

2 weeks ago + The presentation A  
Scrap is good went overtime ...  
for context but you know that  
also, the slide deck  
seems to have several  
different styles.

What do you do?  
Cold calls with  
more than just  
whole food  
shoppers?

Talk about   
Your interviews  
first for context  
before mentioning  
what changed from  
last week

Chari  
you  
rich  
above  
then  
focus  
on  
impor  
aspects  
of co

+ nice time  
line '  
good middle fee  
thing

7 something  
not just  
time line

How did they protect  
Siti The market

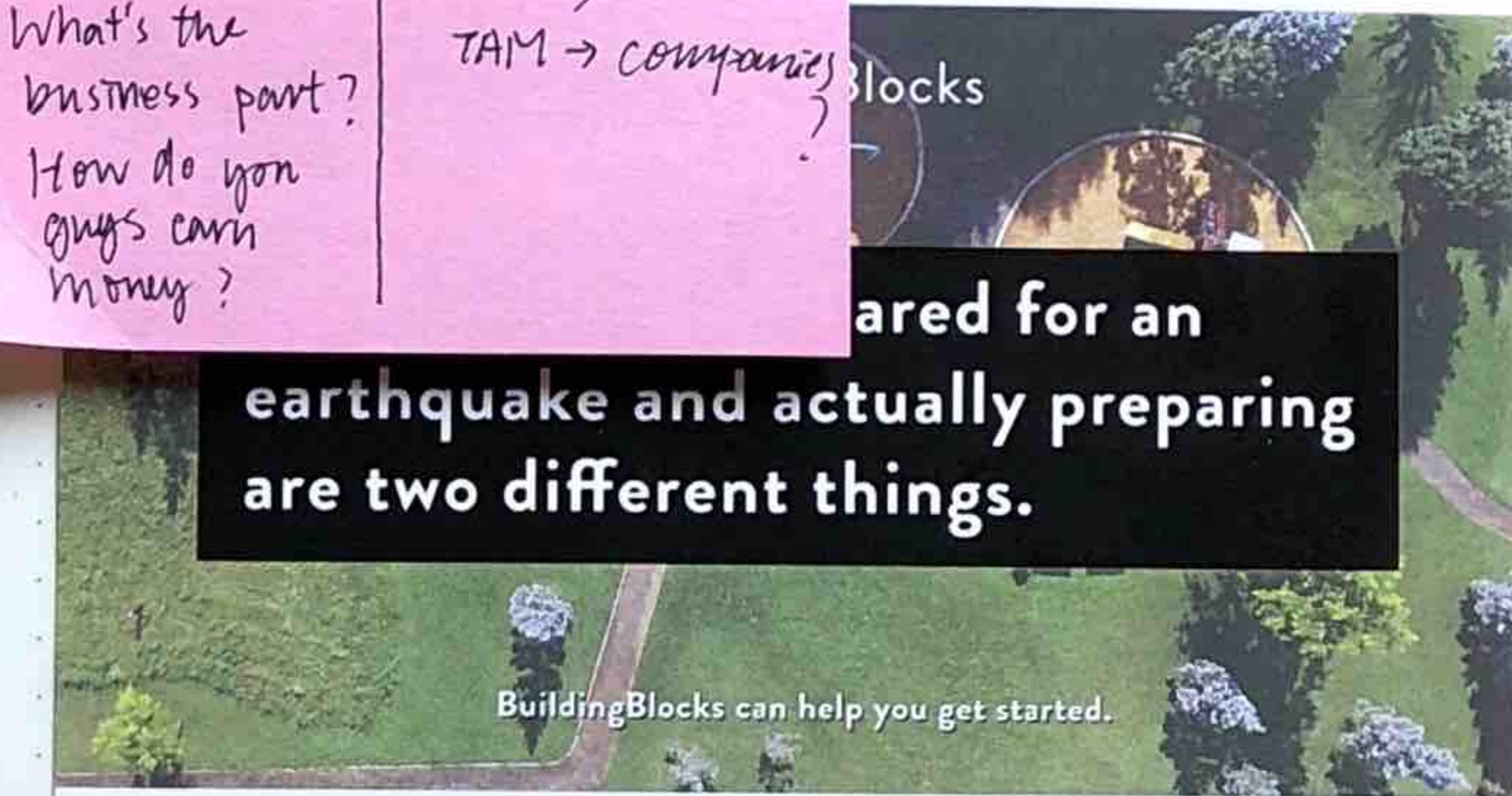
I know ppl x going  
to buy a change  
plan

nice stopping  
PPI from WF

What's the  
business part?  
How do you  
guys earn  
money?

TAM → companies blocks

earthquake and actually preparing are two different things.



**We are a bay area earthquake preparedness tool prioritizing in neighbor to neighbor collaboration as the primary means for your safety.**



**Share and assign tasks with other members in your area so you don't have to plan everything alone.**



Create custom contact trees  
for your neighborhood.  
Reconnect with the ones  
you love while phone lines  
are down.



