




Module 4: Entrepreneurship 101 – From Problem to MVP

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 Tags	

From Problem to MVP: Building Without Breaking

Why This Matters

Entrepreneurship is not reserved for people with degrees, connections, or capital. This module demystifies business-building by showing that grit, resourcefulness, and community matter more than pedigree. Backed by research on passion (Vallerand), motivation (Deci & Ryan), and real-world startup studies, we prove that **builders already have entrepreneur DNA**—they just need structure, support, and permission to start.

<page
url="<https://www.notion.so/2cb67bacd22c81dbaf1bd5ad748ae434>">Theoretical
Foundation: Entrepreneurship & Recovery Outcomes</page>

Module Objective

Demystify entrepreneurship and empower participants to see themselves as business creators—regardless of background, education, or capital. Build confidence through hands-on problem-solving, idea generation, customer discovery, and MVP testing—all while staying regulated and tribe-supported.

Learning Outcomes

- Reframe "entrepreneur" as "builder"—something you already are
- Identify real problems worth solving (in your life or community)
- Generate at least one viable business or project idea

- Conduct customer discovery interviews without shame or fear
 - Design and launch a Minimum Viable Product (MVP) in 1-2 weeks
 - Use tribe as momentum holders (Launch Witnesses)
 - Practice regulated execution (not hustle-driven chaos)
 - Pitch your idea in 60 seconds with confidence
-

Time: ~150-180 minutes (spread across multiple sessions + 1-2 week launch period)

Core Frame

"If you've ever hustled, solved a problem, or figured out how to survive with nothing—you already have entrepreneur DNA. This module is about channeling that into a business that doesn't break you."

Critical Pre-Module Check

Before starting Module 4, participants must:

1. Have completed **Module 3** (Energy & Regulation)
2. Have their **Builder Operating Agreement (BOA)** from Module 3
3. Have passed the **Builder Readiness Gate** (Module 3, Unit 9.5)

Facilitator reminder: Entrepreneurship from dysregulation becomes the new addiction. If someone is not regulated, they should repeat Module 3 regulation practices before proceeding.

OpenEdX Course Structure

Unit 0: From "Entrepreneur" to "Builder" (15 min)

Purpose: Reframe entrepreneurship as something participants already are, not something they need to become.

Video (8-10 min): You're Already an Entrepreneur

- Script: "When you hear 'entrepreneur,' what do you picture? Elon Musk? Someone in a suit with funding? Here's the truth: **If you've ever hustled, solved a problem with no resources, or figured out how to survive when the system failed you—you already have entrepreneur DNA.** This module is about channeling that into a business."
- The builder vs. business owner mindset
- Why resourcefulness > resources
- Examples of cycle-breaker entrepreneurs (barber, chef, tutor, cleaner, artist)
- **Critical reframe:** "Entrepreneurship doesn't reward intensity—it rewards regulated execution. If you skip the inner work, the business becomes the new addiction."

Reading: What Entrepreneurship Really Is

- Entrepreneurship = solving problems for money (that's it)
- The myth of the "born entrepreneur"
- Why cycle-breakers make great entrepreneurs (survival skills, resilience, resourcefulness)
- Stories of builders who started with \$0
- The difference between hustle culture (burns you out) and builder culture (sustainable)

Discussion Forum:

"What's one time you solved a problem with zero resources? How did you figure it out? That's entrepreneur DNA."

Unit 1: Myth-Busting—What Entrepreneurship Isn't (20 min)

Purpose: Dismantle limiting beliefs about who gets to be an entrepreneur.

