



JYVÄSKYLÄN YLIOPISTO  
UNIVERSITY OF JYVÄSKYLÄ

# IBES2410 Venture Lab COMP.SE.330 Lean Startup

## HACKATHON INSTRUCTIONS

Seminar 2

04.11.2024



# Hackathon Panel



**Frédéric Pattyn** is an entrepreneur and strategist with a unique blend of analytical “think slow” and decisive “act fast” qualities, enabling him to balance long-term vision with swift execution. His experience ranges from helping startups develop MVPs and manage products to guiding them through scaling to multinational, multimillion-dollar ventures. As the founder of Aquila Ventures and a key player in launching NOWJOBS, he has honed his skills in product management, solving complex legal and financial challenges through data-driven strategies.



**Mario Simaremare** is a lecturer and researcher at Blekinge Institute of Technology, specializing in experimentation within software startups. His work focuses on helping startups use systematic experimentation to validate ideas, optimize resources, and align with market needs.



**PROBLEM**

**TEAMWORK**

**BRAINSTORM**

**HACKATHON**

iStock

## Hackathon schedule



# Timeline

**12:15 – 12:30** Introduction to the Hackathon

**12:30 – 14:30** Teamwork: Discord/Zoom breakout rooms where teams work together

**14:30 Deadline** to return presentations to Moodle return box; if no access to Moodle: [joonas.e.himmanen@jyu.fi](mailto:joonas.e.himmanen@jyu.fi)

**14:40 – 16:00** Team presentation: 3 min pitch & 2 min comments, total 5 min slot per team



# Aim & activities

- 1) Go to: <https://www.kickstarter.com>
- 2) Pick one project from Kickstarter: could be any domain (e.g., photography, fashion, games, etc.)
- 3) Think of: is it relevant/helpful to your team's business idea, and how?
- 4) Analyze the idea:
  - **Identify the critical components** of a startup formation (e.g., value proposition, target customer/consumer, distribution channels, revenue streams, key resources / activities, etc.)
  - **Lessons learned:** think of the things you could do similarly with your business model/pitch deck; and what could be improved, and why?
- 5) Pitch the analyzed idea as it was yours: elevator pitch for the idea (1 min) and your analysis /summary for your course's project (2 min)



# Other practicalities

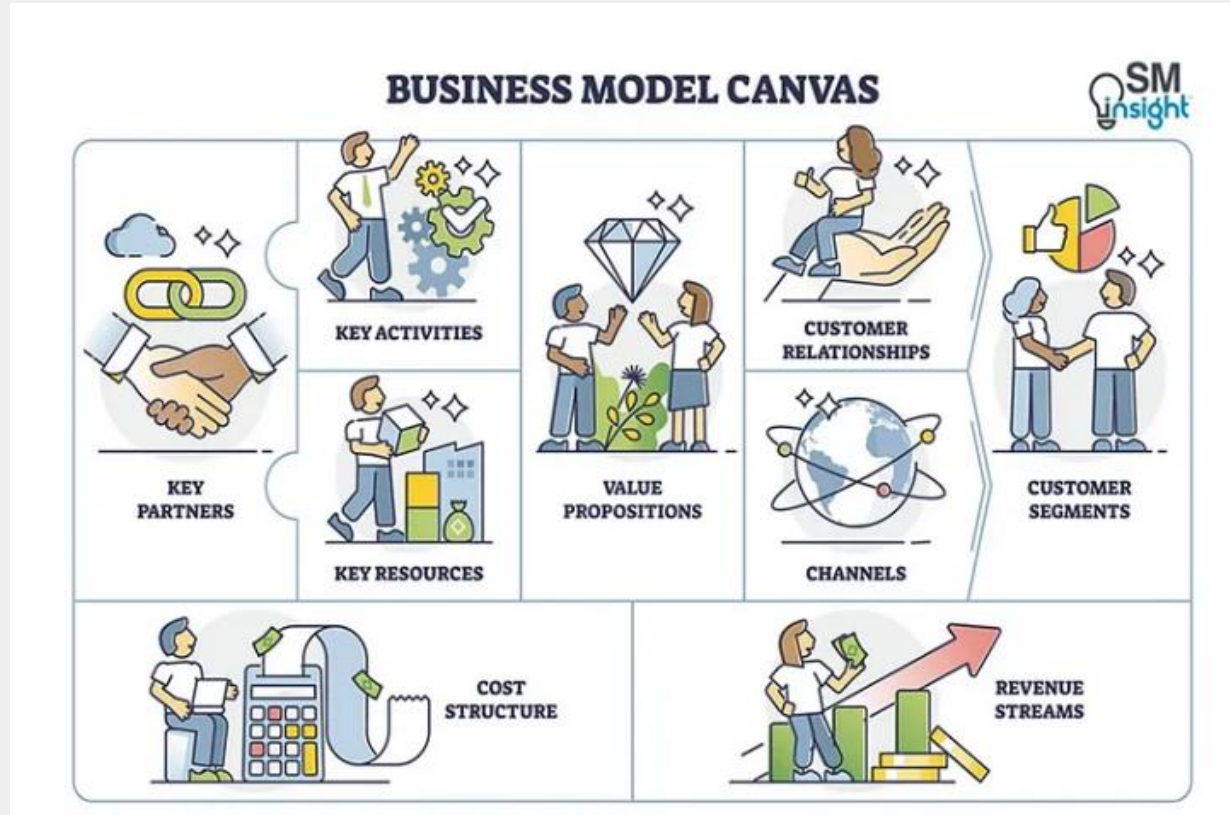
- Work using tools such as Business Model Canvas, Startup Cards
- Use the skills, competencies, know-how, and networks of all your team members
- Organize your work so that the workload is evenly shared
- Prepare a 3min presentation deck (1 min – pitch, 2 min – analysis/conclusion)
- Think of different modes to pitch: who will do it? Do you need pre-recordings?
- The presentation can be in PowerPoint, Prezi, etc. = tool of your selection
- *After the Hackathon, record your experience, the feedback you received from the Hackathon, and the outputs (sketches, BMC, presentation material, discussions, reflections, etc.) in the Scratch Book.*