**Share a resource pool so community members have access to the tools they need without all the space they take up.**

**Visit [Buildingblocks.city](http://Buildingblocks.city)  
to find out how you can start.**

2 weeks ago +  
Recap is good

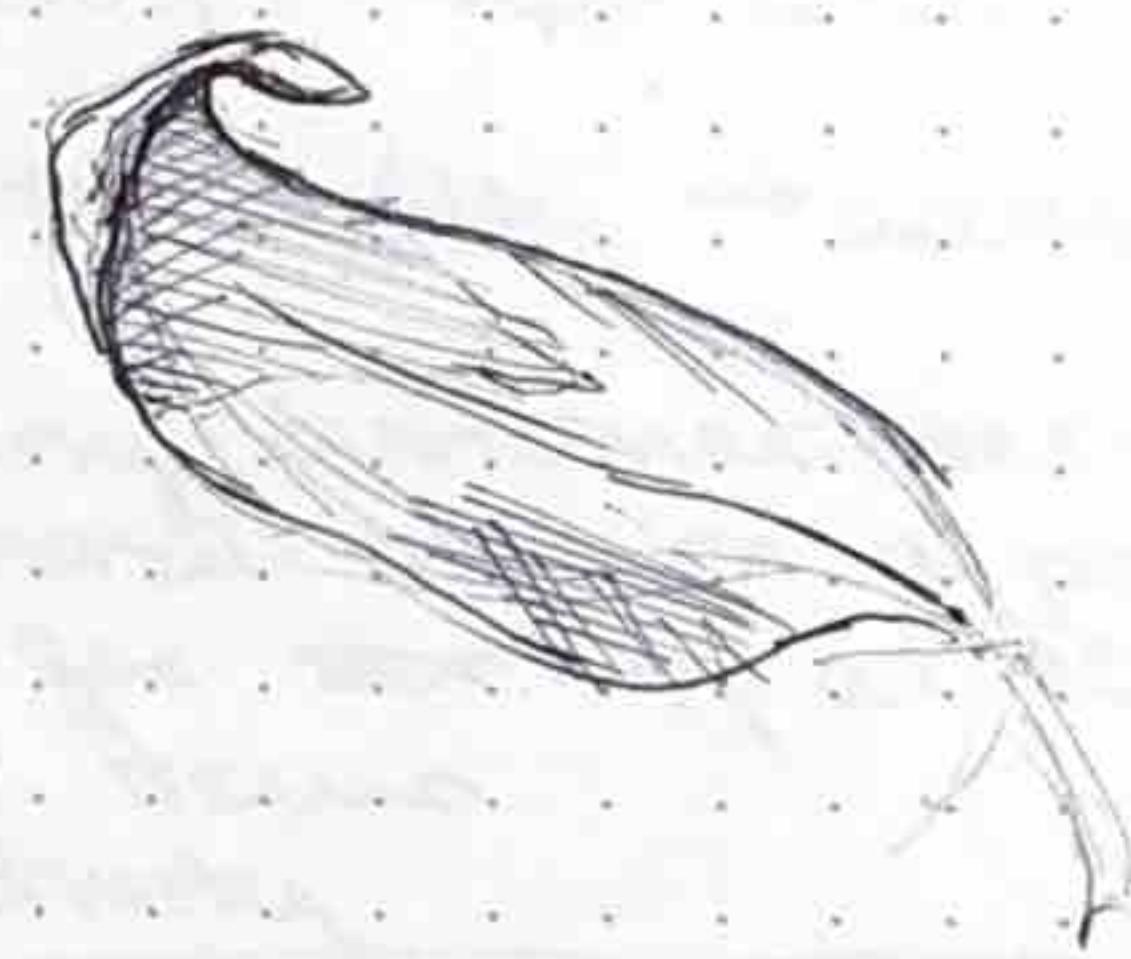
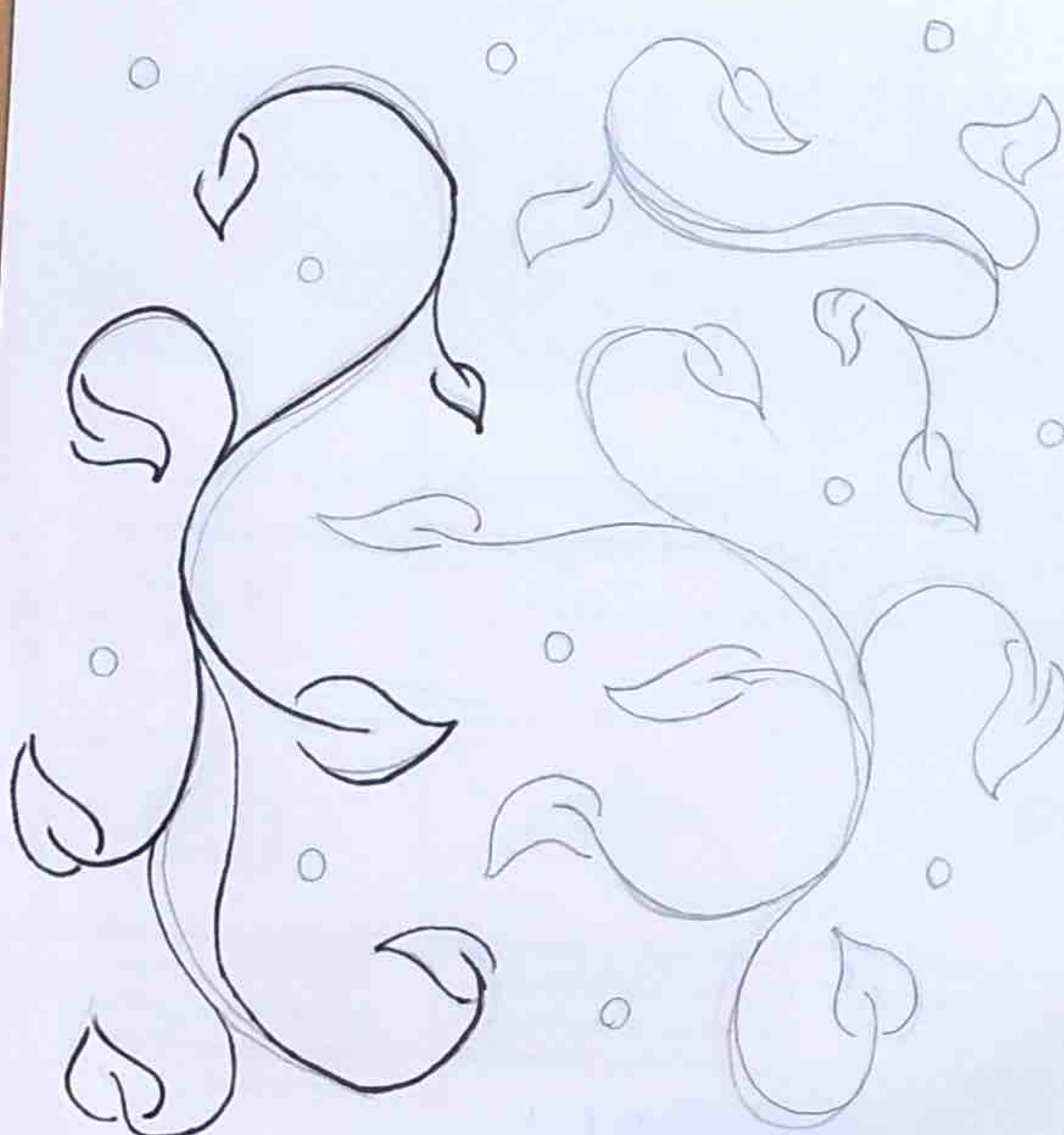
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+  
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Nice stopping  
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?  
What's the  
business part?  
How do you  
guys earn  
money?

>  
TAM → companies  
?



## Zip Car Presentation

- Axis Budget Group → Parent company of large car rental service
  - ↳ Bought ZipCar in March 2013 for \$500m
- 900K members, 10K vehicles
- Can reserve by app, online, or phone
- \* During the third quarter of 2007, merged with rival Flexcar \*

Growth and new offices began emerging for ~8 years in locations such as SF, NY, Toronto, London, etc.

June 2009 → App was released.

Sued in 2009/11. → excessive/hidden fees.

- Calling customer service to report problems
- Additional cost on a parking ticket
- late fee starting at \$50.
- left items
- Inactivity

Unaware b/c lack of monthly statement

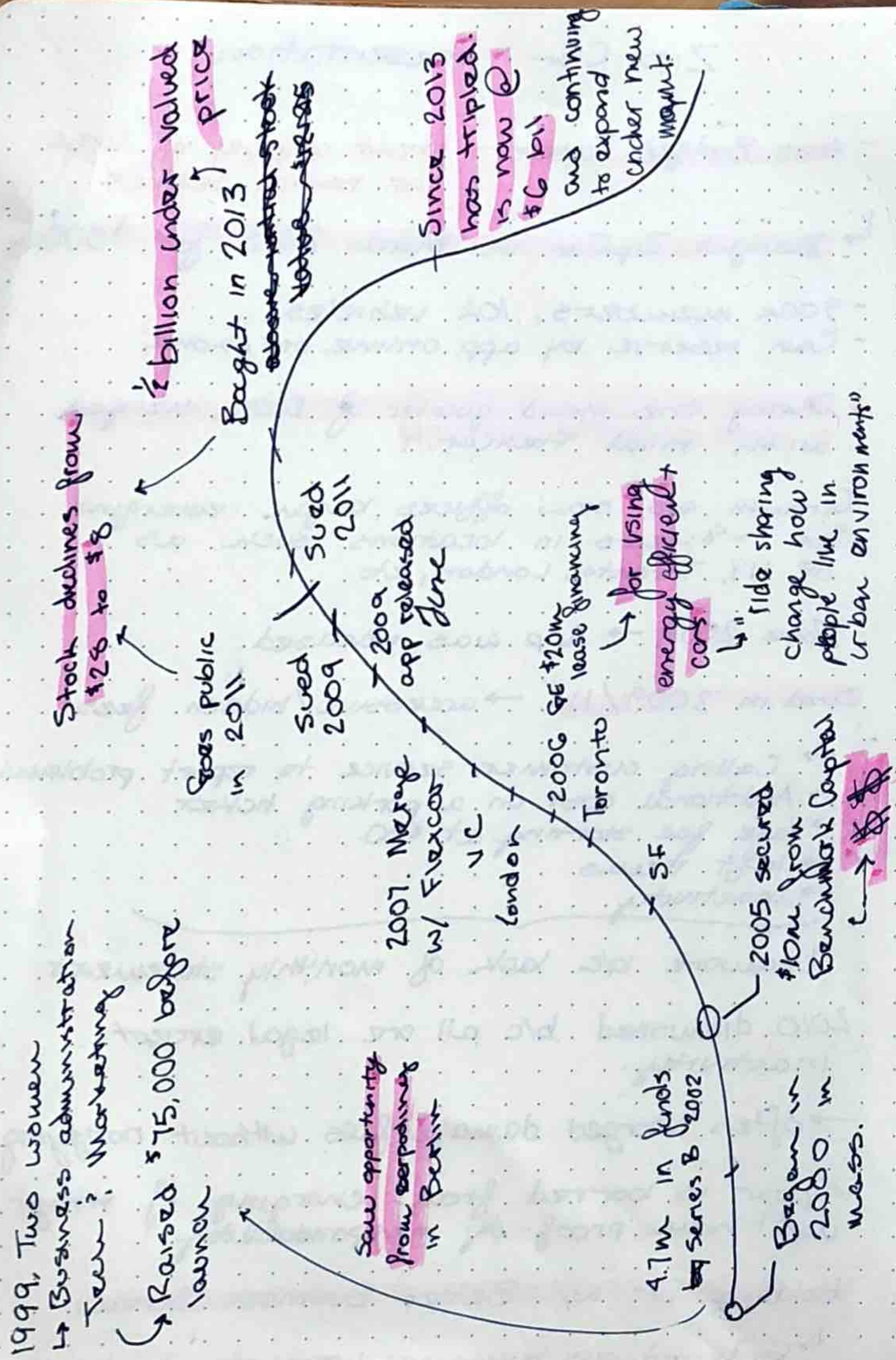
2010 dismissed b/c all are legal except inactivity.