Video (10-12 min): Breaking Down Entrepreneurship Myths

Myth 1: "You need money to start"

- Truth: Most successful businesses start with <\$1,000

- Examples: Cleaning service, tutoring, consulting, coaching

Myth 2: "You have to invent something new"

- Truth: Most businesses solve old problems better
- Examples: Better customer service, faster delivery, more affordable

Myth 3: "It's only for extroverts or sales types"

- Truth: Introverts make great entrepreneurs (deep work, listening, systems thinking)
- Connection to Builder Types (Module 1.5)

Myth 4: "You need a degree or business plan"

- Truth: You need customers and iteration
- Most successful founders learn by doing

Myth 5: "If it's been done before, there's no space for you"

- Truth: There are 50 coffee shops in your city—there's room for yours too
- Your lived experience is your unfair advantage

Reading: The Everyday Hustler

- Case studies of scrappy startups
- How Legacy Rising alumni launched businesses with \$0-\$100
- The side hustle economy
- Service businesses you can start tomorrow (cleaning, tutoring, childcare, meal prep, consulting, freelancing)

Written Assignment: Myth Inventory

Answer these questions:

1. What myths about entrepreneurship have held you back?
2. Where did these beliefs come from? (family, media, past experiences)
3. Which myth feels most true to you, even after reading the content?
4. What would you try if none of these myths were true?

5. What's your unfair advantage? (lived experience, skills, network, perspective)

Submission: Myth Inventory (300+ words)

Discussion Forum:

"What's the biggest entrepreneurship myth you're ready to bust? What would you start if you knew you couldn't fail?"

Unit 2: Problem Scavenger Hunt—Finding Ideas Close to Home (30 min)

Purpose: Teach participants to spot viable business ideas in their daily lives.

CRITICAL PRE-WORK: Review your **Builder Operating Agreement (BOA)** from Module 3. Keep your wiring, regulation baseline, and boundaries in mind.

30-Second Framing (Essential):

"Not every problem you're excited about is yours to solve. We're looking for problems that create stability—not adrenaline."

Video (8-10 min): How to Spot Million-Dollar Problems

- The best business ideas start with real pain points
- Examples: Uber (can't get a cab), Airbnb (hotels too expensive), TaskRabbit (need help with chores)
- How to identify problems worth solving
- The difference between a pain point (urgent, recurring, costly) and a preference (nice to have)
- Why "scratching your own itch" works

Reading: Problem-Finding Framework

Questions to ask:

- What frustrates you daily?
- What do people around you complain about?
- What takes too long or costs too much?
- What did you wish existed when you were struggling?

- What do you do better than most people without trying?

How to validate if a problem is big enough:

- Does it happen frequently? (weekly or more)
- Do multiple people have this problem?
- Are people currently paying for workarounds?
- Would solving this save time, money, or pain?

Written Assignment: Problem List (+ Nervous System Filter)

List **at least 10 problems** you see in:

1. Your own daily life
2. Your neighborhood or community
3. Industries or fields you know well

For each problem, note:

- Who experiences this problem?
- How often does it happen?
- What's the current workaround?
- How much pain does it cause? (1-10 scale)
- **Filter question:** *If this problem takes 6 months to work on, does it still support my nervous system? (yes / no / unsure)*

Submission: Problem list with 10+ items + filter notes (400+ words)

Discussion Forum:

"Share 2-3 problems from your list. See if others have the same pain points. What patterns emerge? What surprises you?"

Unit 3: Idea Generation Jam—Brainstorming Solutions (30 min)

Purpose: Generate multiple solution ideas without self-censorship.

Video (8-10 min): Creative Ideation Techniques

- How to generate ideas without censoring yourself

- Quantity over quality in brainstorming (aim for bad ideas—they lead to good ones)
- Why "wild ideas" often lead to breakthroughs
- Examples of successful pivots (Twitter started as Odeo, Slack started as a gaming company)

Reading: Ideation Methods

SCAMPER Technique:

- **Substitute:** What could you replace?
- **Combine:** What could you merge?
- **Adapt:** What could you adjust?
- **Modify:** What could you change?
- **Put to another use:** What else could this do?
- **Eliminate:** What could you remove?
- **Reverse:** What if you did the opposite?

