
C4W3 · FEB 3

TEAM FORMATION

Pick your problem. Pick your team.

**BY THE END OF TODAY, YOU'LL BE ON A
TEAM OF 4–5 WORKING ON A PROBLEM
YOU CARE ABOUT.**

CONSTRAINTS

WORKS

YES

- **B2C** — consumer-facing
- **Software** — web / mobile
- **Fast** — MVP in weeks
- **Testable** — real user validation
- **Safe** — can shut down without harm

DOESN'T WORK

NO

- **Hardware**
- **B2B**
- **Marketplaces**
- **Regulated industries**

OFF-LIMITS

MEDICAL

Diagnosis or treatment

FINANCIAL

Investment or financial advice

MINORS

Anything involving children's data

LEGAL

Legal advice or services



! These categories are too high risk for this format

| TEAM SIZE

4-5

IDEAL

3

OK

6+

SPLIT

1

TALK TO
PEOPLE!

THE PROCESS

| TODAY'S PROCESS

1

PITCH OR CLUSTER

Share your idea,
or write problems
on sticky notes

2

FIND YOUR TEAM

Join a pitcher or
gather around a
cluster

3

HUDDLE

Align on the
problem, start
your brief

| TWO TRACKS

TRACK A

PITCH

Have a problem you're passionate about?

Prepare a **60-second pitch** to recruit
teammates.

TRACK B

DREAM

Open to ideas?

Write **1–5 problems** on sticky notes. Don't post
yet—just write.

| THE 60-SECOND PITCH

1

THE PROBLEM

What's broken?

2

THE PEOPLE

Who has this
problem?

3

YOUR IDEA

How might you
solve it?



Keep your idea high level — it will change once you start getting feedback.

| STICKY NOTE CLUSTERING

1

WRITE

Write 1–5
problems on
sticky notes

2

POST

Put your sticky
notes on the wall

3

CLUSTER

Silently group
similar problems

TWO WAYS TO FIND A TEAM



Join a Pitcher

Talk to them. Stand with them.



Join a Cluster

Stand by one that resonates.

Browse both. Ask questions. Then commit.

| TEAM HUDDLE

🤝 First team meeting — start defining your problem



EXCHANGE INFO

Phone, email, Slack



DISCUSS THE PROBLEM

What exactly is broken?



START YOUR BRIEF

Write down what you want to solve

| YOUR BRIEF

CORE

Problem: What's broken?

Context: Why does it matter now?

Idea: How might you solve it?

THE 4 W'S

Who: Target customer?

What: What do they need?

Where: Where does this happen?

Why: Why use your solution?

AEIOU

Activities: What are they doing?

Environments: Where?

Interactions: With whom?

Objects: What tools?

Users: Who are they?



Due Thursday: Bring a completed brief. Use AI to help draft it.

END OF CLASS 4