→ often charged damage fees without notifying

Zipcar is barred from charging if they don't have proof of responsibility.

Holds a D- w/ Better Business Bureau

- ↳ Finds and recs businesses, brands, etc. to trust.



## Two ~~4~~ steps to the Entrepreneur

### The Market Opportunity Analysis

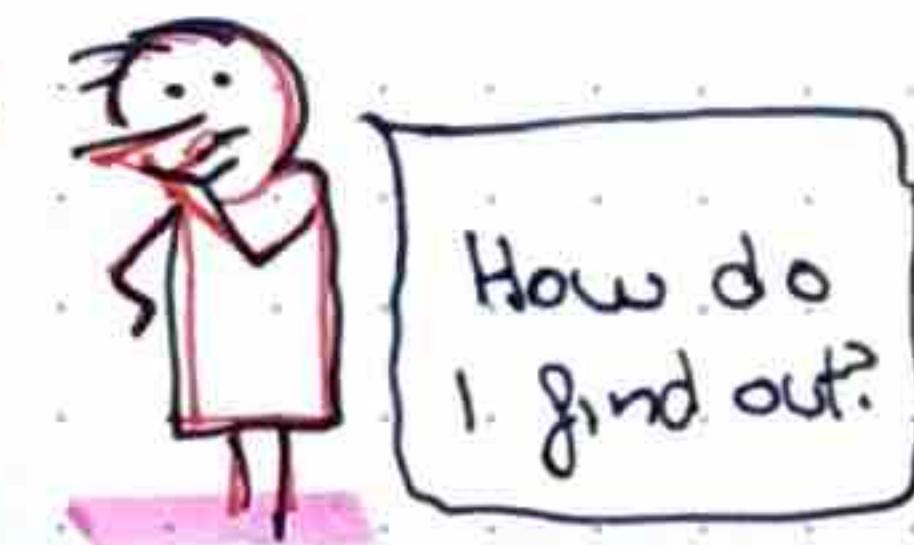
#### 1. IDENTIFY A CUSTOMER & MARKET

- How many ppl want/need it?
- How large is the market if they all bought?

How to determine if a product or service will make you a lot or a little money

Is there opportunity for me?

Think the longevity of the product.



Industry Analysis of domain

### Market Size



~~Assumptions~~

- Make a persona "customer archetype"
- Establish sales platforms (app, store, etc.)
- Key touchpoints/events
- Which companies could help you

Strengthen with research

# Blue Ocean Strategy

Making uncontested market space so the industry veterans are rendered irrelevant.

# THE BUSINESS UNIVERSE

Has 2 distinct kinds of space

# RED OCEANS

- Represent all industries in existence today. The known market space.
  - ↳ Industry boundaries are defined & accepted, and the rules are understood.

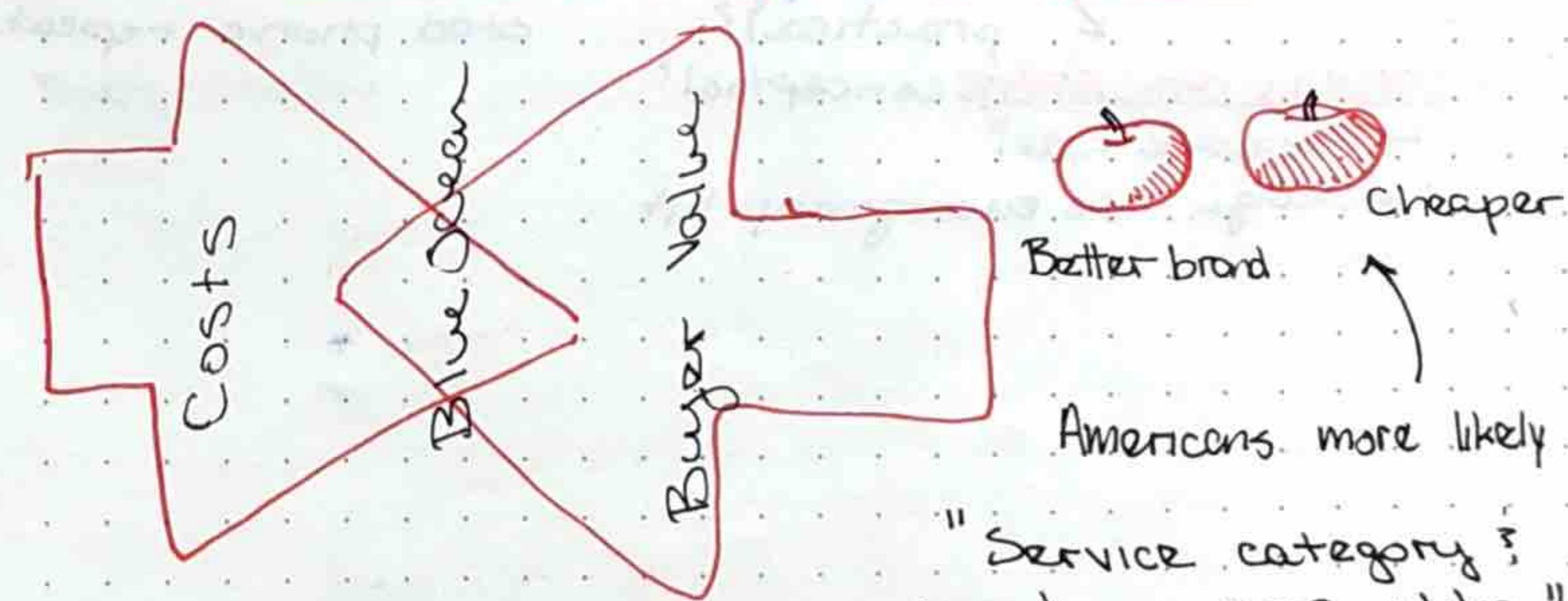
## BLUE OCEANS

- All industries not in existence today.
  - Demand is created rather than sought for. Growth is both profitable and rapid.

# 2 Ways for a BLUE OCEAN

- 1: Company gives rise to completely new industry

2: Created from a red ocean in which the boundaries are stretched.



# Market Research

## List of markets we're interested in

- Quantified self
- Self education
  - ↳ Data tracking
    - ↳ Visualising Data
- Hospitality
- Education
- Data storage
  - ↳ Management
- Fitness
- Children
- Elderly
- Death
- Urban design
- Lifestyle
- Pets
- Wearable tech
- Apparel
- Cosmetics
- Story sharing
- Linguistics

→ Understanding idioms

"Find a word  
for this"

- To notify?  
practical?

□ Natural disasters conceptual?

- ↳ Educate kids?
- ↳ Design the emergency kit

+ I did a project for disaster preparedness & YES - there's a huge demand.

△ S: I'm really suspicious about designing for yourself.

J: pets was 2 out of 4 projects last year. people have really bad counteractions with it.

? H: do you know why sunset have stuff has been talked about since the 70s but hasn't not taken off?

△ S: If you're going to continue w/ school food there's a lot of research from previous projects you can use - like project from Experience Recipe now

# Natural Disaster Design

## American Red Cross Recommendations

- Water (hard plastic)
  - ↳ 1 Gallon per person per day (pets)
  - ↳ min. 3 day supply
- Canned foods
- First aid kit
- Utensils, tools, etc
- Sanitation
- Clothing? Bedding
- Documents

30-250

Ring of fire  
India  
Oil rigging

Get a kit  
Make a plan  
Be informed  
eye insurance  
drop cover & hold  
Secure home contents

- American Red Cross  
3.1 Billion in revenue
- Ready America X
- Mayday

1. Monopoly? kind of a unique scenario.  
(not a large market, can be loopholed)
2. Tons of online resources (can contact them)  
SPUR → what actions they are taking
3. Tentative

Approach

## UX for Lean Startups



Most start ups begin with a cool idea... and most startups...

Instead, they could start with a problem that needs to be solved.



Validate your hypothesis as early as possible.

If large hypotheses about your company are wrong...

Bye By company.

But how?

~~COOL IDEA!~~

SOLVE A PROBLEM



A problem is the reason they will use this



A product is simply the way you're going to solve the user's problem

Validate why people want to buy your product. (again, and again)

By starting with smaller markets, you're more likely to find people with similar problems

How do I design for that? PERSONAS.

