

Check In



UNSW FOUNDERS

From Idea to Startup

UNSW FOUNDERS



UNSW FOUNDERS

We are **Australia's leading university-based entrepreneurial support program.**

We help UNSW students, staff, researchers, and alumni translate ideas into great businesses and amazing start-ups, all the way **from developing an idea to raising millions**. All for **FREE!**

UNSW FOUNDERS

curious?



Foundations

workshops to build your entrepreneurial thinking



Makerspace

come in to create & make



GENE1500 Creative Entrepreneurship

got an
idea?



PFC

ideas & pitching competition



New Wave

supporting women founders

growing your
startup?



10x & Health 10x

accelerator programs



UNSW Angels

investment course

Coach & Connect

1:1 coaches and mentors to guide your journey

Meet **SAM**

Programmer, teacher
and founder



The screenshot shows the Perseus homepage. At the top, there are tabs for 'Excerpts' and 'Full'. Below them is a large code snippet in Rust. The main heading reads 'THE RUST FRAMEWORK FOR THE MODERN WEB'. There are two buttons at the bottom: 'GET STARTED NOW' and 'GITHUB'.

The Quantorium website features a green header with the text 'The Quantorium' and a 'Blog' link. The main section has a green background with white text: 'Welcome to the future of the internet.' Below it, a green box highlights 'Kolaris', which is described as ensuring data integrity through missions involving many nodes without compromising safety.

The Resdemou website has a background of a grid of small white dots. The main title is 'RESDEMOU' in large, bold, black letters. Below it is a subtitle 'Building solutions for matters of the people.' A sign-up form asks for an email address and has a 'Submit' button.



10X APPLICATION

- 01 SHORT OVERVIEW**
- 02 PROBLEM**
- 03 CUSTOMER DISCOVERY**
- 04 SOLUTION**
- 05 PRODUCT**
- 06 TECHNICAL READINESS**
- 07 GO-TO-MARKET**
- 08 TRACTION**
- 09 COMPETITORS**
- 10 MILESTONES**
- 11 REVENUE**
- 12 TEAM**

PLAN

- 01 DESIGN THINKING**
- 02 PROBLEM EVALUATION**
- 03 USER PERSONA**
- 04 SOLUTION EVALUATION**
- 05 COMPETITION**
- 06 LEAN CANVAS**

Assumptions

- As founders, we aren't in our customers' heads
- We make assumptions about their problems, what they need, and what they want
- Use the A4 sheets on your tables to write down:
 - Assumptions you're making
 - Questions to ask your customers/users
 - Experiments you need to run

No solutions **allowed!**

DESIGN THINKING

An approach for solving complex problems.