"How might we..." questions:

- Turn problems into opportunity questions
- Example: "How might we make healthy food accessible in food deserts?"

Riffing:

- Take one idea and spin 5 variations

Activity: Solution Brainstorm

Pick **2 problems** from your list. For each problem, brainstorm **at least 10 possible solutions**.

Rules:

- No idea is too small, weird, or "already done"
- Don't censor yourself—write everything down
- Wild ideas welcome (they often lead somewhere good)
- Build on your own ideas (variations count)

Submission: 20+ solution ideas (10 per problem)

Discussion Forum: Collaborative Ideation

"Post one problem from your list. Others: Reply with solution ideas for that problem. Aim to help at least 3 people generate more ideas. No judgment—just brainstorming."

Unit 4: Choosing Your Problem—Making the Commitment (25 min)

Purpose: Help participants choose one idea to move forward with (not forever—just for now).

Video (8-10 min): How to Choose Your First Idea

- You're not locked in forever—just picking a starting point
- Most successful entrepreneurs pivot multiple times
- Criteria for choosing:
 - **Passion:** Does this excite you?
 - **Knowledge/Access:** Do you understand this problem and its customers?
 - **Speed:** Can you test this quickly (weeks, not years)?
- The power of focus vs. spreading too thin
- Examples of founders who started with the "wrong" idea and pivoted

Reading: Decision Framework

The 3 Circles:

- What you're passionate about
- What you're good at (or can learn quickly)
- What people will pay for

The sweet spot: Where all 3 overlap

How to test assumptions before going all-in:

- Talk to 3-5 potential customers
- See if anyone else is solving this (competition = validation)

- Check if you can test an MVP in 2 weeks or less

Written Assignment: Idea Selection (+ Builder Type Alignment)

Pick **ONE problem and solution** to explore further.

Answer these questions:

1. Why does this problem matter to you personally?
2. Who else has this problem? (Be specific: demographics, location, situation)
3. What would it feel like to solve this?
4. What makes you the right person to solve it? (your unfair advantage)
5. What excites you most about this?
6. What scares you most about this?
7. **How does this align with your Builder Type?** (Module 1.5)
 - Firestarter: Is this fast-moving, creative, variety-rich?
 - Architect: Can you plan and systematize this?
 - Operator: Is there structure + intensity?
 - Maverick/Lone Wolf: Can you do this independently?
 - Catalyst/Anchor: Does this involve collaboration?
8. **Nervous system check:** Does this idea fit inside your Builder Operating Agreement?

Submission: Idea selection + alignment (500+ words)

Discussion Forum:

"Share the problem/solution you're committing to. What drew you to this one? How does it fit your Builder Type? Offer support and connections to at least 2 others."

Unit 5: Customer Discovery—Talk to Real People (40 min)

Purpose: Teach participants to validate their idea by interviewing potential customers.

Video (12-15 min): How to Do Customer Interviews

- Why talking to customers matters MORE than your idea
- The biggest mistake: building without talking to anyone
- Script for reaching out: "I'm working on something and want to learn about your experience with [problem]. Can I ask you a few questions?"
- What to ask, what NOT to ask
- How to spot real pain vs. polite answers
- Handling rejection and nervousness (connection to Module 3 regulation)

Reading: The Mom Test (Key Concepts)

The Mom Test Rules:

1. **Don't ask:** "Would you buy this?" (everyone lies to be nice)
2. **Do ask:** "When's the last time you dealt with this problem?"
3. Focus on **past behavior**, not future intentions
4. Listen for emotion, frustration, workarounds (those are gold)
5. Take detailed notes—patterns matter more than individual answers

Sample Questions:

- When's the last time you experienced [problem]?
- How did you deal with it?
- What have you tried to solve this?
- What would make this easier for you?
- How much time/money do you lose to this problem?
- Have you looked for solutions? What did you find?
- If this problem disappeared tomorrow, what would that mean for you?