You'll know that you've successfully validated your product when you can accurately predict a type of person who will have a problem that is severe enough to need a purchasable solution.

Validating Product

→ Two different things

Validating Problem on Market

A large percentage of the target market offers to pay money for the solution

When doing ethnography, pick people who fit your market

## WHEN PROTOTYPING...

Make it physical.  
Don't just talk about it.

Describe vs. Show = Expectation vs. Reality

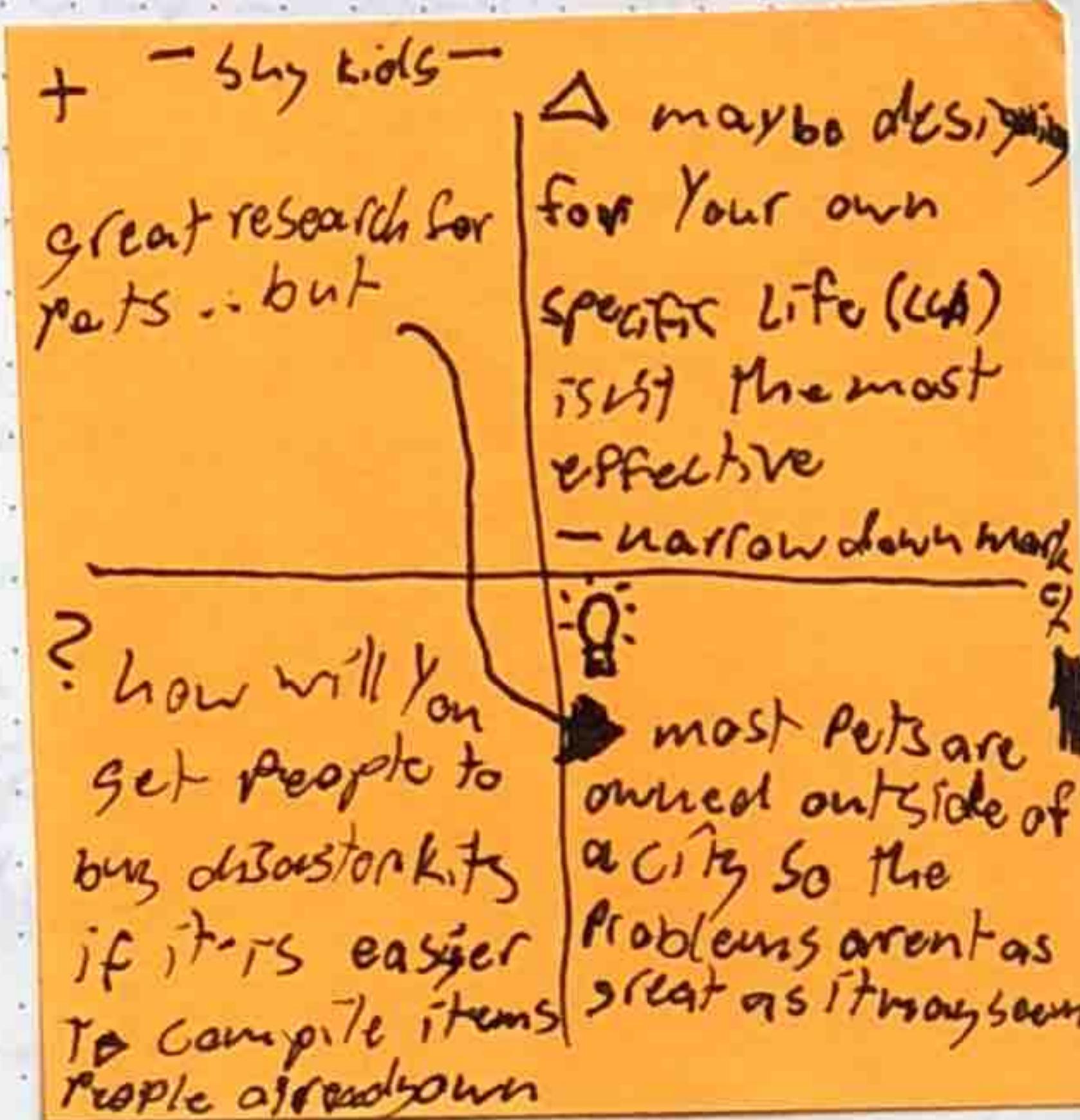
## Investment Strategies

Crowd funding  
VC

Angel  
~~credit card~~  
Side gig  
Mom & Dad  
Bootstrap

→ ~~Unicorn~~

→ Lifestyle business  
Sell, small IPO



## Emergency Kit Market

Bing of fire → San Francisco

23-70 → 24-41.5

occupants

Natural Disaster Zones ↗

Recently purchased or moved into a home (within a year)

- Staying? - Coming? - Going?

- People who want to not worry  
- Cozyout residents

- People in the US who want to be ready  
- Companies to give kits to their employees

(difference between san + son?)

Market?

Qualities

↳ What are you expecting?

↳ What did you get?

Is lunch a social activity for you?

↳ Do you wish it was

"Leaving the company"

Catering?

↳ to tech?

↳ to large companies?

→ Pay?

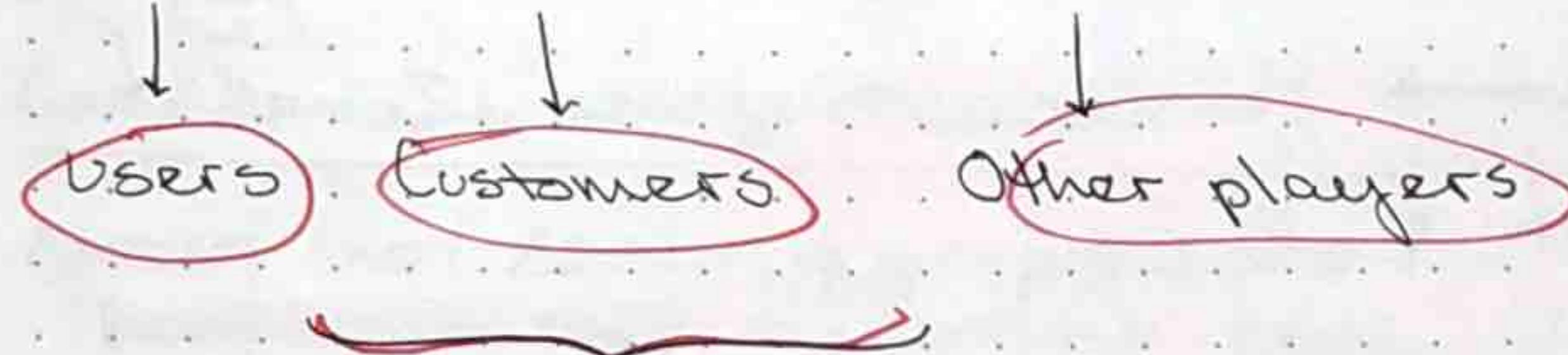
↳ Program within company

↳ meal plan?

