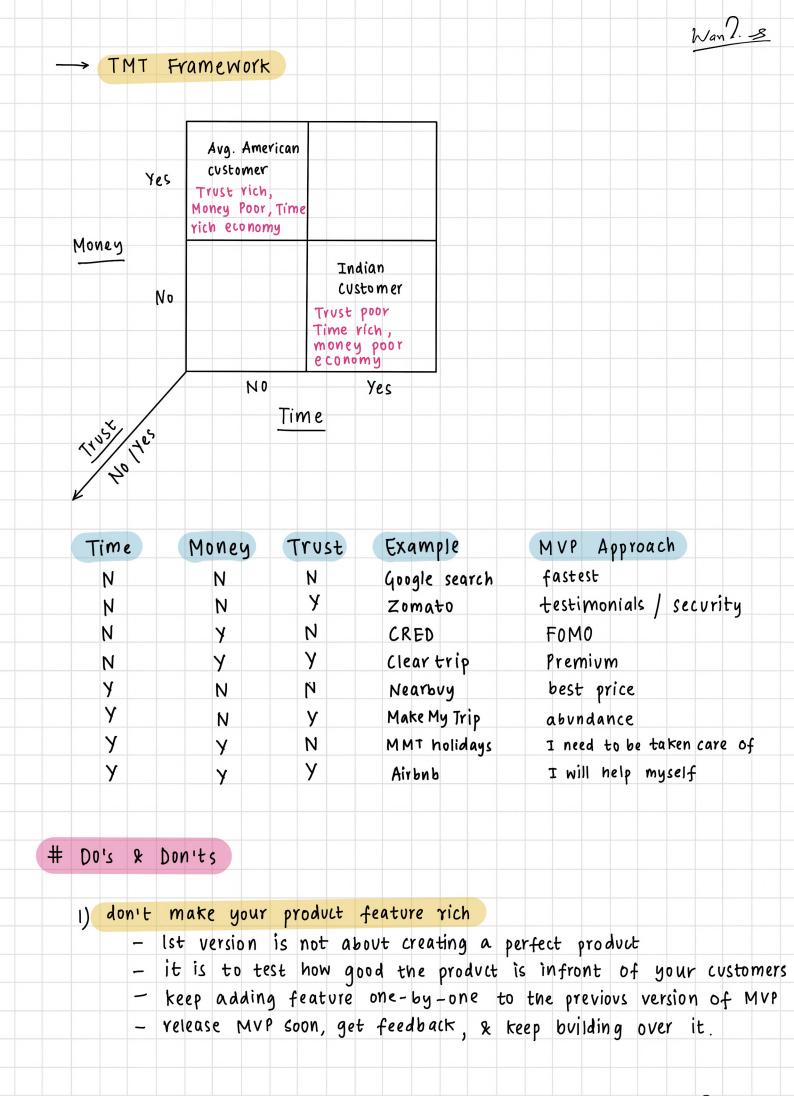
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THE COMPLETE GUIDE TO STARTING UP Module 6 - Planning & building your product's 1st version by Ankur Warikoo

In this chapter -

- 1) product building phase
- 2) TMT Model
- 3) Do's & don'ts
- # Who is your customer & now you should build the first version of your product?
 - -> you are most likely not the customer
 - biggest misconception
 - don't believe you're the customer
 - be curious about how the actual customer would behave
 - What is the content they consume, things they use, etc.
 - -> build for a usercase
 - a single customer reacts differently in diff. situations
 - don't build for customer segment, but for usecases.
 - at an initial stage, only build for one usecase
 - # Approach for building the first version of the product
 - reate a right emotion, & not because of the features
 - it's about the problem you solve & how
 - → My approach
 TMT Framework (Time Money Trust)



- 2) For B2B products, use TMT framework
 - the difference is instead of building an MVP for multiple clients, build it for one client.
 - use this one client as a testimonial
 - ask yourself how many other clients can you cater to using the same product.

Summary

- now to build the 1st version of the product
 - (i) you're not the customer
 - (ii) make the product for usecases optimize for 1 usecase
- -> Approach to build TMT framework

-> Do's & Don'ts

- do not make your product feature rich
- optimize in a way that people use your product, solve the problem for your use case.