

Requirements Analysis Document

Transferagentur

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1. Introduction

LaunchLab. From nothing to your own startup. It's the app to help you find ideas, refine them into a product, and found your own company.

Currently, all of the consultation process is handled by Transferagentur's consultants. We want to make that consultation digital. One app to guide you from nothing to success. And what's even better: It comes with its own startup consultant AI, Chatpreneur.

1.1 Purpose of the System

We want to foster startup culture and enable people to fulfill their dreams. Oftentimes, people are motivated, have ideas, but they don't know how to proceed. We give them a companion they can turn to.

1.2 Scope of the System

We provide an iOS-based app, targeted specifically to people who are motivated to create something. Whether they don't even have an idea, or they've already created their product, LaunchLab is there to help.

1.3 Objectives and Success Criteria of the Project

LaunchLab brings the user a step forward (i.e., from nothing to an idea, from an idea to a product, from a product to a company, ...) and makes the journey fun!

1.4 References

[StartupPort guides](#)

[Guide to write a Startup business plan](#)

[Short introduction what Startups are and how they work](#)

[The language used in Startups](#)

[10 steps to start with a business](#)

[Overview of the different german legal forms](#)

2. Current System

Currently, Transferagentur's consultation process is fully handled by consultants, relying on their extensive research skills and domain expertise. The process typically follows a structured approach that includes multiple stages to accommodate clients' varying needs.

Initial Consultation (Erstgespräch):

- Objective: Identify or clarify the client's business ideas.
- No Idea: Tools like Design Thinking, Canvas Models, and ideation tools are employed to help clients identify friction points in their lives.
- Too Many Ideas: Consultants recommend listing, categorizing, and prioritizing ideas using a matrix to evaluate effort, goals, and personal alignment.
- Vague Idea: Lean Canvas and Business Model Canvas (BMC) templates are used to document and structure initial concepts, providing clients with a toolkit for idea development.

Second Consultation (Zweitgespräch):

- Focus: Customer contact and idea validation, particularly for B2C ideas.
- Tools and Methods: The Value Proposition Canvas and persona creation are central. Consultants often guide clients through testing their ideas via direct conversations with potential customers, and occasionally collaborate with research institutions for patentable ideas.

Clients span various demographics, including students (primarily postgraduates), researchers, and innovative individuals suited for funding opportunities. Common challenges include idea validation, prototype development with limited resources, and securing funding or investors.

Transferagentur consultants provide critical data and resources, such as target audience data, market analyses, and funding application checklists. Consultants frequently address topics like financial planning, market entry strategies, and intellectual property concerns, with time-intensive areas focused on customer analysis, business plan creation, and optimizing funding applications. Standardized elements, such as toolkits for idea assessment and persona development, help streamline the process, though customization remains integral to meet clients' specific needs based on their industry, development stage, and intended audience.

3. Proposed System

3.1 Overview

The proposed “LaunchLab” system is a mobile app designed to guide users, especially aspiring entrepreneurs, through the process of building and refining their startup ideas. It combines interactive learning modules, seamless creation of artefacts like an elevator pitch or a business plan, an AI co-founder to help you out, and the expertise of real consultants in creating an engaging and structured path for users to develop essential startup skills.

3.2 Functional Requirements

☐ **Hands-on learning**

The app shall be centered around workshop-like modules that teach the user relevant start-up skills and confer relevant knowledge and information. Some modules shall need to be unlocked.

☐ **Facilitating consultation**

The app shall offer a module to contact a Transferagentur consultant and arrange a consultation. This module shall include an option to export the user information to a suitable format for the consultant. The module should be optional but present so the user knows he has this option.

☐ **Personalized artefacts**

Special modules shall output personalized artifacts based on information entered before. As proof of concept this could be an elevator pitch, a pitch deck, and a business plan.

☐ **AI Co-Founder**

Inside of the modules, where user engagement is required, the AI Co-Founder shall provide valuable hints and direction, if chosen by the user. This shall take into consideration the rest of the user’s information for seamless and personal interaction.

☐ **Start-up journey**

The app shall be centered around a path symbolizing the start-up journey. On this path the different types of modules (learning, artefact, consultation) are displayed in logical order, so they tell a story.

☐ **Collectables and take-Off**

User progress shall be symbolized by collectable rocket parts. When complete, the rocket shall take off.

