Entrepreneurship questions to answer before week 12

**Learning/Insight questions:**

What trail of thought brought you to your vision?

How different is your vision now, in comparison to week 1?

What would you do differently next time?

What does entrepreneurship mean to you?

What impact do you want to make with your startup?

What interview insight was most powerful for your team?

Was there a difference between what customers want and what they said they want?

What insight came from customer observation as opposed to customer quotes?

How does your customer measure success?

Customer input is just one source of data. What else did you use? How did that compare with customer observation?

Give me an example of how your customer interview questions evolved over time? Tell me why this happened?

Give me an example of when you realised that your approach wasn't working (not yielding insight). How did you move on?

How did you measure progress?

What has the lean canvas enabled you to achieve that you may otherwise not have done?

**Startup questions:**

What is the unmet need you are attempting to solve?

How many people have this unmet need?

Why is the problem you are solving worth solving?

Who is your market? Who are your early adopters?

Why would they buy from you? What differentiates you?

What benefits are you providing for your target market? (not features/technology)/What are your value creating activities?

What is your value proposition?

How did you appropriately match the problem and solution? (i.e. guard against the hammer and nails approach)

What are your key metrics?

What is the greatest risk to your startup? How will you manage it? What are the barriers to your solution being adopted?

What are your channels?

How will you scale?/How do you make this a sustainable business?/What is your Growth hypothesis?

How did you validate your idea? (as opposed to successfully executing a plan that leads to nowhere.)

What do you need to do next?

**Final words:**

(i) Creativity of hook is massive on pitch day. Don't be afraid to break any perceived rules.

(ii) Nothing in life happens according to PowerPoint.

(iii) Resist the temptation to go into politician mode, i.e. selling.

(iv) Have fun with it.