Assignment: Conduct 3 Customer Interviews

Task: Talk to **3 people** who have your chosen problem.

Instructions:

1. Reach out to potential customers (friends, family, strangers—anyone who has the problem)
2. Use the sample questions (or your own)
3. Take detailed notes during or immediately after each interview
4. Look for patterns across all 3 interviews

Submission:

- Interview notes (3 interviews, 200+ words each)
- Summary reflection (300+ words):
 - What surprised you?
 - What patterns emerged?
 - Did anyone say something that changed your thinking?
 - Is this problem real and urgent enough to solve?
 - What would you change about your solution based on what you learned?

Discussion Forum:

"Share your biggest insight from customer interviews. What did you learn? Did anything surprise you? Support others who are nervous about doing their interviews—share tips for getting started."

Unit 6: MVP Design—Building Your First Version (35 min)

Purpose: Help participants design the simplest possible version of their solution to test quickly.

CRITICAL CHECK-IN: Before designing your MVP, review your **Builder Operating Agreement**. Your MVP must fit inside your wiring and capacity.

Video (12-15 min): What Is an MVP?

MVP = Minimum Viable Product

- The simplest version you can test to get real feedback
- NOT the final product—just enough to learn

Examples:

- **Cleaning business MVP:** Clean one friend's house for \$20, get feedback
- **Food business MVP:** Sell 10 meals from your kitchen to coworkers
- **Coaching MVP:** Offer 3 free sessions for testimonials
- **App MVP:** Manual process before building tech (use Zapier, spreadsheets, phone calls—no code yet)

Case study: How Dropbox started with a 3-minute video (not a product)—got 75,000 signups overnight

Key principles:

- Test fast, fail cheap, learn quick
- Perfection kills businesses (done > perfect)
- Your first version will be wrong—that's the point

Reading: Lean Startup Principles

The Build-Measure-Learn Loop:

1. **Build:** Create simplest version
2. **Measure:** Get customer feedback
3. **Learn:** Iterate based on what you learned
4. Repeat

Why MVP thinking works:

- Reduces risk (test before investing)
- Speeds up learning (feedback > assumptions)
- Saves money and time
- Builds confidence through small wins

Written Assignment: Design Your MVP (+ Regulation Check)

Complete the MVP Canvas:

1. **Problem I'm solving:**
2. **Who I'm solving it for:** (specific customer persona—name, age, situation)

3. **My solution (simplest version):**
4. **How I'll test it in the next 1-2 weeks:**
5. **What success looks like:** (# of customers, \$ revenue, specific feedback)
6. **What I need to make this happen:** (materials, time, help, money—be specific)
7. **Maximum weekly time I will spend on this MVP:** ____ hours (*Must fit BOA*)
8. **How I'll stay regulated while building:** (regulation practice, buddy check-ins, boundaries)
9. **What could go wrong:** (obstacles, fears)
10. **How I'll adapt if it fails:** (backup plan, what you'll learn)

Submission: Completed MVP Canvas (500+ words)

Discussion Forum: MVP Feedback

"Share your MVP plan. Get feedback from at least 2 people: Is this simple enough? What could you cut to test faster? What resources or connections can others offer?"

Unit 7: Launch Witness System—Tribe as Momentum Holder (25 min)

Purpose: Reframe launching as a communal act; prevent isolation and shame spirals.

