

Startup Studio

AI-Accelerated Building and Validation

01.27.26 C2W2

Agenda

- Class size and waitlist
- Class structure recap
- 5 Dysfunctions Review
- Homework 1 recap (due Thurs 29)
- Exercises
 - Speed Dating (again)
 - Personas for Problems

Instructor Intro

Who am I?

Ken St. Clair

- Early-stage start-up Product Leader with 20+ years experience
 - Software engineering, sales engineering, product design, product leadership
 - Two robotics products from 0→1
 - Experience with 0→1, growth, acquisition, and depreciation
 - B2B, B2B2C, B2C
- BS Computer Science, Georgia Tech
- Masters of Human-Computer Interaction, Carnegie Mellon



aescape



facebook

Carnegie
Mellon
University



Whom have I Worked with?

Select Partners and Clients

Gyms + Spas

Print Media

Broadcast

Streaming/Sports

Food Service



LOTTE NEW YORK PALACE

R E M E D Y PL



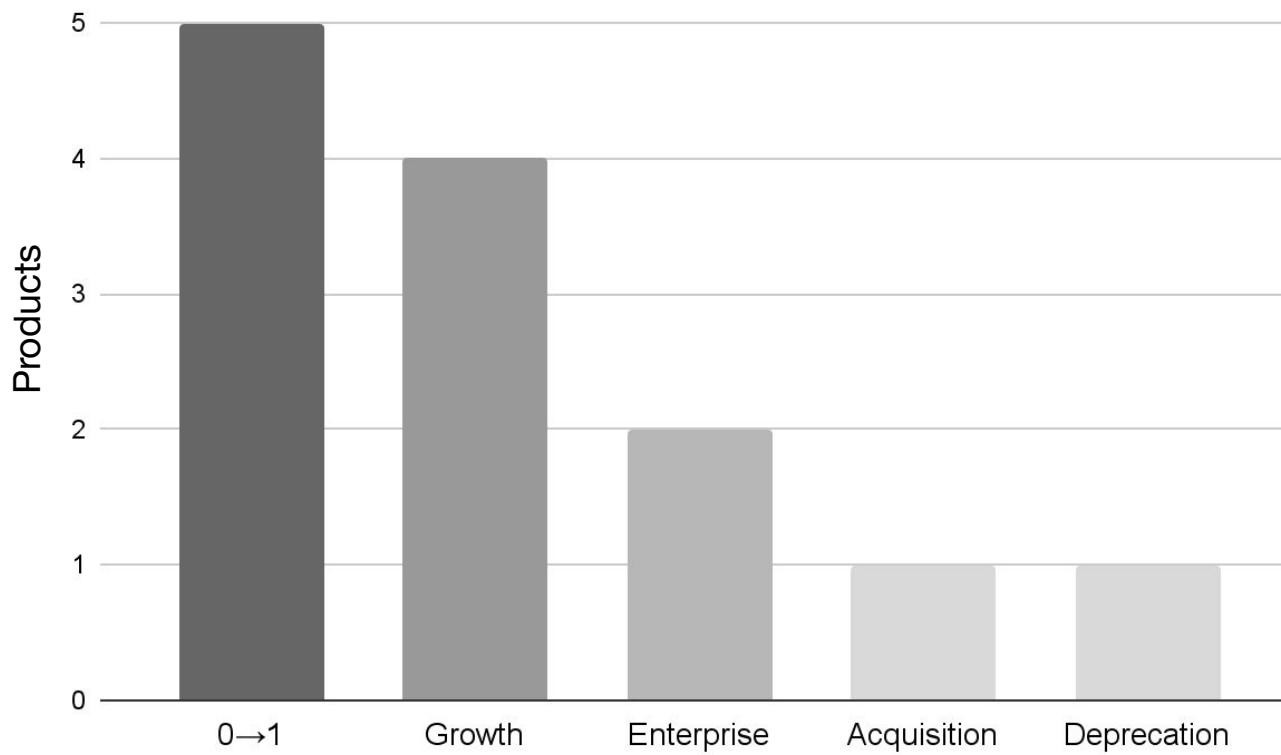
THE WELL



More...