3.3 Non-functional Requirements

☐ **Usability I: Minimalistic but straightforward**

The user interface shall adhere to a minimalistic design, ensuring that no more than three actions are required to complete any primary task.

Additionally, 80% of test users must successfully complete predefined key tasks (e.g., completing the onboarding, navigating to a specific feature) on their first attempt without external assistance.

☐ **Usability II: Engaging and well-paced**

Each learning module shall be designed to ensure that 75% of users can successfully complete it within a reasonable timeframe, determined based on the module's complexity (e.g., no more than 30 minutes for beginner modules). Modules shall support pausing and resuming without loss of progress or context.

3.4 System Models

3.4.1 Scenarios

Scenario 1: Inexperienced in the startup process but interested

User	Anna, a graphic designer with an idea for a sustainable fashion label.
Goal	Anna wants to find out what steps she needs to take to concretize her idea and find out if it is commercially viable.
Description	<p>Anna downloads the app and starts the onboarding. She is guided through questions that capture her level of knowledge and the current status of her idea, such as: "Have you already conducted market research?" or "Do you already have a rough idea of your product or service?".</p> <p>Based on Anna's answers, the app places her as a beginner in the startup domain. The structured and easily accessible beginner modules give her guidance through her first steps. She stays motivated and completes the foundational modules. Now she can export her first elevator pitch. Nice!</p>

Scenario 2: Some experience in the startup process

User	Ben, an experienced software developer who wants to found a tech startup.
Goal	Ben needs support to form his business idea into a startup.
Description	<p>Ben downloads the app. The onboarding yields that he has developed his idea and is now looking to form it into a startup.</p> <p>Ben is shown his progress on the way to his startup prominently to stay motivated. He quickly completes the first modules. A free consultation is unlocked, and Ben schedules a meeting to discuss preliminary funding.</p> <p>As all LaunchLab data is automatically attached to the e-mail request, the consultation can get right to the core of the matter.</p>

3.4.2 Use Cases

Use case 1: Using the AI Co-Founder

Goal	The AI Co-Founder helps the user out and provides guidance.
Stakeholder	User (e.g. Anna, the graphic designer)
Description	The user is working on the 'Ideation' module and is prompted to create a mind map of subjects associated with her field of interest. She begins by noting down graphic design, but does not know where to go from there. There are too many options. She presses the 'Get help from AI Co-Founder' button, and a personalized hint, based on her previously entered information is displayed: "Possible directions from your graphic design focus could be Website and Brand design. What do you come into contact with in your day-to-day life?"
Result	The user is inspired to continue her journey and knows how to proceed.

Use Case 2: Creating a Pitch Deck

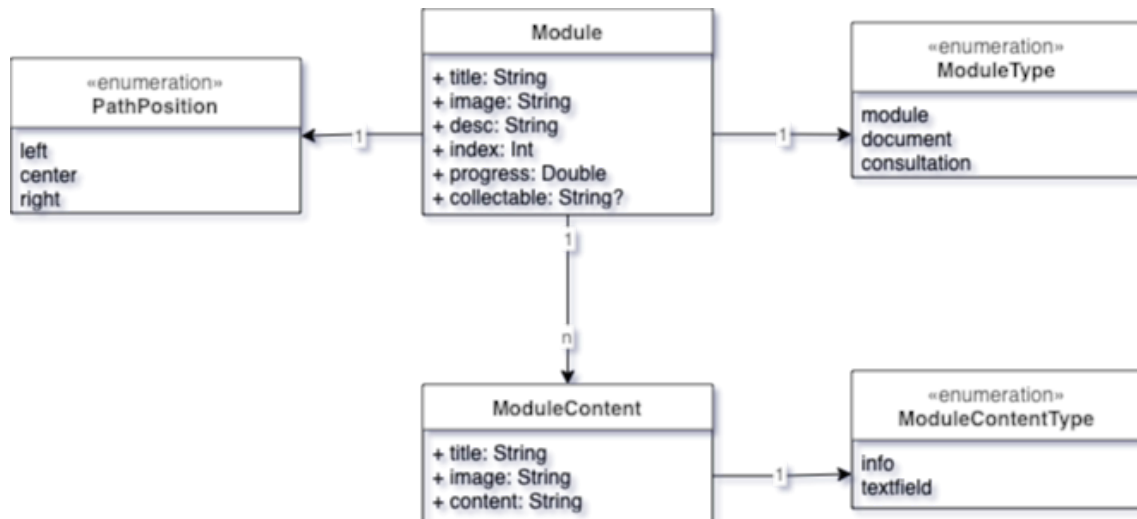
Goal	The user creates a convincing pitch deck.
Stakeholder	User (e.g. Anna, the graphic designer)
Description	The user has completed a few modules already and has just unlocked the 'Pitch Deck' artifact. She opens the module and sees a description of what a pitch deck is. After pushing the 'Generate your Pitch Deck' button, the app evaluates all inputs the user has made, compiles them into a usable text format, and provides the document to the user.
Result	The user has structured, well-formulated pitch deck contents.