Video (8-10 min): Why "No One Launches Alone" Matters

- Isolation kills momentum (especially for cycle-breakers)
- Shame spirals happen in private
- Witnessing = accountability without judgment
- Launch Witnesses celebrate **completion, not outcome**
- Connection to Module 3 (Regulation Buddy) and Module 5 (Peer Leadership)

Reading: The Launch Witness Protocol

What Launch Witnesses Do:

- Hold your momentum when you can't

- Check in before and after launch
- Celebrate courage, not results
- Witness without fixing or judging

What Launch Witnesses DON'T Do:

- Give advice (unless asked)
- Judge your outcome
- Take responsibility for your launch
- Let you hide or avoid

Activity: Form MVP Sprint Groups

Format: Groups of 3-4 people (facilitator assigns or self-select)

Each person is both:

- A **launcher** (you're launching your MVP)
- A **Launch Witness** (you're witnessing someone else's launch)

Launch Witness Responsibilities:

1. Before Launch (24-48 hours before):

- Check in: "Are you regulated?"
- Ask: "What do you need to launch?"
- Identify: "What could stop you?"
- Offer: "How can I support you?"

2. After Launch (within 24 hours after):

- Affirm: "**You launched. That's the win.**"
- Ask: "What happened?"
- Reflect: "What did you learn?"
- Celebrate: "What are you proud of?"

3. Key Rules:

- Celebrate completion, not outcome (doesn't matter if you made \$0 or \$1,000)

- Doesn't matter if anyone said yes—**you showed up**
- The tribe holds your momentum when you can't
- Success = launching, not perfecting

Key teaching lines (memorize these):

- *"Launching is the win. Revenue is a bonus."*
- *"Your job is not to succeed perfectly. Your job is to show up."*
- *"The tribe holds your momentum when you can't."*
- *"You launched. You're a builder."*

Assignment: Form Your MVP Sprint Group

Answer:

1. Who is in your group? (3-4 names)
2. Who is your Launch Witness? (the person witnessing YOU)
3. Whose Launch Witness are you? (the person you're witnessing)
4. When are you launching? (specific date/timeframe)
5. How will you check in? (text, call, video, forum post)

Submission: MVP Sprint Group Agreement

Discussion Forum:

"Tag your Launch Witness and your group. Share your launch date. Commit to checking in. This is how we build together."

Unit 8: Pricing Your MVP—What to Charge (25 min)

Purpose: Help participants set prices without shame or undervaluing themselves.

Video (10-12 min): How to Price Your Work

- Why charging money matters (even \$1 validates your business)
- Common pricing mistakes:
 - Charging too little (undervaluing yourself)
 - Charging nothing (no real feedback)

- Waiting to charge until "it's perfect"
- Pricing strategies:
 - **Cost-plus:** Calculate costs + add profit margin
 - **Market rate:** What do competitors charge?
 - **Value-based:** How much value do you create for the customer?
- How to talk about money without shame
- Scripts for pricing conversations

Reading: Pricing Psychology

- Why free ≠ valuable (people don't value what they don't pay for)
- How to test pricing (start low, raise as you get feedback)
- The power of "founder's rate" (early adopter discount)
- When to raise prices (and how to communicate it)
- Handling price objections

Written Assignment: Set Your MVP Pricing

Answer:

1. What will you charge for your MVP? (specific \$ amount)
2. Why this price? (how did you decide?)
3. Is this profitable? (calculate: costs vs. revenue)
4. What's your pricing strategy? (cost-plus, market rate, value-based, founder's rate)
5. How will you talk about price with customers? (write your script)
6. What if someone says it's too expensive? (your response)
7. What if someone says it's too cheap? (what does that tell you?)
8. When will you raise prices? (what milestone or feedback will trigger this?)

Submission: Pricing plan + script (300+ words)

Discussion Forum:

"What are you charging for your MVP? What feels scary about naming your price? Share your pricing scripts and get feedback from at least 2 others."

Unit 9: MVP Launch Week—Test Your Idea (*Time varies: 1-2 weeks*)

Purpose: Launch your MVP with tribe support and document everything.