01 EMPATHISE

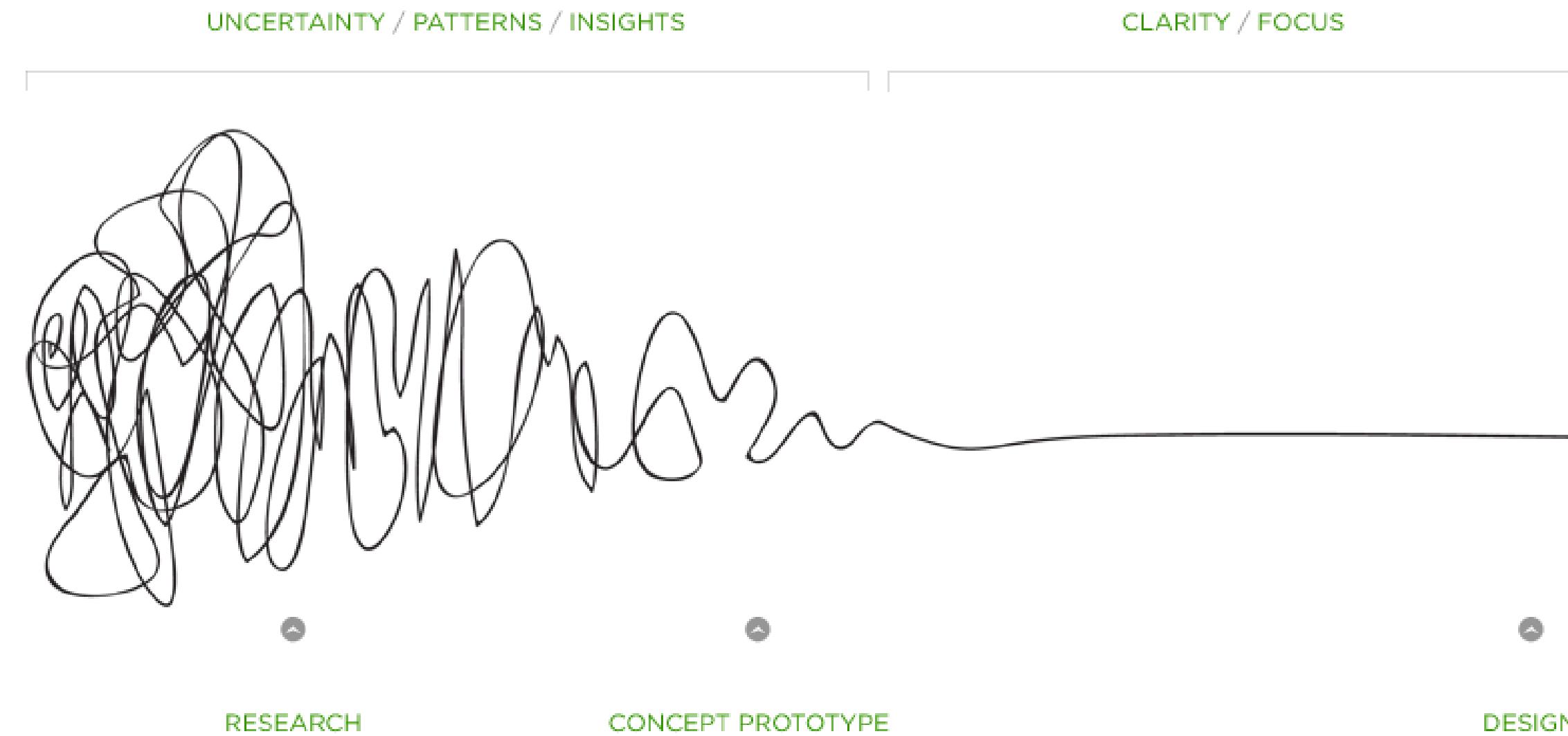
02 DEFINE

03 IDEATE

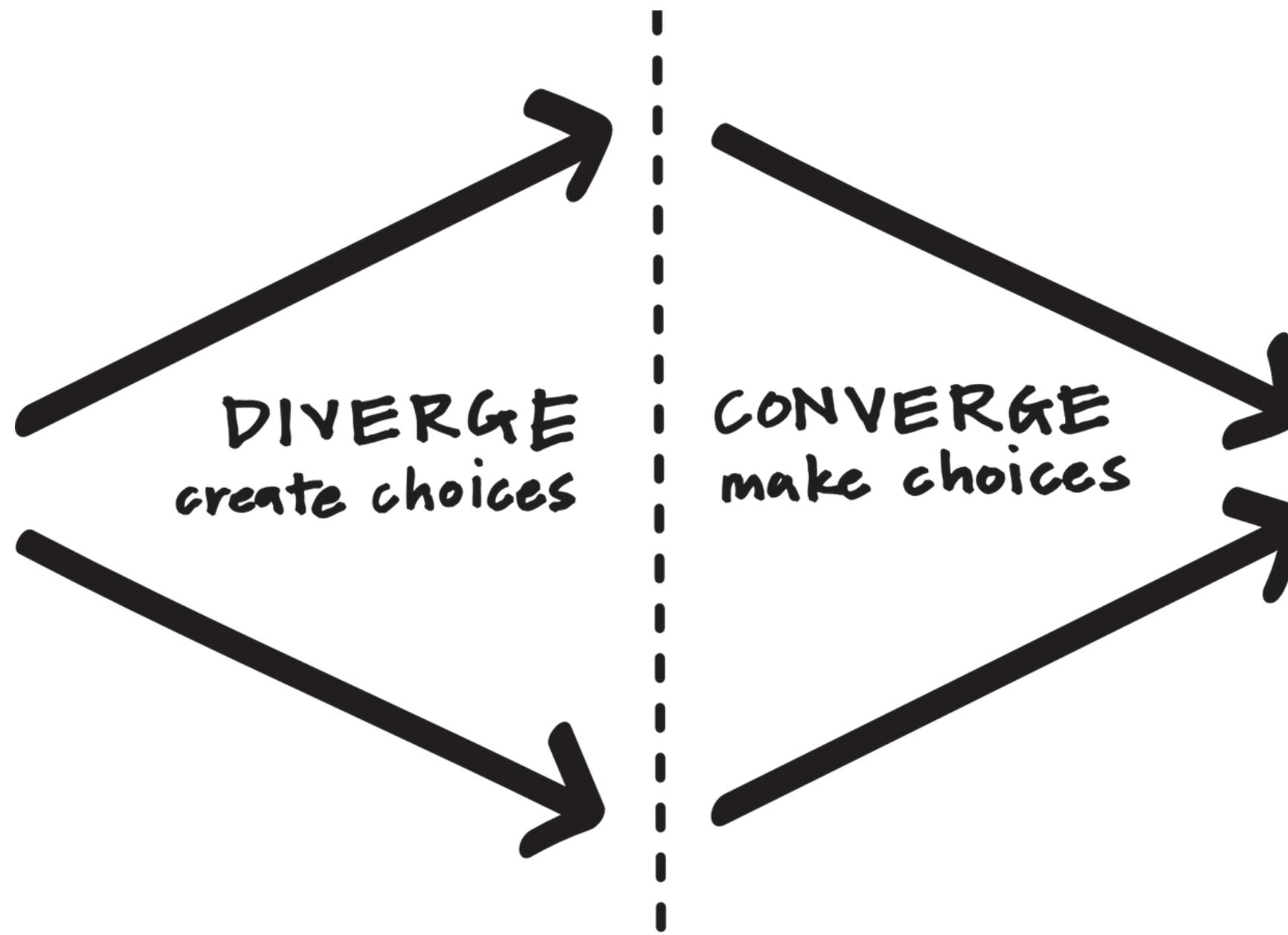
04 PROTOTYPE