Vending machine

# EMPATHY MAP

Used to understand audiences

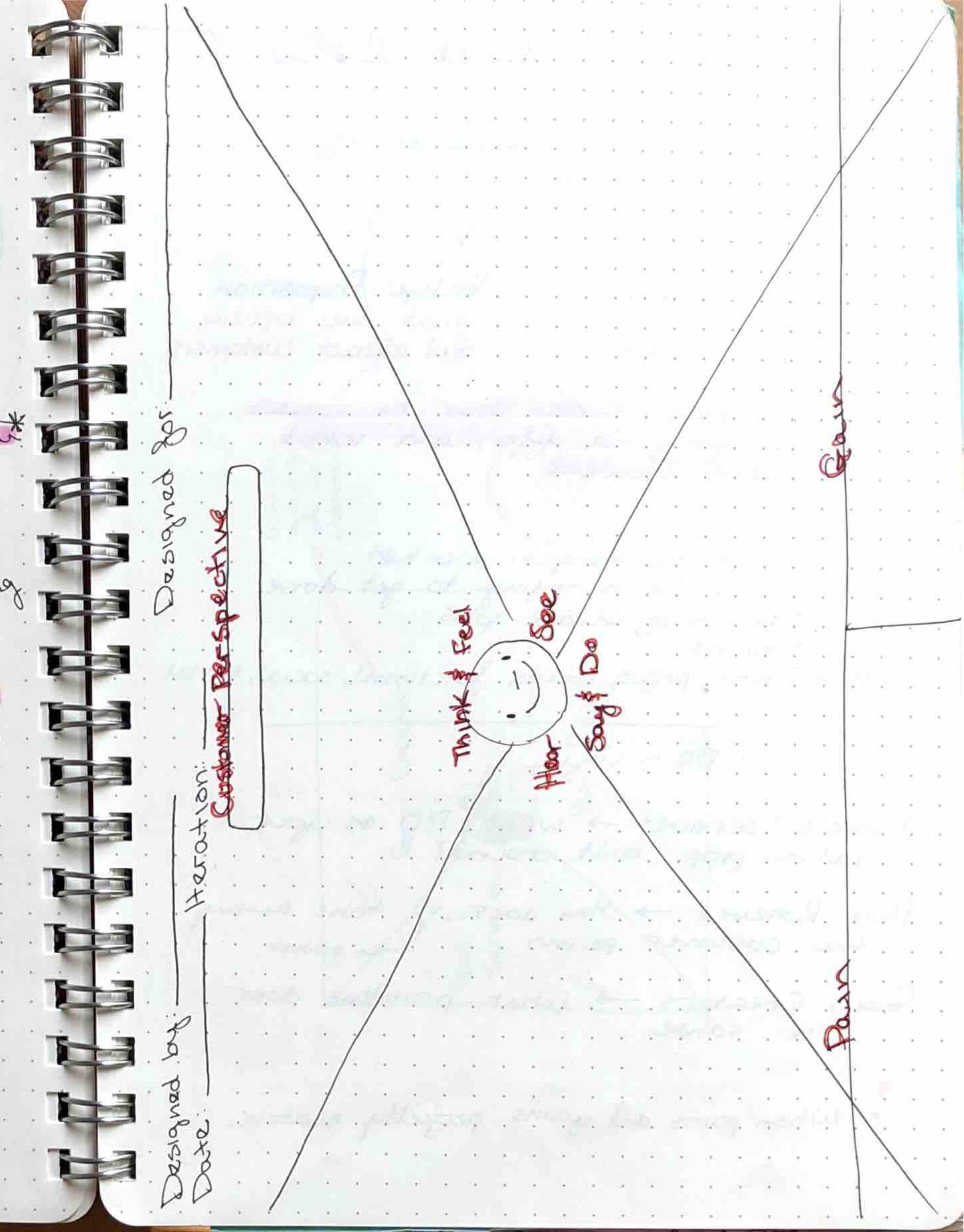


In any business ecosystem

\* Helps identify gaps in the understanding of your stakeholder / business ecosystem

- 1 Ask a question they should understand in their life. → Ex. "Why should I buy 'x'?"

**Use the senses to create insights into a solution to their problem.**



# VALUE PROPOSITION CANVAS

Based off of 2 elements of business model

Customer segment  
who we intent to create value for

Value Proposition  
what we believe will attract customers

- \* Helps map these two to what you're going to offer, and what customers want.\*

Profile - Details target market

- ↳ Jobs TM is trying to get done
- ↳ Pains of those jobs
- ↳ Gains

Jobs = Tasks, probs, needs, functional, social, trivial

## Design

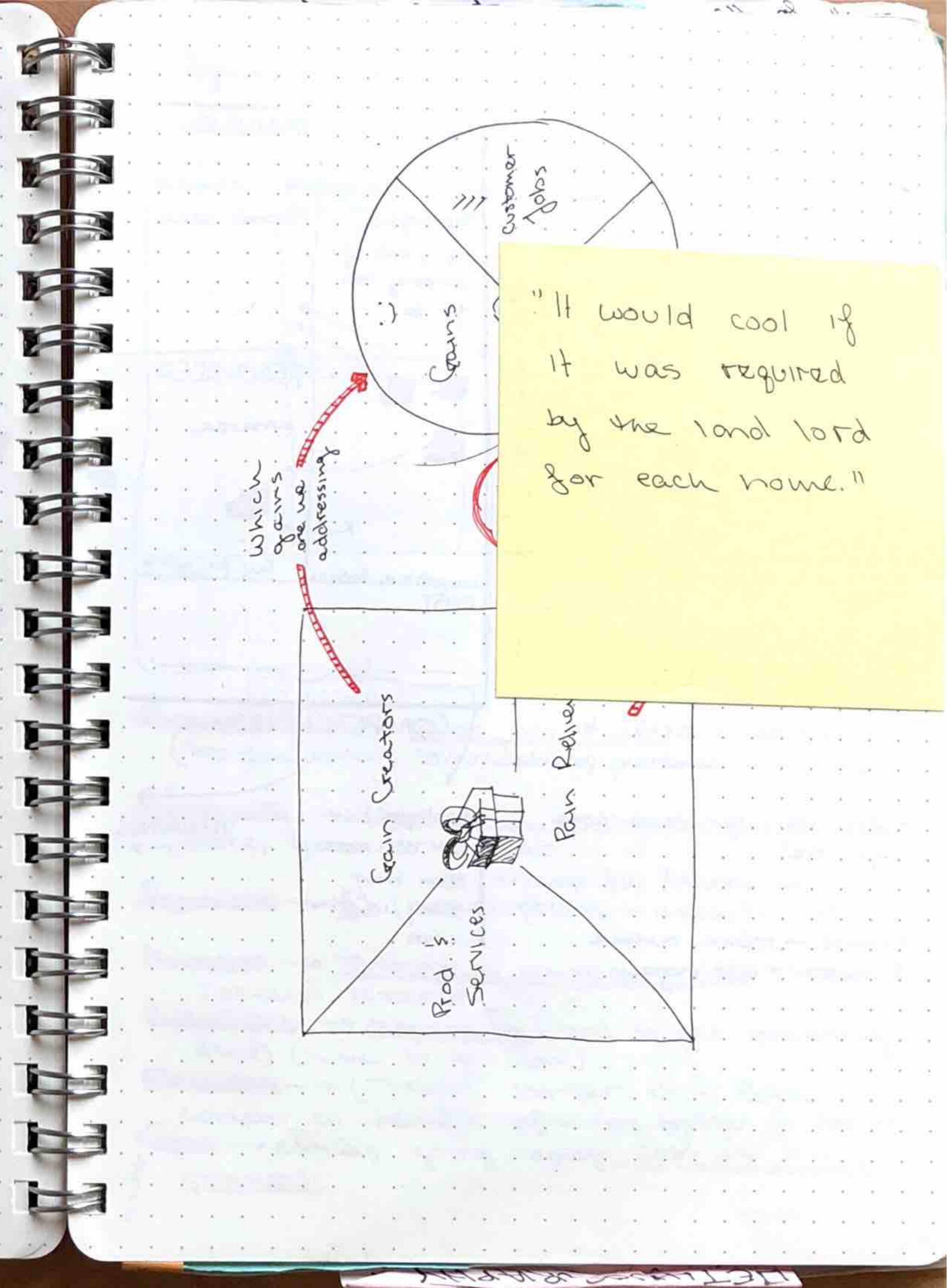
Products; services → what PFS as your value prop. built around?

Pain Reliever → How does it take away the customer pains

the product

Gain Creators → What problems does it solve

\* When pains and gains perfectly match



Wodtke way

What do you  
HIRE for?