Video (5-7 min): Launch Day Pep Talk

- You don't need perfect—you need feedback
- How to handle your first customer (be honest, ask for feedback)
- What to document (everything—wins, failures, surprises)
- Celebrating the launch, even if it "fails"
- How to pivot quickly based on what you learn

Reading: Launch Checklist

Pre-Launch:

- Review your MVP Canvas
- Confirm your Launch Witness check-in time
- Identify 5-10 people you'll reach out to
- Prepare materials (if needed): flyers, social posts, samples, etc.
- Practice your pitch (60 seconds)

Launch Day:

- Complete Launch Witness check-in (regulation check)
- Reach out to potential customers
- Make your offer
- Track everything (who said yes, no, maybe, and why)

Post-Launch:

- Complete Launch Witness check-in (celebration + reflection)

- Get customer feedback (ask: What worked? What didn't? Would you buy again/refer others?)
- Document learnings
- Plan your next iteration

Assignment: LAUNCH YOUR MVP (WITH YOUR LAUNCH WITNESS)

Requirements:

1. Test your MVP with **at least 3 real customers**
2. **Charge money** (even if it's \$1—real transactions create real feedback)
3. **Complete Launch Witness check-ins** (before + after)
4. **Document everything:**
 - What worked?
 - What didn't?
 - What surprised you?
 - What feedback did you get?
 - Would customers buy again or refer others?
 - What would you change?
5. **Evidence of launch:** (photos, screenshots, receipts, testimonials, messages)

Submission:

- Launch report (500+ words)
- Evidence of launch
- **Launch Witness confirmation** (they must confirm you completed check-ins)
- Key learnings and next iteration plan

Discussion Forum: Launch Stories

"Share your launch story! What happened? What did you learn? What are you proud of? Tag your Launch Witness and thank them. Celebrate everyone's launches—launching is winning, regardless of outcome."

When someone posts their launch story, respond with:

"You launched. You're a builder."

Unit 10: Pitch Workshop—Selling Your Vision (40 min)

Purpose: Teach participants to pitch their idea clearly and confidently in 60 seconds.

FACILITATOR LINE (CRITICAL):

"If pitching activates your nervous system, that's data—not weakness. We're using this as practice in regulation under visibility, not performance."

Video (12-15 min): How to Pitch in 60 Seconds

The 4-Part Pitch Framework:

1. **Hook** (the problem, viscerally—5-10 seconds)
 - "Have you ever...?"
 - "Most people struggle with..."
 - Make them feel the pain
2. **Solution** (what you offer—15-20 seconds)
 - "I help [who] solve [problem] by [how]"
 - Keep it simple and specific
3. **Proof** (what you've tested, who you've helped—15-20 seconds)
 - "I've already helped 3 people..."
 - "My customers say..."
 - Early wins or testimonials
4. **Ask** (what you need—10-15 seconds)
 - "I'm looking for..."
 - Customers, feedback, partners, funding
 - Be specific

Examples of strong vs. weak pitches:

- Weak: "I'm starting a cleaning business"

- Strong: "Single parents work all day and come home to dirty houses with no energy to clean. I offer same-day affordable cleaning so they can spend time with their kids instead of scrubbing floors. I've already cleaned for 5 families this month and they all booked me again. I'm looking for 10 more families in [neighborhood]."

Reading: Storytelling for Entrepreneurs

- Why stories sell better than features
- How to make your pitch memorable (use emotion, specifics, and imagery)
- Handling questions and objections without defensiveness
- Pitching to different audiences:
 - **Customers:** Focus on their problem and your solution
 - **Investors:** Focus on market size and traction
 - **Partners:** Focus on mutual benefit

Assignment: Craft Your 60-Second Pitch (+ Regulation Practice)

BEFORE RECORDING:

1. Take 30 seconds of breath work or grounding (Module 3)
2. Name the hindrance you're prone to while pitching (restlessness, doubt, ill will, etc.)
3. Remind yourself: *This is regulation practice, not performance*

THEN:

1. Write your pitch using the 4-part framework
2. Time it (aim for 45-75 seconds)
3. Record yourself delivering it (video or audio)
4. Watch/listen back—what works? What feels awkward?
5. Notice: Did your hindrance show up? How did you handle it?
6. Revise and record again (aim for 2-3 takes)

Submission:

- Written pitch script
- Video or audio recording of your best take
- Regulation reflection (200+ words):
 - What felt hard?
 - What felt natural?
 - What hindrance showed up?
 - How did you regulate?
 - **Enforce the Builder Readiness Gate**—if someone is dysregulated, they should not proceed to Module 4

Discussion Forum: Pitch Practice

"Post your pitch (written or video). Give feedback to at least 3 others: What landed? What could be clearer? What questions do you have? What makes you want to support this person?"