05 TEST

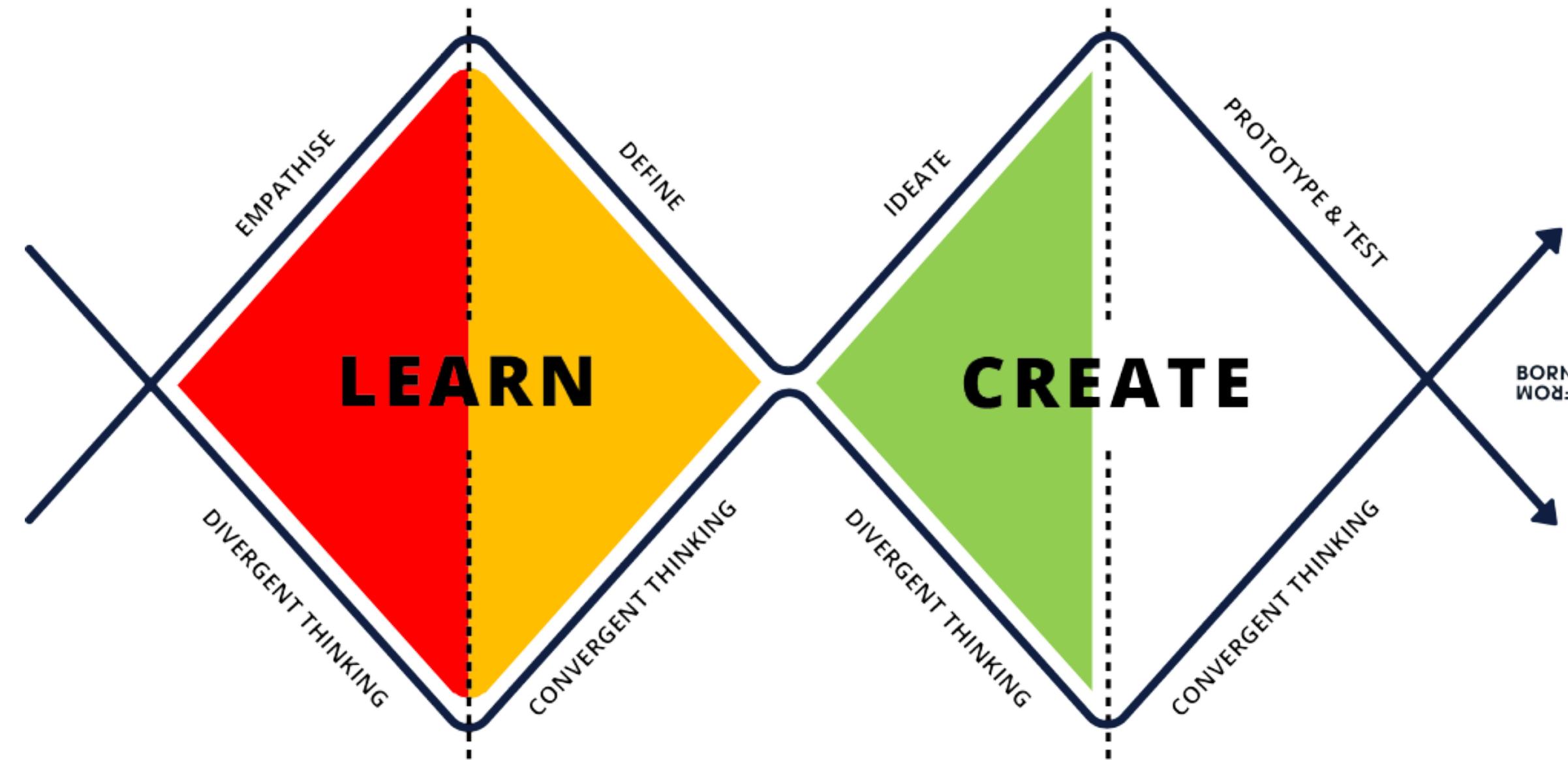
Design Thinking is a *Process*



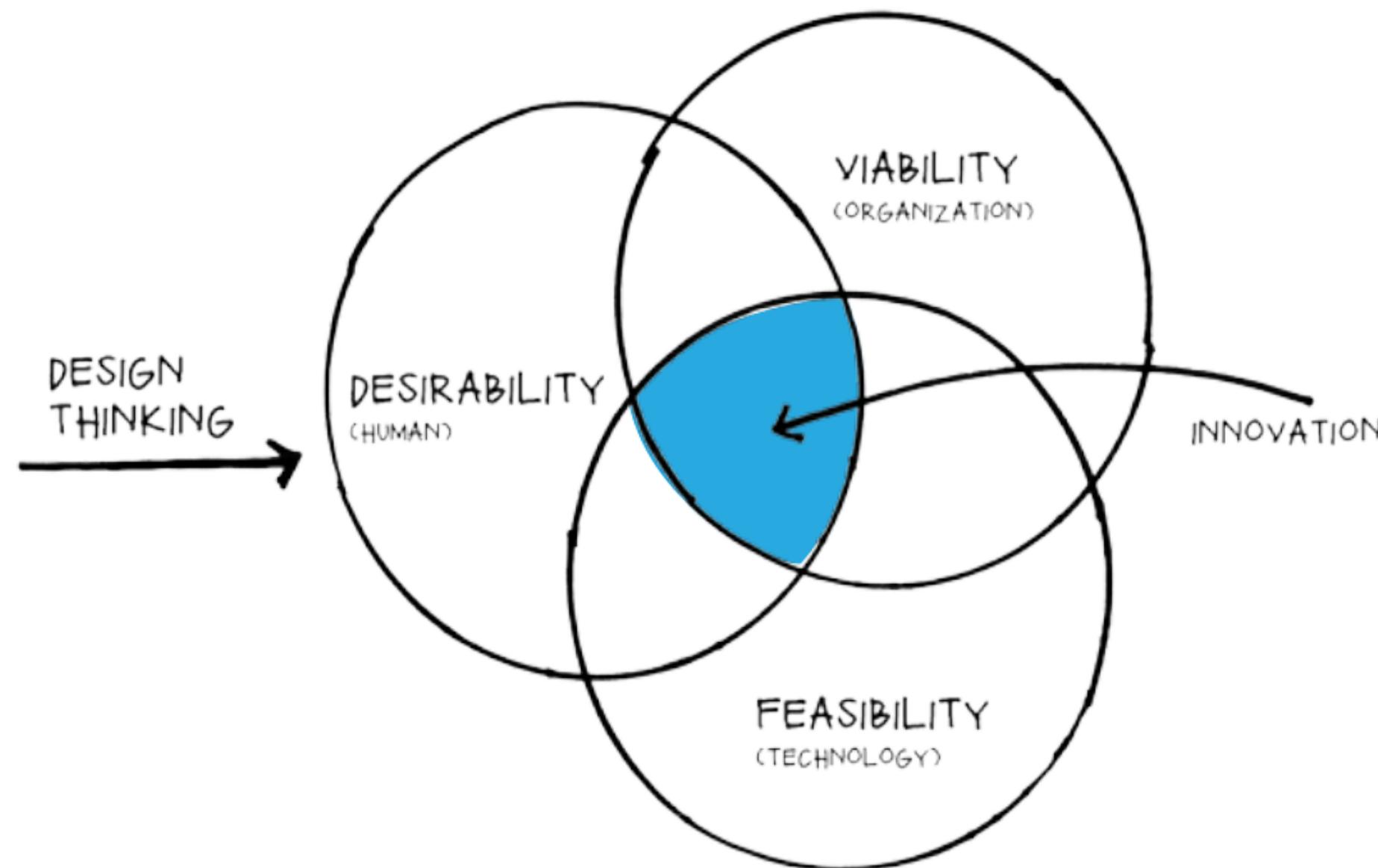
Divergence and Convergence



Divergence and Convergence



Three Lenses of Innovation



1. Empathise

What do you see?