Use Case 3: Consultation

Goal	The user schedules a consultation.
Stakeholder	User (e.g. Ben, the software engineer)
Description	The user has completed the foundational modules and a free consultation is unlocked. The idea and relevant user information are automatically attached to correspondence with the consultant.
Result	The user has scheduled a consultation.

3.4.3 Object Model

LaunchLab's object model puts simplicity first. It's module-centered, so there are only two main components, the *Module* and the *ModuleContent*. These are organized in a strict hierarchy and 1 to many relationships. The learning path is implicit in the *Module*.



Module

This is the heart of LaunchLab's data model. It includes information about the module's title and an icon image to make it recognizable. A short description gives insight into what this module is about. The associated rocket collectable is unlocked after completing the module. The visual parameter pathPosition and pathIndex configure the module's position in the learning path. Modules are typed, to differentiate between learning modules, consultation and document export. A module's current completion percentage is stored in the progress property.

Finally, *Modules* are the parents of an arbitrary number of *ModuleContents*.

ModuleContent

This class contains the actual content of the learning modules. This includes a title and image to make the content slice recognizable, the actual markdown-formatted content, and a type value. The available types are info and textfield.

3.4.4 User Interface

Our click dummy prototype is available in [Figma](#).

Start-Up Journey

LaunchLab's centerpiece. This is where the magic happens. Different module types are recognizable by different icons. You start your journey and collect rocket parts until you're ready for take-off.

TODO: image of path

Hands-on Learning Modules

The engaging and interactive modules convey the knowledge you need and challenge you to flesh out your ideas.

TODO: image of module

AI Co-Founder

When you don't know how to proceed, your AI Co-founder is always there, by your side, so to speak. It will get your back on track in no time!

TODO: image of ai co-founder

Artifact Creation Modules

Arguably, the most value is added by the AI-powered artifact creation. You can get your personal elevator pitch, pitch deck, or even business plan with a simple press of a button.

TODO: image of artifact generation

Consultation Modules

Need some help? Once unlocked, you can schedule a free consultation with Transferagentur. And the best thing is, you can take your current progress with you, so you can save time and use the consultation for what really matters.

TODO: image of consultation e-mail

Acronyms and Abbreviations

AI - Artificial Intelligence

BMC - Business Model Canvas

USP - Unique Selling Proposition

API - Application Programming Interface

LLM - Large Language Model

iOS - Apple's Mobile Operating System

SQLite - Structured Query Language Lite (Lightweight database engine)

Glossary

LaunchLab - A mobile application aimed at guiding users through the process of building and refining startup ideas.

Transferagentur - The organization responsible for the consultation processes and development of the LaunchLab app to digitize startup consultation.

Learning Modules - Interactive, workshop-style resources within the app that educate users on various aspects of startups, such as ideation, market analysis, and business planning.

Onboarding - A guided setup process within the app that personalizes user experience by assessing their knowledge and current status in the startup process.

Pitch Deck - A presentation document aimed at summarizing a business or product concept, typically used to attract investors or funding.

Core Data - Apple's object graph and persistence framework used for data storage and management in iOS applications.

OpenAI API - A programming interface provided by OpenAI, enabling access to AI-driven functionalities like natural language processing and content generation.

Value Proposition Canvas - A tool used to ensure that a product or service is positioned to meet customer needs effectively by mapping the value provided to the customer.

GenAI - General Artificial Intelligence; typically refers to advanced AI systems capable of general problem-solving, such as large language models.

Minimalistic Design - A user interface design principle that emphasizes simplicity and functionality by avoiding unnecessary complexity.