Wednesday, 3 November 2021

**ETSF25**

Torsdag seminar

* **Skim reading:**
  + Read abstract/introduction
  + Look at charts, tables, figures, images
  + Subheadings, boxes
  + Discussion section/conclusion
* **Project assignment read**
* Mullins 2010 & Osterwalder: “What to do before you write a business plan”
  + **Three main benefits of Mullins “customer driven feasibility study”**
    - 1. **Customer focus**: the purpose of any business is to win a customer
    - 2. **Addresses the fundamental economics** of the business by identifying the key drivers of the cash flow: revenue, customer acquisition etc…
    - 3. **Mindset**: ask the critical questions necessary to satisfy the entrepreneurial team’s curiosity about the attractiveness of the opportunity itself and makes it possible to answer these questions before developing the detailed strategy necessary for the completion of a business plan.
* **The mom test:**
  + Ask good questions that even your mom can’t lie to you about!
  + Its about talking to your customers about their life, specifics in the past instead of generics or opinions about the future, and not your ideas!
  + Generic question, detect specific past examples for concrete data, learning question, dig into interesting and unexpected answers, search for business failure points
  + **Insight one**: talk about their life instead of your idea! Because talking about your idea is about seeking out validation or support that you are on the right path. The problem is that you socially are setting up the other party to offer blind encouragement and generic support. Let them tell you about their own experience: what was it like?, initial challenges?, solutions?, frustrations?
  + Always talk about actions, not ideas!
  + Ask the right questions in the right way! *Catch them in their process.They are not supposed to engage in polite conversation!*
  + **Insight two**: watch out for compliments, fluff or ideas. Avoid gathering bad data which is data that will lead your company astray. So deflect compliments, anchor fluff, dig beneath ideas.
  + *Fluff*? Generic claims, future tense promises, hypothetical maybes. They usually take the form of “I usually….” “I always….” “I never…” “I would….” “I will….” “I might….” “I could…” Classic statements about the future or hypothetical and NOT about what has taken place. WHEN you find these…you want to anchor it with real actions.
  + *Ideas?* Dig beneath it when they tell you. Ask “Why did they request that idea?”. *Because if you don’t understand why they wanted that feature, you might end up delivering something that doesn’t actually meet their needs.*
  + **Insight 3:** Be prepared to ask the hard questions. A question that has the opportunity to invalidate or validate your idea. Ask the difficult questions!!!!! Have your top three most important questions pre-planned.
  + There are many good examples in the book of good conversations that you can use.