Customers and Users

Customers

- Purchase your product
- Hand over actual money
- Decision-makers
- May not *use* your product
- Business motives

Users

- Use and interact with your product
- Do *not* hand over money
- Motivated completely differently
- Probably don't even know how much it costs

Customers and Users

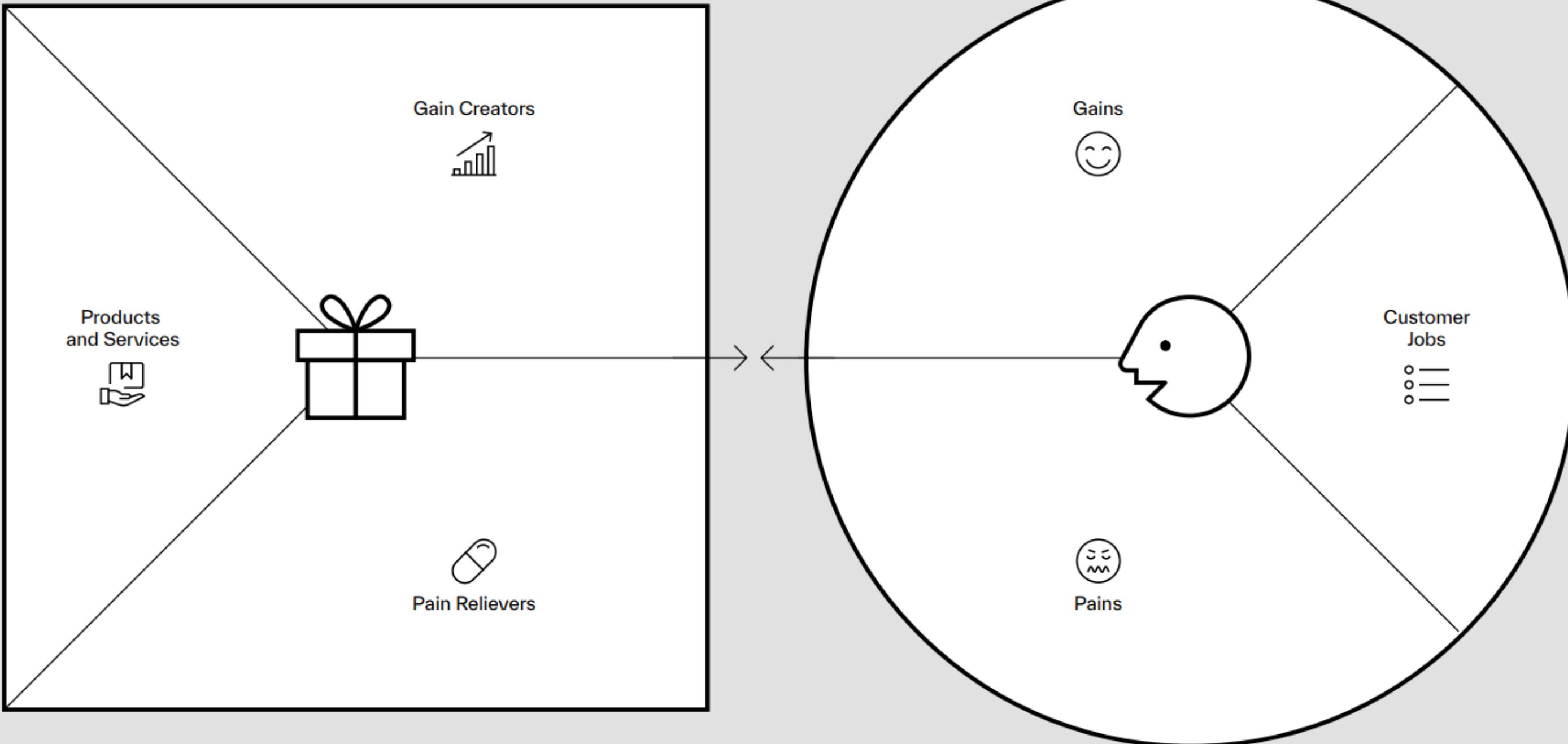


2. Define

The Value Proposition Canvas

Value Proposition:

Customer Segment:



Fill out the canvas

Fill out the value proposition canvas with the gains, pains, and jobs your customers do in relation to your problem.



15 minutes

Write a problem statement

From the canvas you've filled out, define a clear statement of the exact problem. Do NOT involve your solution!



5 minutes

USER PERSONAE

Be Concrete and Real

Give them a name, an avatar, and start empathising with *actual people*. Where do they live, how much do they make, where do they work?

Relate to the Problem

These are the people who are doing those jobs, who have those gains and pains.

Values

What do they care about? Do they really want this problem solved, why? What will they consider to be a success?

Come up with a user persona

Note down the specific characteristics of your ideal user
in this market.



10 minutes

PROBLEM EVALUATION

Causes

Why does this problem exist? What is insufficient about what's out there today? (Why hasn't the problem been solved yet?)