# Tool: Business Model Canvas

Business Model Canvas explained in 2 min

<https://www.youtube.com/watch?v=QoAOzMTLP5s>





# Tool: Startup cards

## Customer Pattern

### (1) Appealing Idea

**Motivation:** Without an idea there is no business. Business ideas are based on problems or needs. Existing businesses execute business models, startups look for them.

**What to do:** Choose a problem or need you wish to address. Plan a potential solution to tackle it.

If you do not already have an idea, start thinking about problems you personally face, or a need that you have that no current product can address. For additional inspiration, you may wish to look at new, emerging technologies, demographic or societal shifts, or simply watch other people online or offline.

**Common mistakes:** Falling in love with your idea and becoming unwilling to change it later on. Being afraid to share your own ideas.

**Sources:** [1] Alvarez, S. A., and Barney, J. B. (2007). Discovery and creation: alternative theories of entrepreneurial action. *Strategic Entrepreneurship Journal*, 1(1-2), 11-26.  
[2] Blank, S. (2013). *Four Steps to Epiphany*. K&S Ranch.  
[3] Ries, E. (2011). *The Lean Startup - How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*. Crown Publishing.

22.10.2021

## Customer Pattern

### (2) Great Pitch

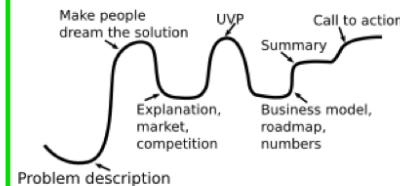
**Motivation:** Pitching means presenting your idea and your business in a concise manner. I.e., selling your idea.

**What to do:** Prepare a pitch for your startup and keep it up to date as you progress. Practice until you know it word-to-word. A pitch is usually 1 to 10 minutes. The focus of the pitch depends on your progress and your audience. Pitches typically include at least:

- (1) Problem: what problem are you solving?
- (2) Solution: how are you solving the problem?
- (3) Customer/User: who is your target audience?
- (4) Business: how do/will you make money? Numbers!
- (5) Market: how big is it? Is there competition?
- (6) Team: who are you?

Use evidence to back your claims up. Convince your audience you are not just selling them your hallucination.

**Common mistakes:** Unclear explanations. Failing to explain core aspects of your startup, e.g. business model. Not practicing your pitch beforehand.



**Sources:** [1] Colin Clark (2008) *The impact of entrepreneurs' oral 'pitch' presentation skills on business angels' initial screening investment decisions*, *Venture Capital*, 10(3), pp. 257-279.  
[2] Moss, J. (2018). *How to Make A Winning Pitch Deck for Your Startup*. Retrieved from <<https://www.forbes.com/sites/forbesnycou ncl/2018/08/28/how-to-make-a-winning-pitch-deck-for-your-startup/>>

22.10.2021