## Creation or Inspection tool

# ACTIVITIES → PARTNERS

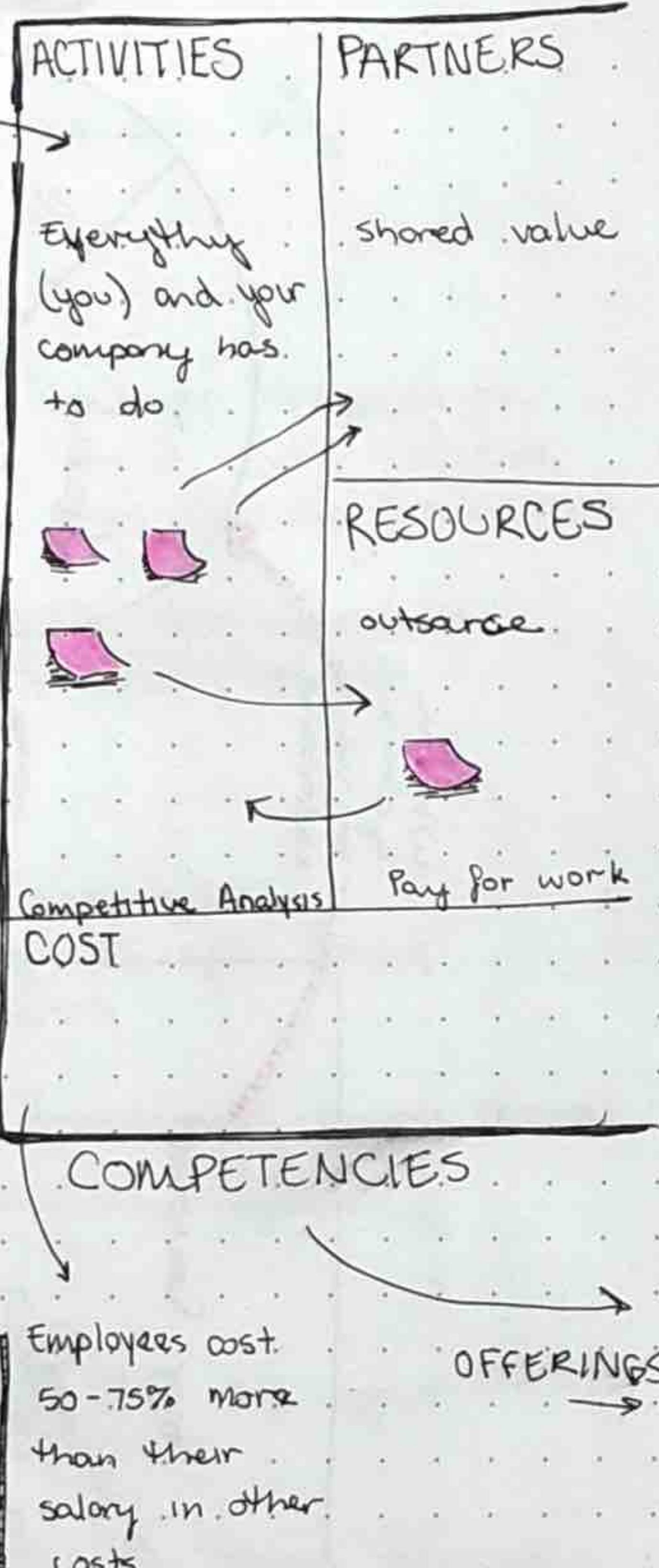
- who can accomplish this better than I can?
  - who would share value with me?

# ACTIVITIES → RESOURCES

- What do I need to make this activity possible?
  - Who can get this done for me?

Partners → reduce revenue

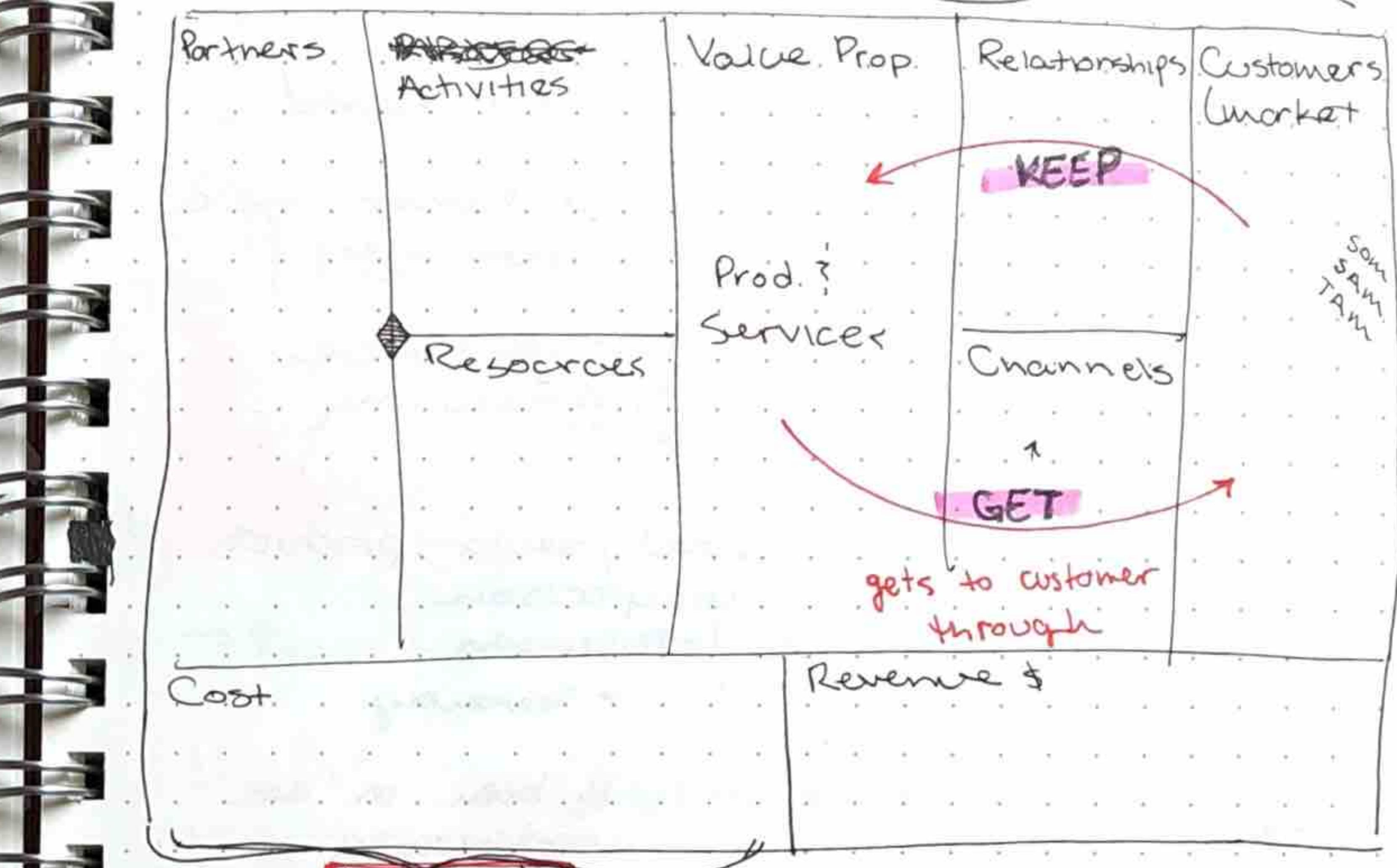
Resources → cost money



## Canvas

## Worksheet + Concept map

## Outward looking



## Inward

**Relationships** → ~~What you have w/ customer~~  
(transactional, community based, etc.)

Channels → Mechanism in which you connect  
(store, farmers market)

**Revenue** → ~~\$\$~~ (ads, brokerage fee, features, rent, subscriptions, transaction, etc.)

**Activities** → ~~Things a company does (hire, commit resources to)~~

**Resources** → ~~outsourcing~~ (paid to get something done) (have to get done)

**Partners** → (Trade, barter etc.) Both

**Partners** → (Trade, barter etc.) Both companies benefit by working together (or hire someone)

**Cost** → Money going away, ~~cost of doing business~~

## Market Research

What about self  
kits they like/dislike?  
→ never  
convince them  
why they want  
they need → Recently moved  
would rather build  
your own kit  
↳ Convenience  
↳ Affordability

## SAM

### ~~Categories~~

### Accessability

What am I trying  
to figure out?

- How prepared are you?
- How concerned are you?
- How aware are you?
- Ideally, what would you do/need to prepare?
- Did it cross your mind ever when considering
- Social media presence to communicate w/ loved ones → landlord, etc.
- Did your job/company supply any info on this topic?
- If so, what?
- Do you wish more was done in that regard
- If there was a product or service that... what would you want?

Direct / similar product comparison  
↳ Millennials  
P.BS → Giveaway

If been in an earthquake

- How prepared were you.  
- What did you wish you had that you didn't?

We should have a structure & keynote template like that

- Singular slide deck
- Team font, color scheme, etc. → <sup>2 colors</sup> logo
- Flow → (opacity icons etc.)

Presenter notes slide?  
**BIG FONT**

Logo? 