Consequences

What does this problem lead to? What are the consequences for users, customers, stakeholders, and society?

Emotions

What *emotions* does the problem cause for your users and customers? How strong are these emotions?

Evaluate your problem

Update your problem statement and the jobs/gains/pains related to your problem as you need to, this is a process of iteration!



10 minutes

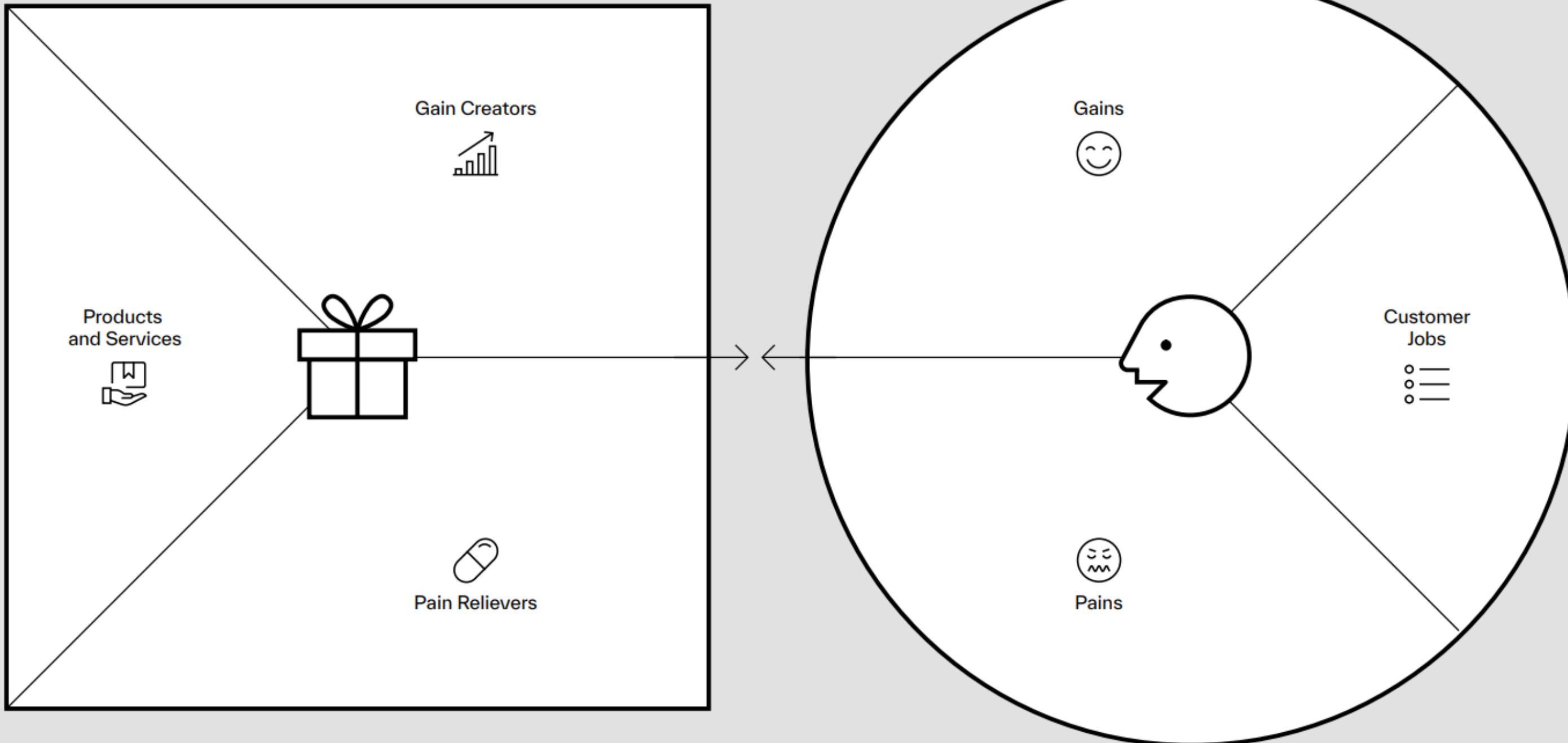
*NOW you can think about
solutions :)*

3. Ideate

The Value Proposition Canvas

Value Proposition:

Customer Segment:



