

## Supervisor

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## Team

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- Jai

# M-LAB TRANSFERAGENTUR

Prototyping

# our **APPROACH**

1. **Talk to Client**
2. **Buyer-Persona Method:**
  - Find many ideas
3. **Interview:**
  - Understand consulting-procedure
4. **Prototype 😊**

# user QUESTIONS

- **Information**      “What startup phases exist?”
- **Orientation**      “How is my idea?”    “Where am I at?”
- **Guidance**        “How do I proceed further?”

# our **FEATURE IDEAS**

- AI-Consultant (Chat)
- Onboarding
- Progress Bar
- Business-Plan/Pitch Deck
- Contact/Event Suggestions

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**BUT...**

Coming up  
with ideas



Implementing  
the ideas



# our **PROTOTYPING METHODS**



- easy to use
- Real-time collaboration
- experience





# THE END

Any questions?