

# Startup Studio

**AI-Accelerated Building and Validation**

01.27.26 C2W2

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# 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 deprecation
  - B2B, B2B2C, B2C
- BS Computer Science, Georgia Tech
- Masters of Human-Computer Interaction, Carnegie Mellon



acescape





























Carnegie  
Mellon  
University

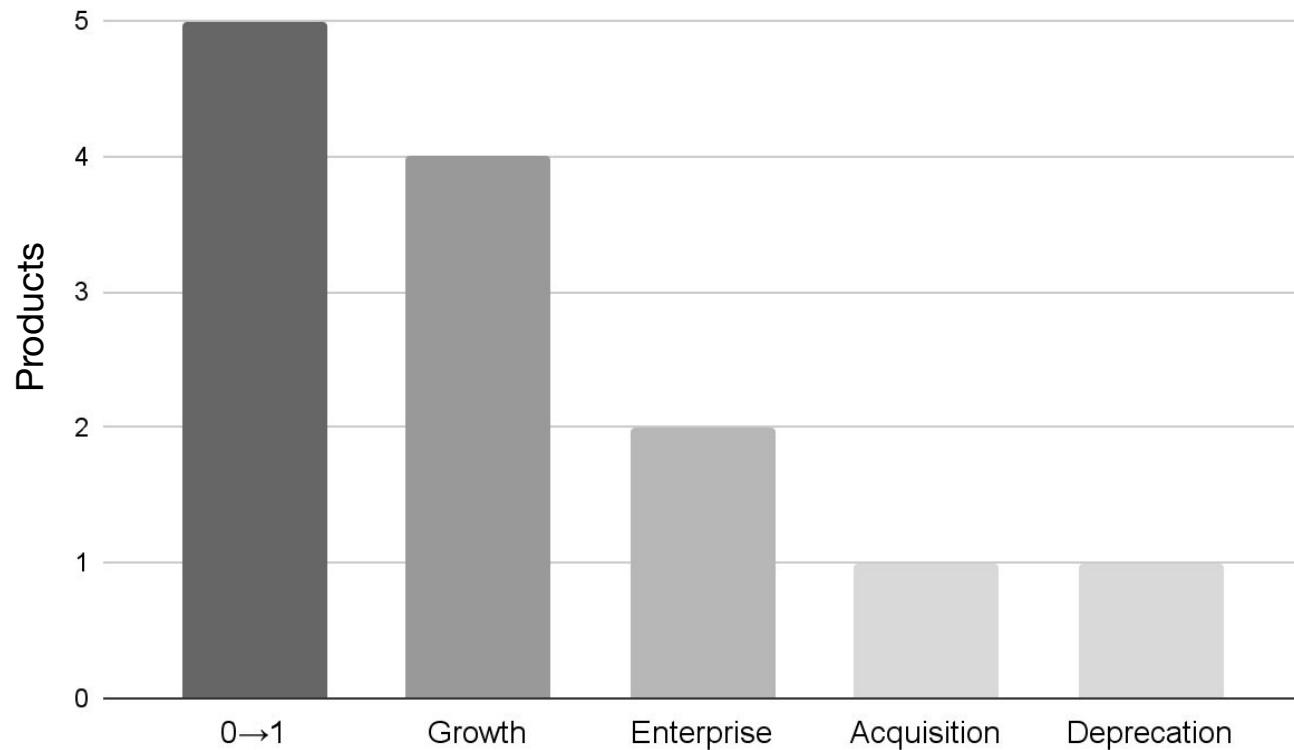


# Whom have I Worked with?

## Select Partners and Clients

Gyms + Spas	Print Media	Broadcast	Streaming/Sports	Food Service
				
				
				<a href="#">More...</a>
				
	 	 		

# Product Stages I've Worked On



# **Class Size and Waitlist**

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# 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

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# 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.