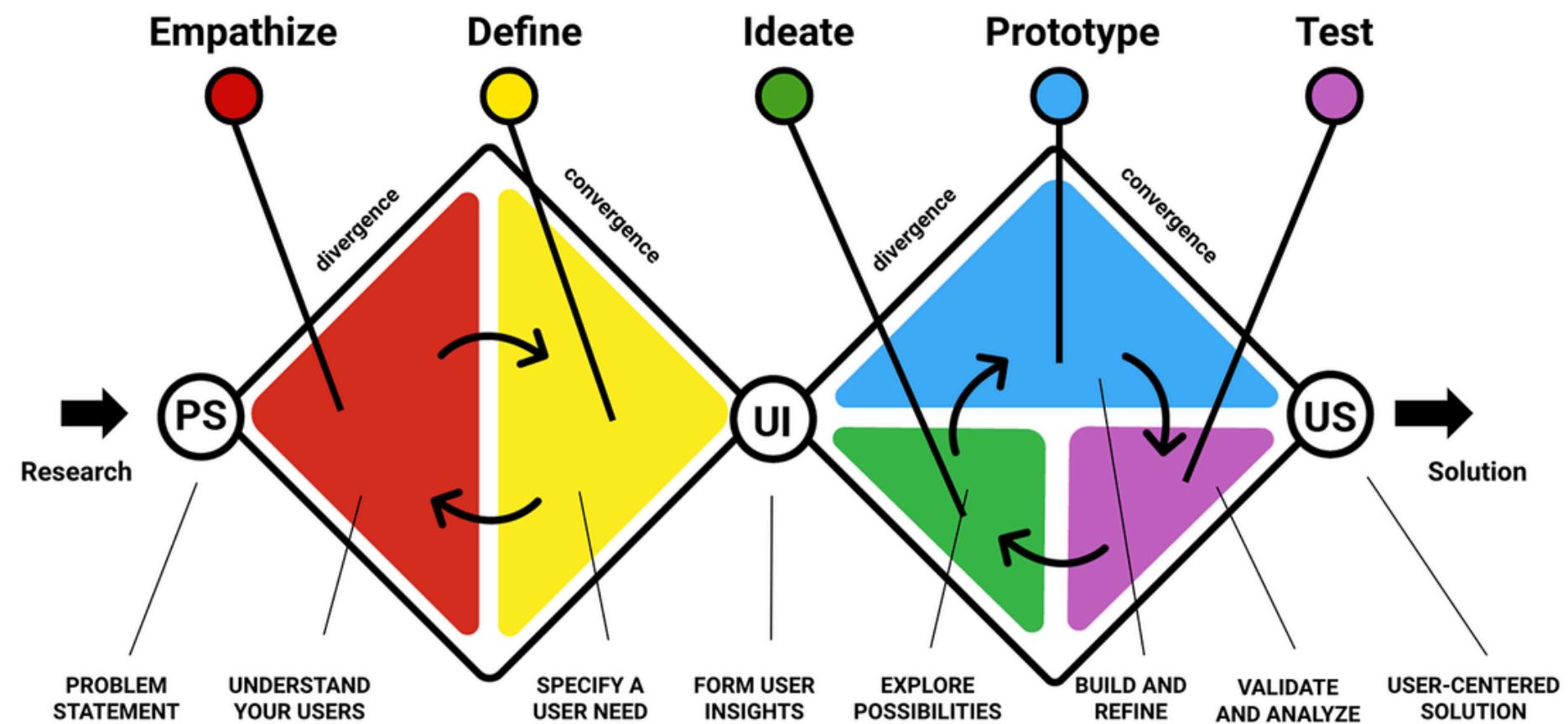
Fill out the (other) canvas

Fill out the left-hand side of the value proposition canvas to specify how your solution solves the exact problems your customers have.



15 minutes

Iteration and talking to your users



COMPETITORS

Direct Competitors

Offer the *same* solution to the *same* problem in the *same* market. They've proven your market exists, you need to get customers to *switch*.

Indirect Competitors

Offer a different solution to the same problem. Getting customers to switch can be *very hard*.

Generic Solutions

What people are doing right now! You always have some competition here.

Do a competitor search

Google, ChatGPT, Exa.ai – find who's working in this domain, other startups, solutions, etc.



10 minutes

The Lean Canvas

Source: <https://www.leanfoundry.com/tools/lean-canvas>

PROBLEM List your customers top 3 problems	SOLUTION Outline possible solution for each problem	UNIQUE VALUE PROPOSITION Single, clear, compelling that turns an unaware visitor into an interested prospect	UNFAIR ADVANTAGE Something that can't be easily copied or bought	CUSTOMER SEGMENTS List your target customers and users
EXISTING ALTERNATIVES List how these problems are solved today	KEY METRICS List key numbers telling how your business is doing today	HIGH LEVEL CONCEPT List your X for Y analogy (e.g. YouTube = Flickr for videos)	CHANNELS List your path to customers	EARLY ADOPTERS List characteristics of your ideal customer
COST STRUCTURE List your fixed and variable costs			REVENUE STREAMS List your sources of revenue	

Fill in the lean canvas

Most should follow naturally from what we've already covered.



