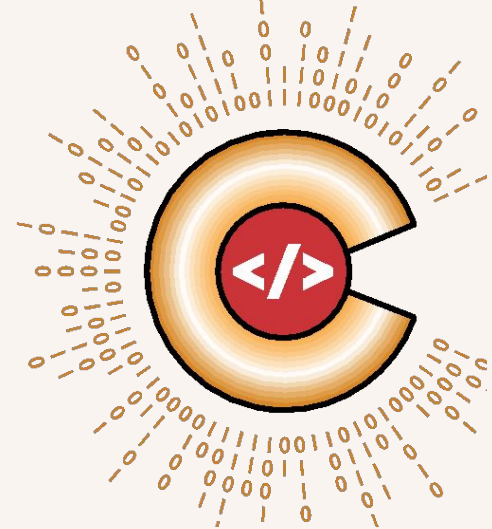
How does a Lean Canvas help you with GoCode?

- A one-page business plan -- IS A GREAT PROCESS
 - For the **Product Track**, whether or not you are creating a business with your app, you WILL be building an interface to help Business Decision Makers!
 - For the **Analytics Track**, think from the perspective of the Business Decision Makers you are seeking to help
- Go Code:
 - Focus the team on your goal
 - Structure and refine your “pitch” for the Product Track and “data story” for Analytics Track

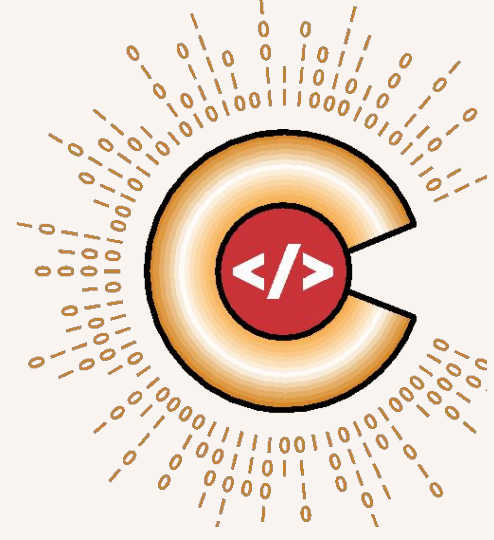


Lean Canvas Keys

- Get your collective thoughts regarding your project or business plan down on one sheet of paper.
- Space constraints on the canvas will help you distill your business model down to its essence.
- Think in the present - based on what you know and can observe right now

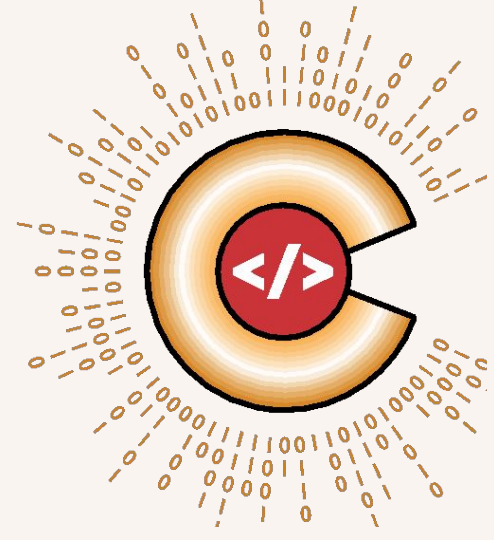


Problem: 1	Unique Value Proposition: 3	Customers / Audience: 2
Existing Alternatives: 1b	Solution: 4	Early Adopters: 2b
Metrics: 5		



Exercise: Identify your Problems and Customers

- What are the top problems that your customers/audience need to solve?
- What jobs do your customers need done?
- Who are your target customers/audience?

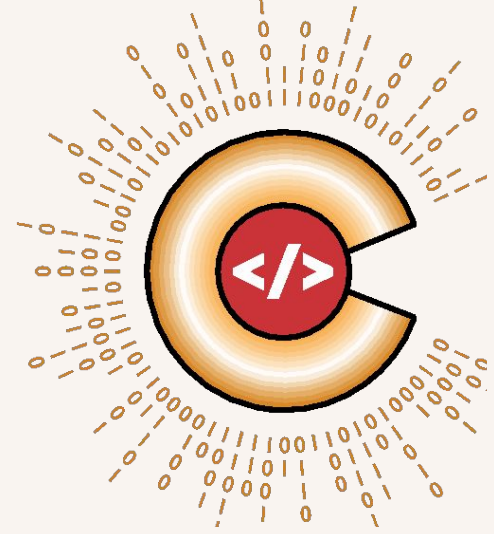


As you are identifying the Problem:

- What are the existing alternatives?