Product Stages I've Worked On



Class Size and Waitlist

Waitlist

- Very impressive amount of demand for this course
- Likely increasing the course size to 52
- We are limited by the studio nature of the course and the final, which will include industry leaders in a Demo Day
- Final enrollment list published after class Thursday

Class Intro

What's a “Studio”

A course focused on making, iterating, and critique.

Students learn by building real artifacts and receiving continuous feedback, rather than by absorbing theory first.



What's “Startup Studio”

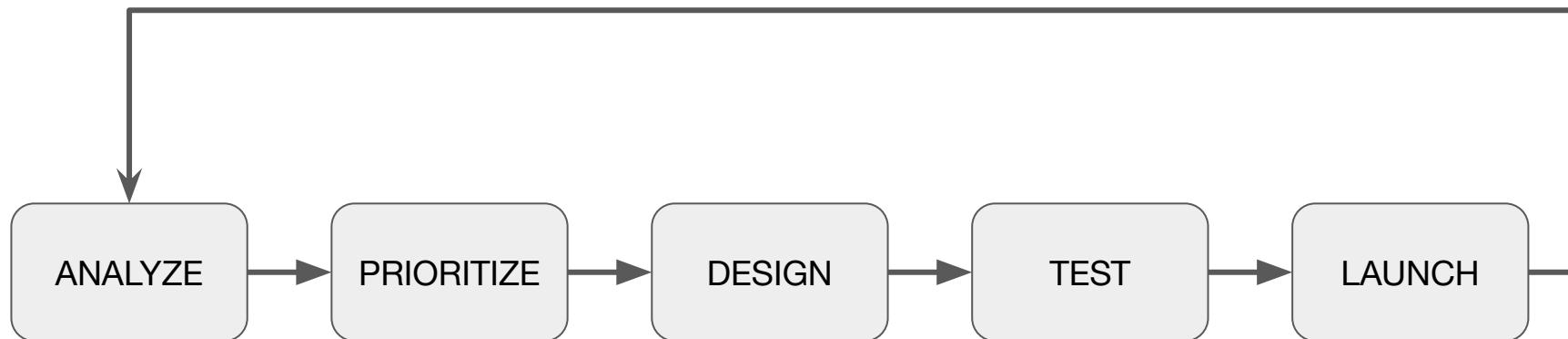
A course focused on making, iterating, critique, **experimentation and launching.**

Students learn by building real artifacts and receiving continuous feedback, rather than by absorbing theory first.