→ Prototype look on F5 screen

## DEAR DATA

Decide on consistency  
(digitize everything,  
how can we style  
photos)

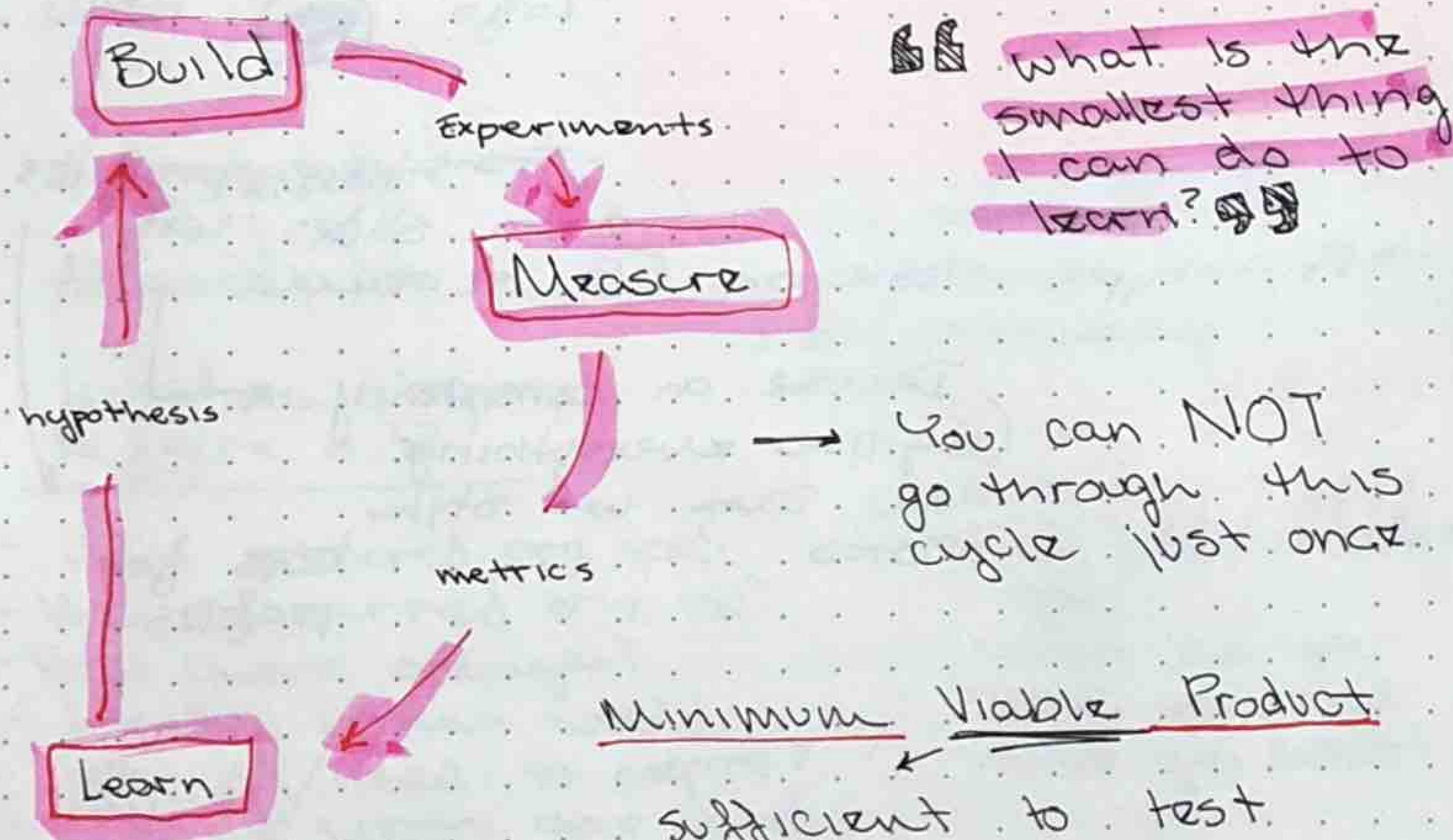
icons for profiles

①

Distributed cognition - we think better through our bodies than our minds.

One shared brain across the team

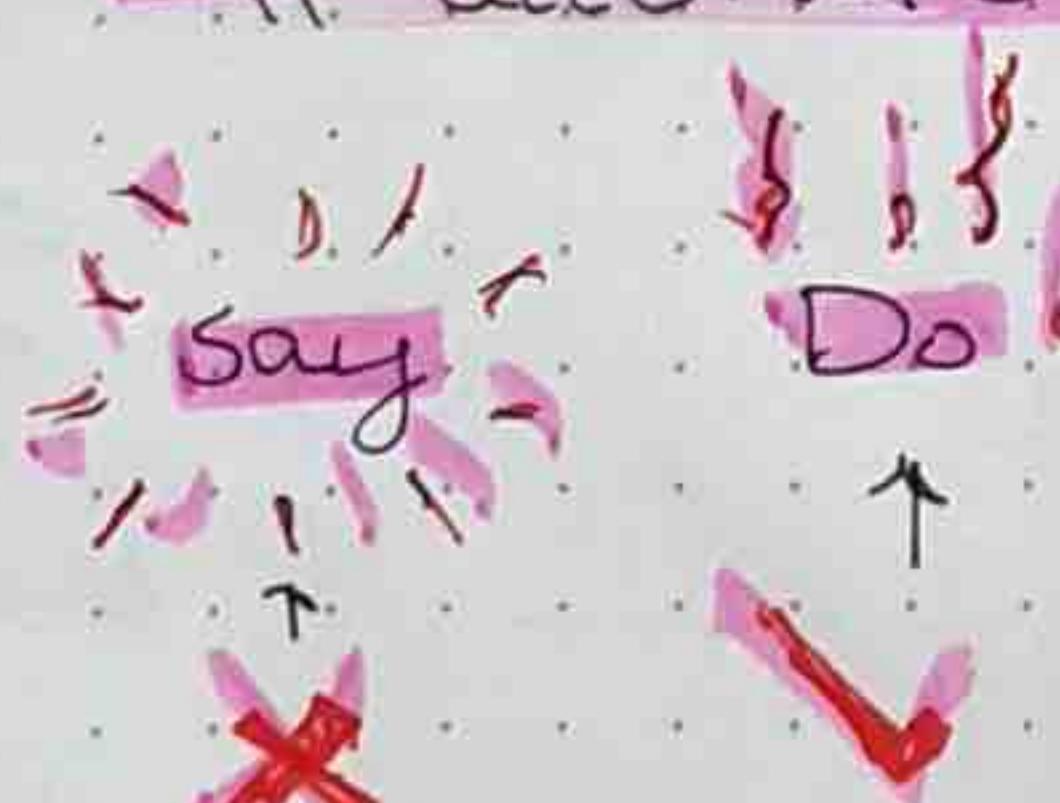
## LEAN START-UP



"What will I make?"  
"How will I test?"

GET OUT OF THE BUILDING

Relate to the goal to make it accurate



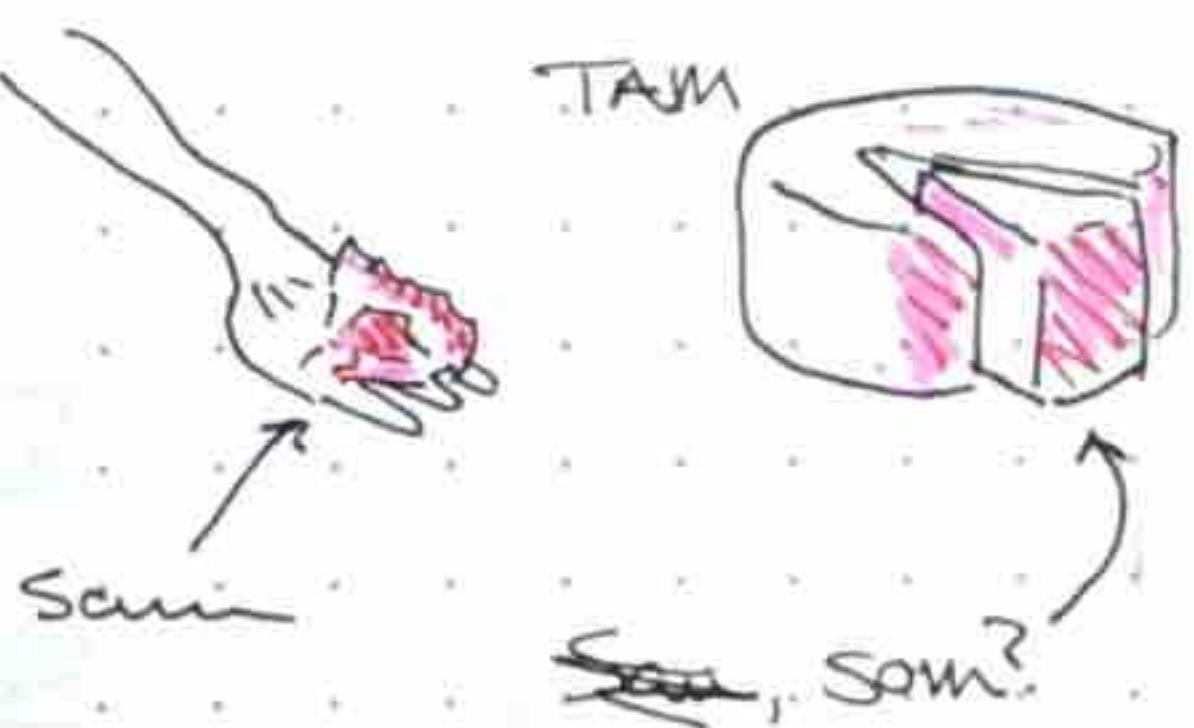
## Cupcake model

↓  
Just make a smaller version.