Unit 11: Module 4 Wrap & Next Steps (15 min)

Purpose: Integrate learnings and prepare for ongoing entrepreneurship journey.

Video (5-7 min): You're a Builder Now

- Recap: From myth-busting to launching
- The Build-Measure-Learn loop never stops
- Entrepreneurship is iteration, not perfection
- How Module 4 connects to Modules 5 (Peer Leadership), 6 (Financial Foundations), and 7 (Legacy)
- You're not done—you're just getting started

Reading: Next Steps for Your Business

- What to do after your first MVP
- How to iterate based on feedback
- When to pivot vs. when to persist

- Building systems and processes (connection to Builder Types)
- Scaling without burning out (connection to Module 3 regulation)

Final Assignment: 30-Day Business Plan

Create your next 30 days roadmap:

1. What's your next iteration based on launch feedback?
2. What's your revenue goal for month 1?
3. How many customers do you need to hit that goal?
4. What's your marketing strategy? (How will people find you?)
5. What systems do you need to build? (scheduling, invoicing, customer management)
6. What support do you need from the cohort or community?
7. What could derail you? (obstacles, triggers)
8. How will you stay accountable? (who, how often, what format)
9. How will you stay regulated? (what practices, boundaries, check-ins)
10. What's your 30-day milestone? (specific, measurable)

Submission: 30-day business plan (500+ words)

Discussion Forum:

"Share your 30-day plan. Request specific support (connections, feedback, accountability). Offer to support at least 2 others. How will you keep building without breaking?"

Quiz: Module 4 Knowledge Check (15 questions)

- Multiple choice and short answer
- Questions on problem-finding, MVP principles, customer discovery, pricing, Launch Witness protocol, pitching
- Must score 80% to pass (unlimited attempts)

Certificate of Completion: Unlocked when:

- All assignments submitted

- MVP launched (with evidence)
 - Launch Witness check-ins completed
 - Pitch recorded
 - 30-day plan submitted
 - Quiz passed
-

Tribe Infrastructure: Launch Witness System

How It Works:

Formation: MVP Sprint Groups of 3-4 people (formed in Unit 7)

Each person has:

- A Launch Witness (someone witnessing your launch)
- A launchee (someone you're witnessing)

Check-in Protocol:

Before Launch (24-48 hours before):

- "Are you regulated?"
- "What do you need to launch?"
- "What could stop you?"

After Launch (within 24 hours):

- "You launched. That's the win."
- "What happened?"
- "What did you learn?"

Key Principles:

- Celebrate completion, not outcome
- Success = showing up, not perfecting
- The tribe holds momentum when you can't
- No one launches alone

Facilitator Tips

- **Normalize fear and nervousness**—entrepreneurship is vulnerable, especially first launch
- **Celebrate all launches**—even "failures" that generate learning are wins
- **Protect against hustle culture**—entrepreneurship must fit inside Builder Operating Agreements
- **Connect to other modules**—money patterns (Module 6), regulation (Module 3), identity (Module 2)
- **Use real examples**—share alumni stories, especially scrappy starts with \$0
- **Enforce Launch Witness check-ins**—this is not optional; it's how we prevent isolation

Materials Needed

- Problem List template
- MVP Canvas worksheet (PDF)
- Customer Interview Script template
- Pricing Calculator (simple spreadsheet)
- Launch Checklist (PDF)
- Pitch Template with examples
- 30-Day Business Plan template
- Launch Witness Agreement form