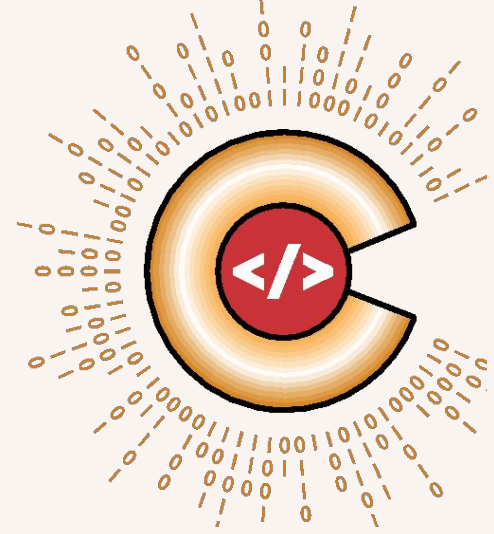
As you are identifying Customers:

- Who are your early adopters?



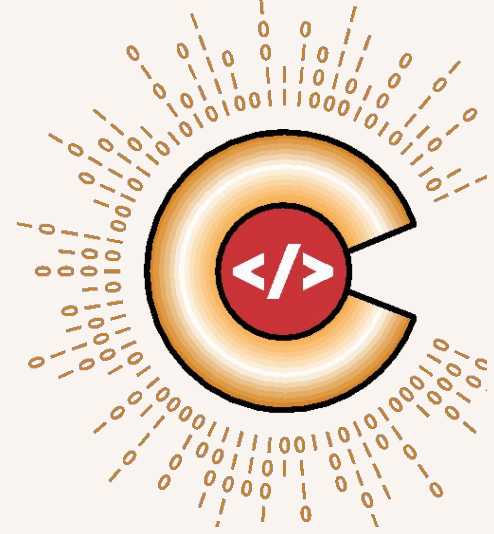
Exercise: What is your Unique Value Proposition?

- Why is your product/solution different?
- Distill the essence of your product into a few words or short sentence
- Example: Waze - “Outsmarting traffic together”



Solution

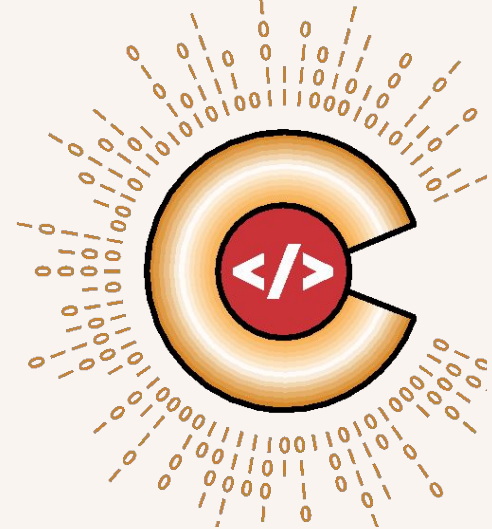
- What is the simplest solution that you can build in three weeks that will prove your product concept?



Customer Channels: Product Track

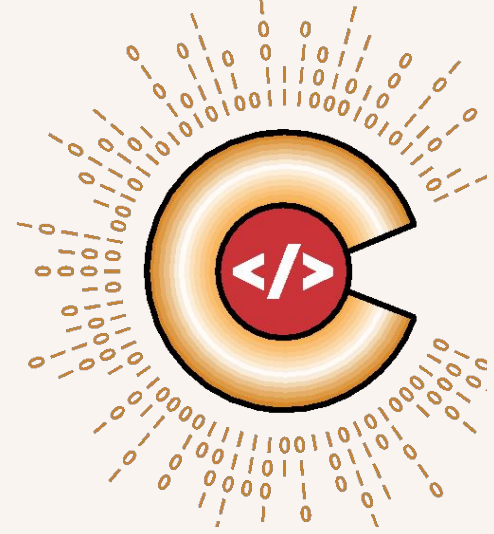
How You Connect with Users?

