Step 9 (Identify Your Next 10 Customers) Worksheets (3):

Worksheet #1: Summary of Next 10 Customers

Summary of Next 10 Customers

#	Customer Name	General Info			Fit					Engagement		
		Relevant Info	Title	Email/ Phone	Demo-graphic	Psycho-graphic	Use Case	Value Prop	Overall	Contacted	Level of Interest – Letter of Intent?	Source
1	Vicky	EAC connection	Mrs	Can't Share GDPR	Homeowner	Lifestyle	Greenify App	Costs Reduction	Positive	YES	HIGH	
2	Maria	Government Employee	Mrs	Can't Share GDPR	Appartment	Values	Greenify Solution	Green environment	Positive	YES	HIGH	
3	ANDREAS	Gov Employee	Mr	Can't Share GDPR	Appartment	Attitude	Greenify App	Costs Reduction	Negative	YES	LOW	
4	George	Retiree	Mr	Can't Share GDPR	Homeowner	Personality	Greenify App	Costs Reduction	Indifferent	YES	MEDIUM	
5	Stella	Accountant	Mrs	Can't Share GDPR	Homeowner	Values	Greenify Solution	Green environment	Positive	YES	HIGH	
6	Nicolas	Police Officer	Mr	Can't Share GDPR	Appartment	Values	Greenify Solution	Green environment	Positive	YES	HIGH	
7	Soulla	Financial Investigator	Mrs	Can't Share GDPR	Home	Attitudes	Greenify App	Costs Reduction	Indifferent	YES	MEDIUM	
8	Antigone	Financial Manager	Mrs	Can't Share GDPR	Home	Lifestyles	Greenify App	Costs Reduction	Negative	YES	MEDIUM	
9	Stelios	Insurance	Mr	Can't Share GDPR	Appartment	Values	Greenify App	Costs Reduction	Positive	YES	MEDIUM	
10	Andreas 2	DJ	Mr	Can't Share GDPR	Appartment	Lifestyle	Greenify Solution	Green environment	Positive	YES	HIGH	

Note -1: Like with other worksheets, this is meant to give some structure but it can and should be customized as appropriate for your situation

Note – 2: Relevant Info is other relevant info that is not captured elsewhere, such as "Total Megawatts Installed" for the Methane Capture example from Disciplined Entrepreneurship.

(Make a copy of this worksheet for each end user you talk to)

Demographics (be sure to determine which relevant for you situation but some general categories are gender, age, income, geography, job title, education, ethnicity, marital status, political affiliations, etc.)	60, female, High Income, Cypriot, married
Psychographics (as above this needs to be customize for you situation but examples are aspirations, fears, motivators, hobbies, opinions, values, life priorities, personality traits, habits, etc.)	Lifestyle improvement
Proxy Products (what other products does this end user own and which do they value the most? Which products have the highest correlation with your target end user)	Metered Connection at Home
Watering Holes (e.g., locations, associations, online platforms – and sequence them in priority and indicate intensity of each)	Connection in EAC, can help promote the product to reach their marketing department.
Day in the Life (describe a day in the life of the end user and what is going on in her head)	Must drive cost down
Priorities (what are your end user's priorities and assign a weighting to each so that it adds up to 100)	1. _Cost reduction_____ Weighting: 100 2. _____ Weighting: _____ 3. _____ Weighting: _____ 4. _____ Weighting: _____ 5. _____ Weighting: _____

Feedback on Full Life Cycle Use Case	Enjoys the concept
Feedback on High Level Product Specification	Interesting, innovative approach that can help reduce electric bills
Feedback on Quantified Value Proposition	A bit hesitant at first, then leaned into it once understood
General thoughts/conclusions/questions the end user has	Wants to see evidence
Your notes after the conversation	Good demographic to target 60y homeowner couples.

How did you source people to talk to in this step?
Random Connections, People in the street

How many did you speak to?
10

How did you filter them to make sure they fit your end user profile?
Tried to go for all ages, people that are living in a home or an apartment.

What was your yield rate to get to the final list (how many did you try to contact, and how many did you get useful info out of)?
Tried to Contact 20, 50% connection rate

Step	Hypotheses you tested during this step (you can test more or fewer hypotheses for each category than what is listed here)	What conclusions did you reach about the hypothesis? (Validated/ Invalidated/ Still Unclear – Needs More Work)	What is your next action related to this hypothesis?
2 – Beachhead Market	Homeowners care want this	Validated	Ensure they're a key target audience
3 – End User Profile	Wealthier people care less	Invalidated, actually, they care more	
4 – Beachhead TAM			
5 – Persona			

6 – Full Life Cycle Use Case	**People don't care about green disposal**	**Validated, people didn't even ask, but were excited when this was brought up**	**Promote green disposal in future**
7 – High-Level Product Spec			
8 – Value Prop	1. **People Care about Saving Money** 2. **People Care about Greener Environment**	**Both are true, though less people would do it for environmental causes**	**We need more cost savings evidence, to further promote this product with higher success rate**
Other Key Assumptions			