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# What's “Startup Studio”

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

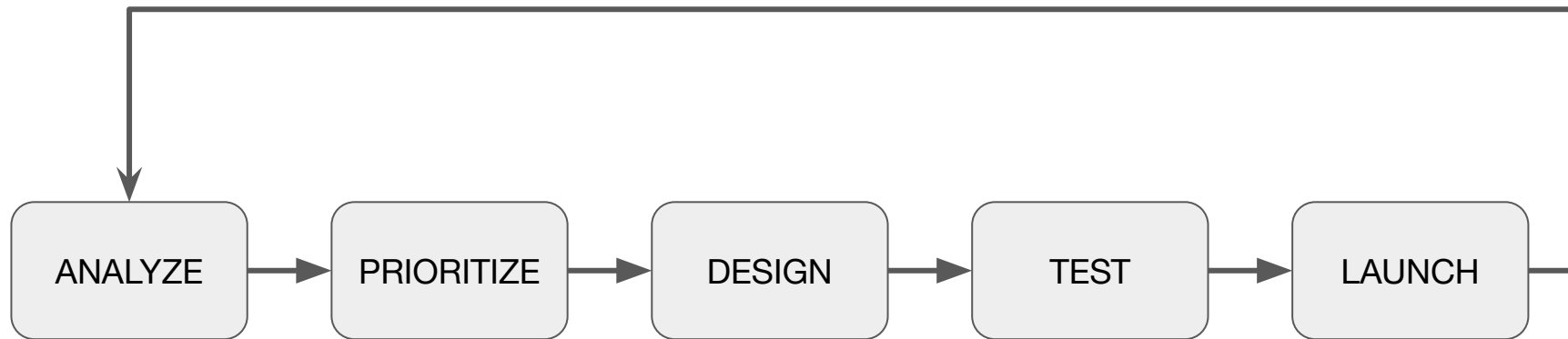
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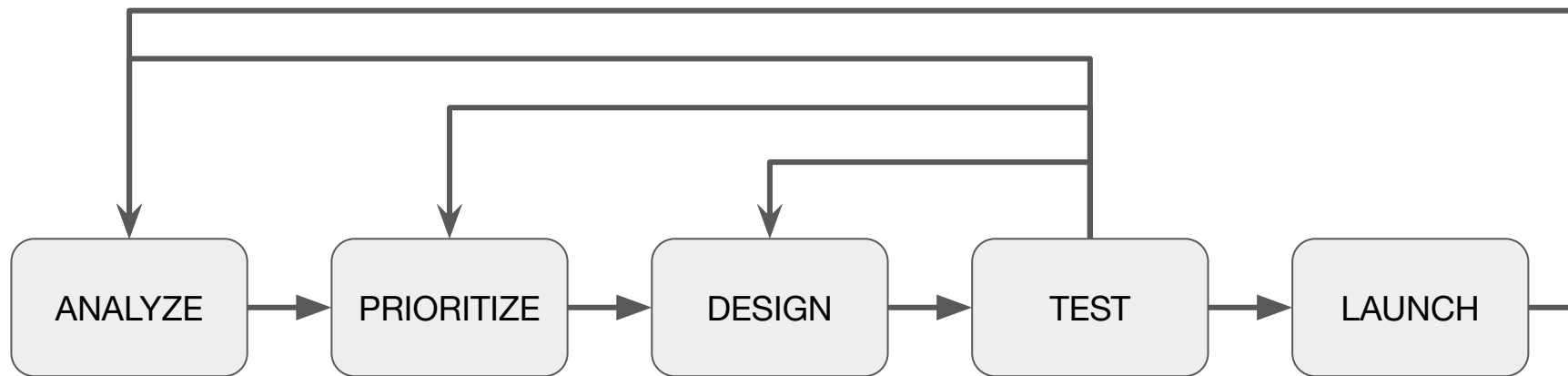
# Startup OS

The operating system for this class



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The operating system for this class



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## What We're NOT Focusing On

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



This is not an A+ course

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## **Class Position on AI**

Use AI for everything.

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



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# 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

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# 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?

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# 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

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## 5 Dysfunctions of a Team

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

# Exercise



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# 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!**

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# Personas Brainstorm

*Just yell them out at me!*

**End of Class 2**