- How to get your product/idea in front of your customers/audience?
- Direct versus indirect - get face to face with your customers
- How can customers discover you organically? (Examples: Search, Blog, Webcast)



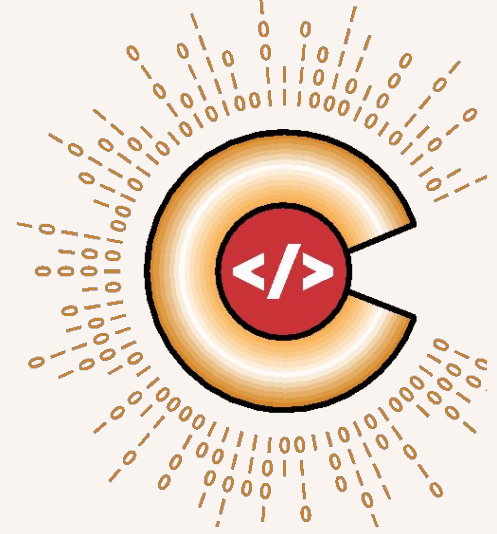
Customer Channels: Analytics Track

- Is the purpose of your dashboard for data discovery or are you telling a story with a guided analytics approach?
- How are users going to interact with your dashboard?

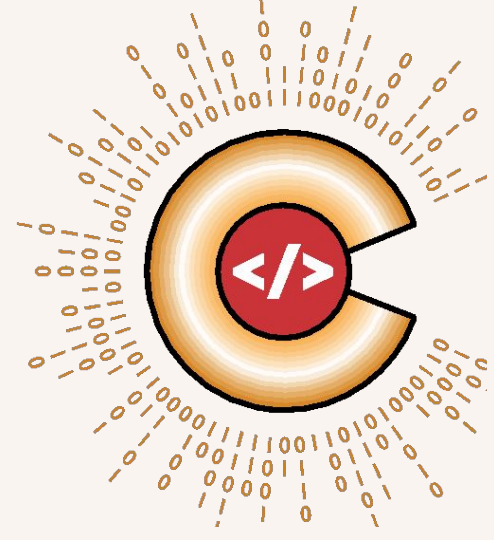


Metrics

- How to know that you are successful?
- How many people are using your idea?
- Customer/user feedback

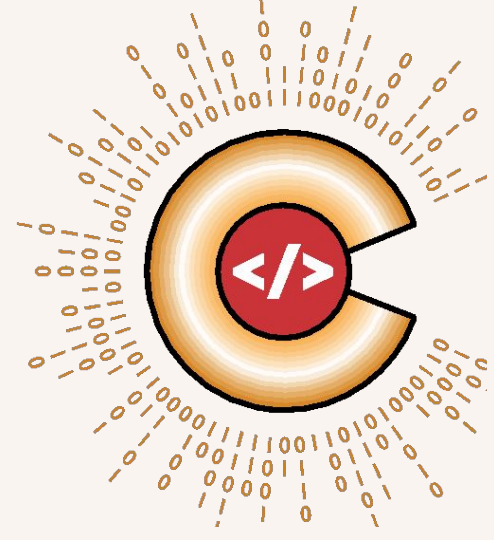


Leverage the Power of Agile!



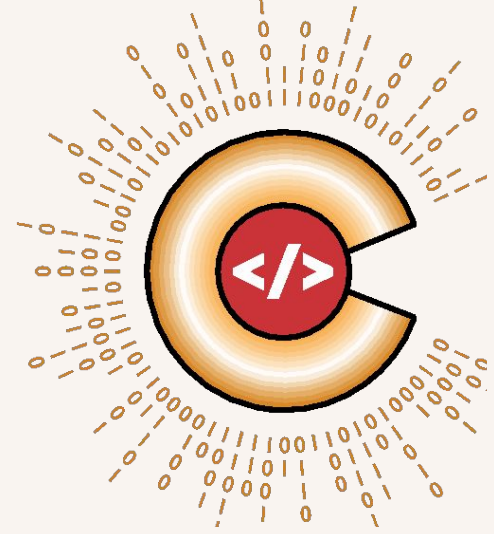
Team Collaboration and Communication

- How to execute our your plan?
- How to stay in synch?
- How to communicate with the team?