10 minutes

NEXT STEPS

More Customers

Repeat these exercises for each unique customer segment and rank which ones have the problem most intensely and which are most reachable.

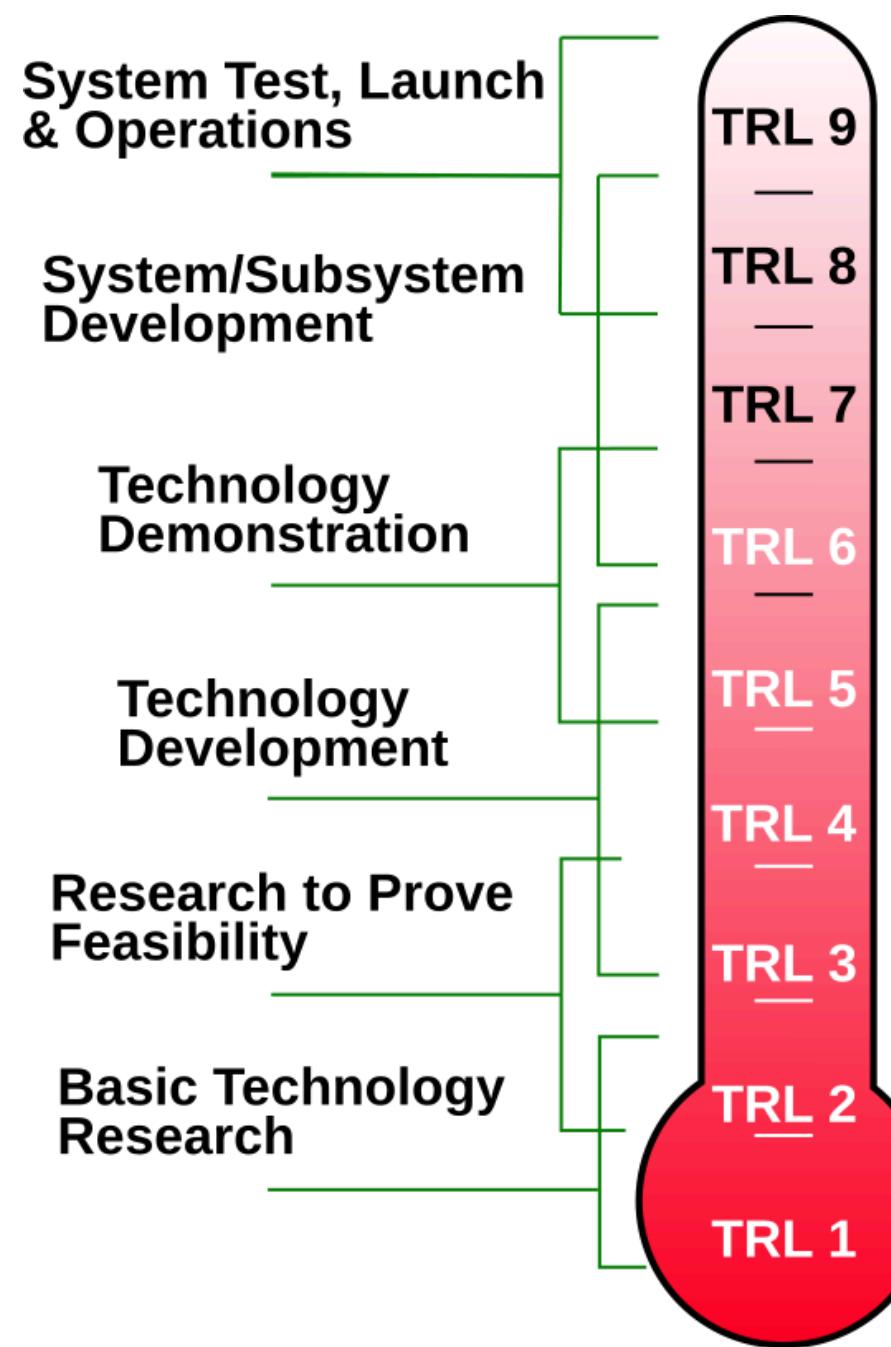
Concrete Plan

What does a roadmap over the next 12 months look like for your startup? How ready is your product?

Team

What makes your team special? What gaps do you have, and how can you fill them?

Technical Readiness Level



Talk to your customers!

TRACTION

Coach & Connect

On-Demand, Expert 1:1 Coaching for
your ideas!



UNSW FOUNDERS

TERrible Ideas

- An event where you come up with a terrible idea with friends or strangers, then build it in 46 hours!

20th - 22nd
JUNE

terriblehack.com



Thank you!