

Module 4: Entrepreneurship 101

– From Problem to MVP

➤ Course Units	<u>Unit 0: From "Entrepreneur" to "Builder", Unit 10: Pitch Workshop—Selling Your Vision, Unit 11: Module 4 Wrap & Next Steps, Unit 1: Myth-Busting—What Entrepreneurship Isn't, Unit 2: Problem Scavenger Hunt—Finding Ideas Close to Home, Unit 3: Idea Generation Jam—Brainstorming Solutions, Unit 4: Choosing Your Problem—Making the Commitment, Unit 5: Customer Discovery—Talk to Real People, Unit 6: MVP Design—Building Your First Version, Unit 7: Launch Witness System—Tribe as Momentum Holder, Unit 8: Pricing Your MVP—What to Charge, Unit 9: MVP Launch Week—Test Your Idea</u>
≡ Description	Turn obsession into venture. Myth-busting, problem scavenger hunt (10+ problems filtered through nervous system), SCAMPER ideation (20+ solutions), customer discovery (3 interviews using The Mom Test), MVP Canvas (must fit BOA), Launch Witness System (MVP Sprint Groups), pricing, launch (3+ customers with evidence), 60-second pitch, 30-day business plan. REQUIRED: Problem Selection Filter (must discard 1 idea), MVP launch evidence for module completion.
# Duration (min)	420
# Module Number	4
⦿ Status	Not Started

Objective

Turn obsession into venture. Find a real problem, build an MVP, launch to real customers, and prove you can create value in the world.

Overview

This is where **obsession becomes fuel**. You'll myth-bust entrepreneurship, hunt for problems, ideate solutions, talk to customers, build your MVP, and launch.

- Problem Scavenger Hunt (10+ problems filtered through nervous system)
 - SCAMPER ideation (20+ solutions)
 - Customer discovery using The Mom Test (3 interviews)
 - MVP Canvas (must fit your Builder Operating Agreement)
 - Launch to 3+ customers with evidence
 - Build your 60-second pitch and 30-day business plan
 - **REQUIRED:** Problem Selection Filter (discard at least 1 idea) + MVP launch evidence
-

Exercises





Reflections


 **Example Prompt:**

"What problem am I uniquely positioned to solve?"
"What did my first customer teach me?"

Submissions

Resources

-  Problem Scavenger Hunt Template
-  SCAMPER Ideation Worksheet
-  MVP Canvas
-  60-Second Pitch Framework

-  30-Day Business Plan Template

 Embed links or files here.