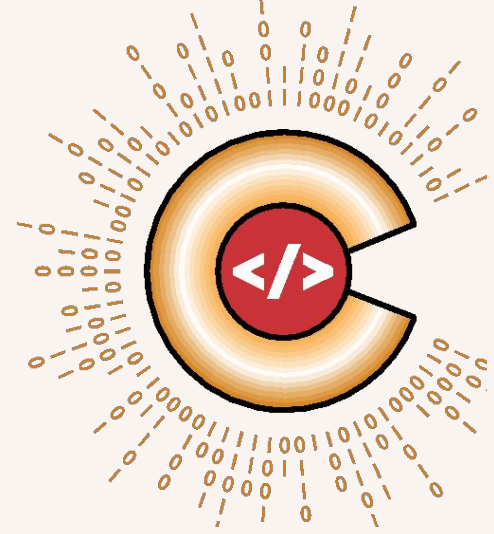
Agile Standup

- Frequency: Daily if possible
- What did you work on?
- What are you planning to do next?
- Any blockers? Need help?



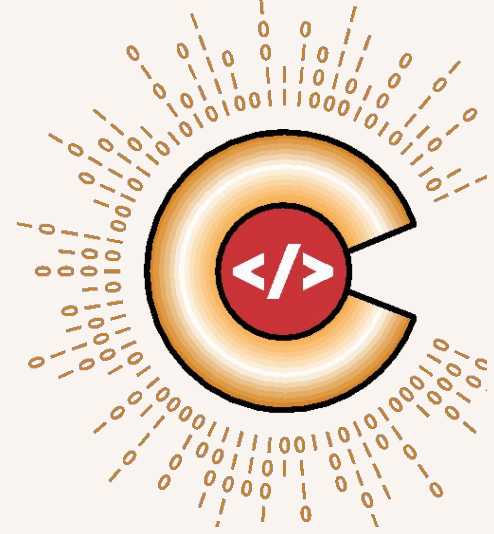
Agile Planning

- Weekly planning
- Breakdown work into small chunks
- Deliver “vertical slices”
- Identify Milestones and use these as your goals for each week



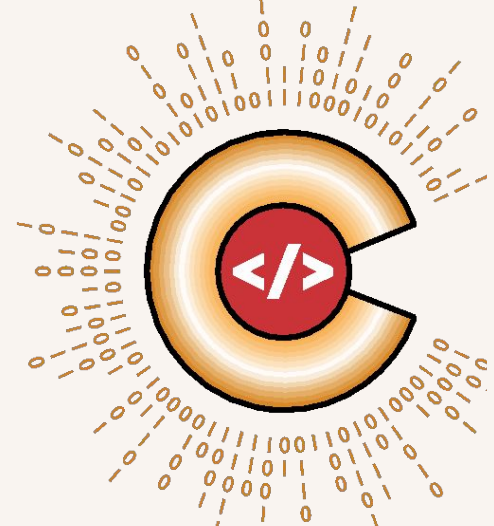
Work Management

- Identify and track work
- Github Projects
- Agile Central (a.k.a. Rally)
- Trello Board



Exercise: Setup your Team Board

1. Create your backlog
 - What are your initial user stories?
 - Use week 1 for a timeframe
2. Identify your development phases
 - What are your steps towards delivery? (delivery = ready to demo)
 - Basic: Backlog, In Progress, Done