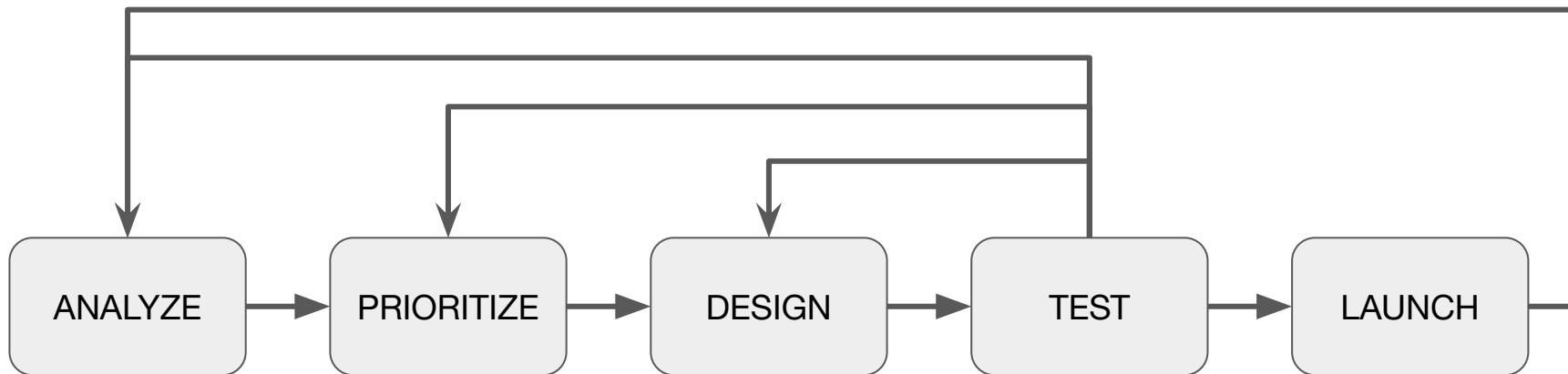
Startup OS

The operating system for this class



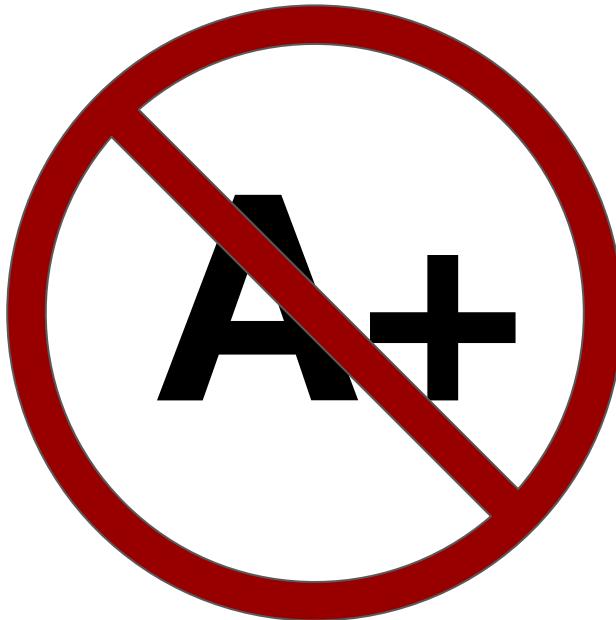
Startup OS

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What We're NOT Focusing On

- Hardware
- B2B
- Research/Publishing
- Theory/Deep Foundational Learning



This is not an A+ course

Class Position on AI

Use AI for everything.

The AI you use will eventually come with a monetary cost.

Waitlist

- The course is highly oversubscribed. If you are on the fence in any way, kindly make way for those that will find the most value from the course
- Be sure to let your administrators know you'd like to see the course offered again.

Homework 1

Reading

The Five Dysfunctions of a Team: A Leadership Fable

Complete book (~220 pages) by Week 3

Assignment 1 (Due Thurs 1/29) - KRS2212

Build Anything

- Use any AI builder (lovable, cursor, etc)
- Build anything you like

It should have

- Some functionality (not just a brochure/marketing page)
- Be hosted somewhere. No custom URL necessary but get a live URL from lovable/railway.app/heroku etc

Avoid for now

- Logins, payments, other basic logistical features that will eat up time

Write a Reflection

- What is AI bad at when it comes to building software? Reference your own work and where AI was less helpful or hampered your work/intent. What were some patterns you used that made it more helpful?

Assignment 1 (Extra Notes)

Can I make a mobile iOS app?

- Not for HW1. We will ensure there is a process for mobile apps for the main project of the course, but for now keep to web hosted.

If I'm not in CourseWorks yet, where do I send it?

- krs2212@columbia

Reading Review

5 Dysfunctions of a Team

1. Create Trust
2. Space for Healthy Conflict
3. Create Commitment
4. Peer Accountability
5. Attention to Results

Exercise

Speed Dating

Answer 3 Questions

- What is one project you're proud of?
- What kind of user/problem space you are drawn to?
- What would you like to get better at through this course?

Back to Your Seats!

Personas Brainstorm

Just yell them out at me!

End of Class 2