Add-Ons / Extras

1. Alumni Entrepreneur Panel

- Invite 2-3 alumni to share how they started (especially \$0 starts)
- Q&A about fear, failure, iteration, and wins

- Alumni become business mentors for current cohort

2. Microgrant Challenge

- Offer small "builder budget" (\$5-\$50) to test MVPs
- Cohort votes on ideas to fund
- Document experiments and celebrate outcomes

3. Marketplace Pop-Up

- Organize cohort pop-up where everyone sells/pitches their MVP for one afternoon
- Make it fun, not high-stakes
- Celebrate effort and lessons learned

4. Business Model Canvas Workshop

- Optional deep-dive on business model design
 - Keep it simple—no MBA jargon
 - Provide one-page template
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OpenEdX Implementation Notes

Video Production:

- Unit 0: You're Already an Entrepreneur (8-10 min)
- Unit 1: Breaking Down Myths (10-12 min)
- Unit 2: How to Spot Million-Dollar Problems (8-10 min)
- Unit 3: Creative Ideation Techniques (8-10 min)
- Unit 4: How to Choose Your First Idea (8-10 min)
- Unit 5: How to Do Customer Interviews (12-15 min)
- Unit 6: What Is an MVP? (12-15 min)
- Unit 7: Why "No One Launches Alone" (8-10 min)

- Unit 8: How to Price Your Work (10-12 min)
- Unit 9: Launch Day Pep Talk (5-7 min)
- Unit 10: How to Pitch in 60 Seconds (12-15 min)
- Unit 11: You're a Builder Now (5-7 min)
- **Total:** ~107-138 min of video content

Discussion Moderation:

- Unit 5: Support nervous participants doing first customer interviews
- Unit 9: Celebrate ALL launches, especially "failures"
- Unit 10: Give constructive pitch feedback—model specificity
- Throughout: Share alumni examples of scrappy starts

Technical Setup:

- MVP Sprint Group matching (manual or automated)
- Launch Witness confirmation system (honor system or form)
- Pitch video uploads (OpenEdX or Flipgrid)
- Evidence uploads (photos, receipts, screenshots)

Pacing:

- Unit 9 (MVP Launch) spans 1-2 weeks of real-world testing
- Consider cohort-based pacing: everyone launches same week for mutual support
- Or allow rolling launches for self-paced learners

Theoretical Foundation

Entrepreneurship Research

- Effectuation theory (Sarasvathy)—how entrepreneurs think and act under uncertainty
- Lean Startup methodology (Ries)—Build-Measure-Learn loop

- Jobs to be Done theory (Christensen)—customers "hire" products to solve problems

Motivation & Passion

- Self-Determination Theory (Deci & Ryan)—autonomy, competence, relatedness
- Dualistic Model of Passion (Vallerand)—harmonious vs. obsessive passion

Recovery & Economic Mobility

- Entrepreneurship as pathway out of poverty (Fairlie, Dunn)
 - Economic agency as relapse prevention (Sherraden)
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Citations

Entrepreneurship:

- Sarasvathy, S. D. (2001). "Effectuation: Elements of Entrepreneurial Expertise." *Academy of Management Review*, 26(2), 243-263.
- Ries, E. (2011). *The Lean Startup*. Crown Business.

Motivation:

- Deci, E. L., & Ryan, R. M. (2017). *Self-Determination Theory*. Guilford Press.
- Vallerand, R. J. (2015). *The Psychology of Passion*. Oxford University Press.

Customer Discovery:

- Blank, S., & Dorf, B. (2012). *The Startup Owner's Manual*. K&S Ranch.
 - Fitzpatrick, R. (2013). *The Mom Test*. Robfitz Ltd.
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Next Module: Module 5: Peer Leadership & Alumni Engagement

| *You've built a business. Now you build the infrastructure that lifts others.*