24 Days to Semi-Final Submission

FRONT RANGE
WESTERN SLOPE

KICK-OFF EVENTS

2/20/19

FACTORY
750 Main St.
GRAND JUNCTION
4:30 - 6:30pm

2/27/19

Great Divide
Brewery
Bottling Hall
3403 Brighton Blvd.
DENVER
4:30 - 6:30pm

CHALLENGE DAYS

3/23/19

FACTORY
750 Main St.
GRAND JUNCTION
8am - 8pm

3/30/19

General Assembly
@ INDUSTRY
RINO Station
3858 Walnut St.
DENVER
8am - 8pm

TEAMS WORK
INDEPENDENTLY

SEMI-FINAL SUBMISSION

**DUE
4/15/19**

**DUE
4/22/19**

JUDGING

4/23-5/2/19
SUBMISSIONS
PROVIDED TO
JUDGES AND
JUDGING
SESSIONS
HELD IN
DENVER

FINALISTS ANNOUNCED

5/3/19

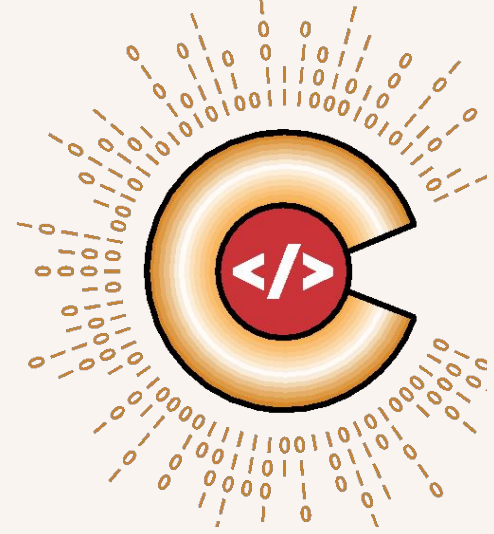
TEAMS WORK
INDEPENDENTLY

FINAL SUBMISSIONS DUE

5/20/19

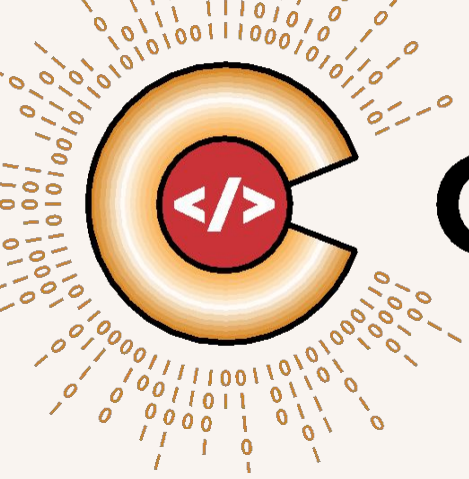
FINAL AWARDS EVENT

5/30/19
EXDO
1399 35th St.
DENVER
4pm - 8pm



Resources:

- Lean Canvas - [Running Lean](#) by Ash Maurya
- Slack Team channel
- Agile Central (aka Rally) Free Trial - [Getting Started with Agile Central](#)
- Trello: [Getting Started with Trello](#)
- Github Projects

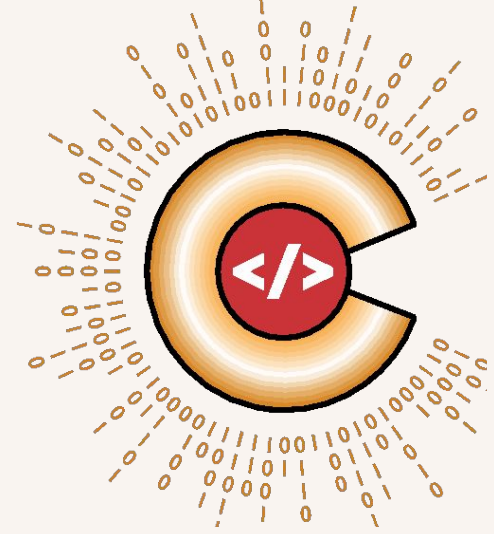


Go Code Colorado
Business Intelligence Center

Additional Information

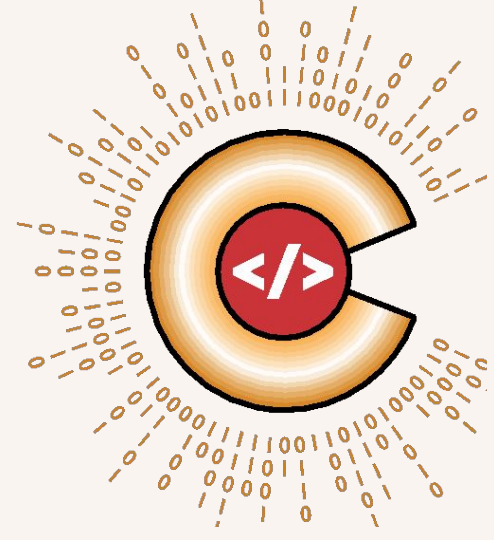


Colorado
Secretary of State



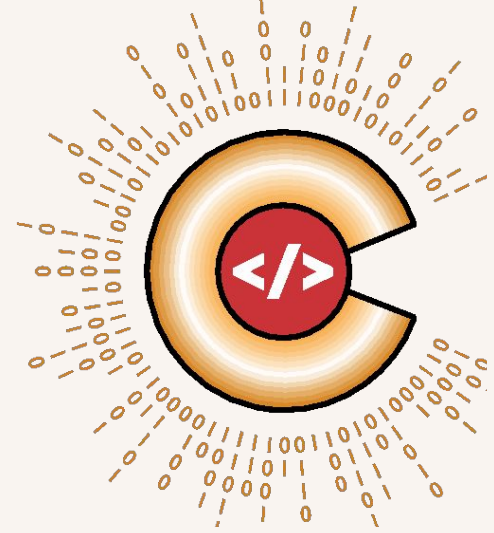
Team Board Examples

- **Product Track:** Backlog, In Progress, Validation, Complete
 - Github Project: Backlog, Short List, In Work, Done
- **Analytics Track:** Question, Data Exploration, Build Visualization, Get Feedback, Publish & Share



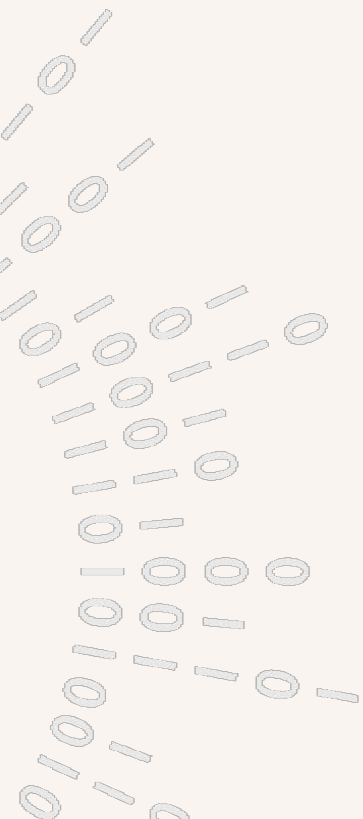
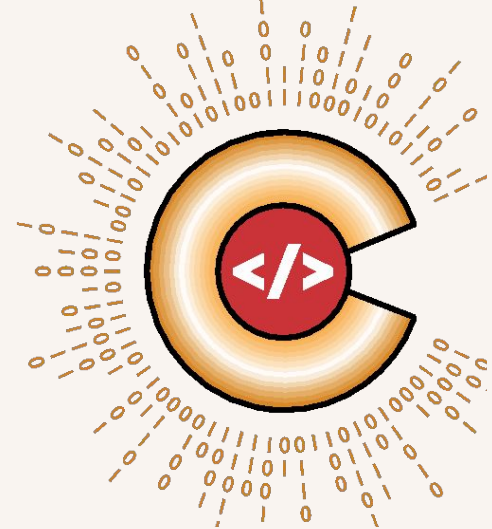
Collaboration

- Pairing on work - take turns driving
- Slack Hero, Google Hangouts or other screen sharing



Communication

- Slack
- Github - verbose commit comments
- Daily Standup
- Weekly Planning



PROBLEM <i>List your top 1-3 problems.</i>	SOLUTION <i>Outline a possible solution for each problem.</i>	UNIQUE VALUE PROPOSITION <i>Single, clear, compelling message that states why you are different and worth paying attention.</i>	UNFAIR ADVANTAGE <i>Something that cannot easily be bought or copied.</i>	CUSTOMER SEGMENTS <i>List your target customers and users.</i>
EXISTING ALTERNATIVES <i>List how these problems are solved today.</i>	KEY METRICS <i>List the key numbers that tell you how your business is doing.</i>		CHANNELS <i>List your path to customers (inbound or outbound).</i>	
	COST STRUCTURE <i>List your fixed and variable costs.</i>		REVENUE STREAMS <i>List your sources of revenue.</i>	