efficiency over effectiveness when starting



MVP



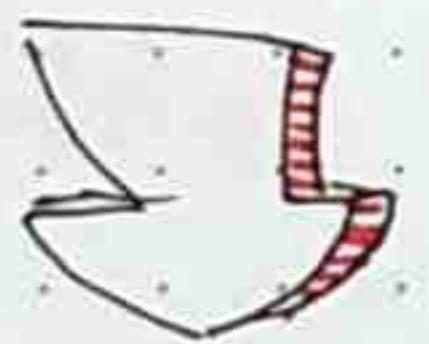
## VALUE MAP

Simply a list of what you have to offer.

+ Essential

- Physical / Tangible - manufactured goods
- Intangible - copyrights / services
- Digital - "online recommendations"
- Financial - financing of a purpose: insurances.

- Nice to have

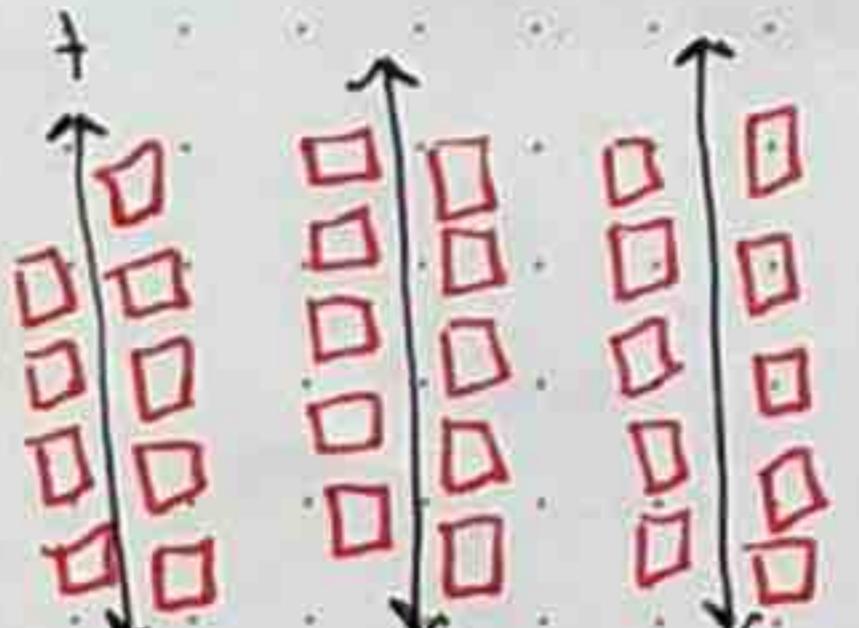


consider how PAIN RELIEVERS  
or GAIN CREATORS factor into the value of your product

Remarkable value propositions focus on jobs, pains, and gains that matter to customers and achieve those exceedingly well.

Again, you should not try to address all customer pains and gains. Focus on those that make a difference

Once you've made a value map, rank by order of importance.



## FIT



one of your customers



Take your value map stickies and check off one that you have specifically addressed in your product.



X's show which jobs, pains and gains the value prop does not address.

### 3 kinds of fit

#### 1. Problem Solution Fit

Takes place when you have evidence that customers care about certain jobs, pains & gains. Designed a value prop that addresses those p, g and j.

#### 2. Product Market Fit

Takes place when you have evidence that your products & services, pain relievers & gain creators, are creating value and getting market traction.

#### 3. Business Model Fit

Takes place when you have evidence that your value prop can be embedded in a profitable & scalable business model.

Some may have multiple fits / propositions

Our \_\_\_\_\_ helps  
\_\_\_\_\_ by \_\_\_\_\_  
so that \_\_\_\_\_ can do  
unlike \_\_\_\_\_.

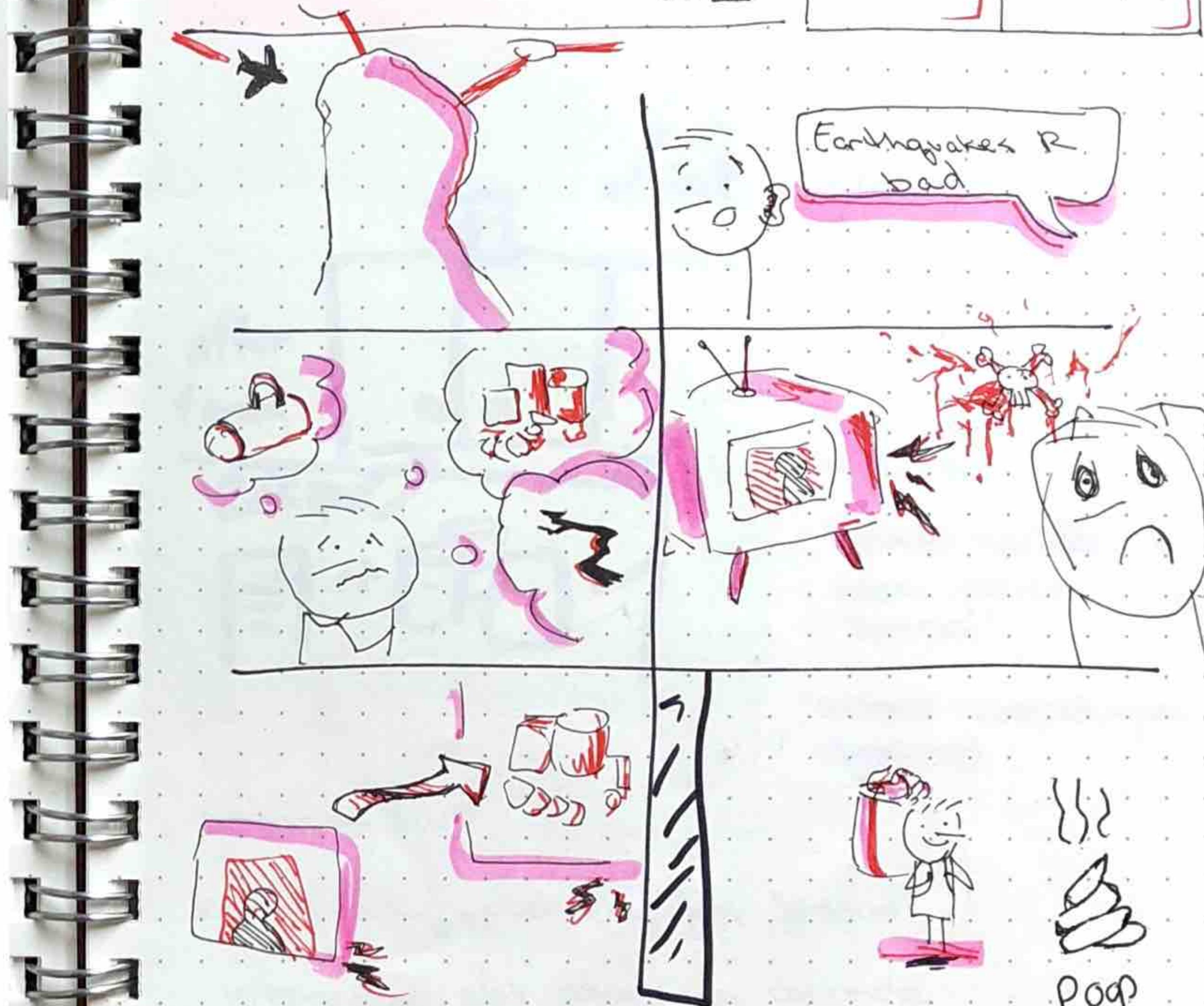
competitor

## GENERATE APART

## EVALUATE TOGETHER

Think story  
when creating  
product

PP How is your  
customer changed?

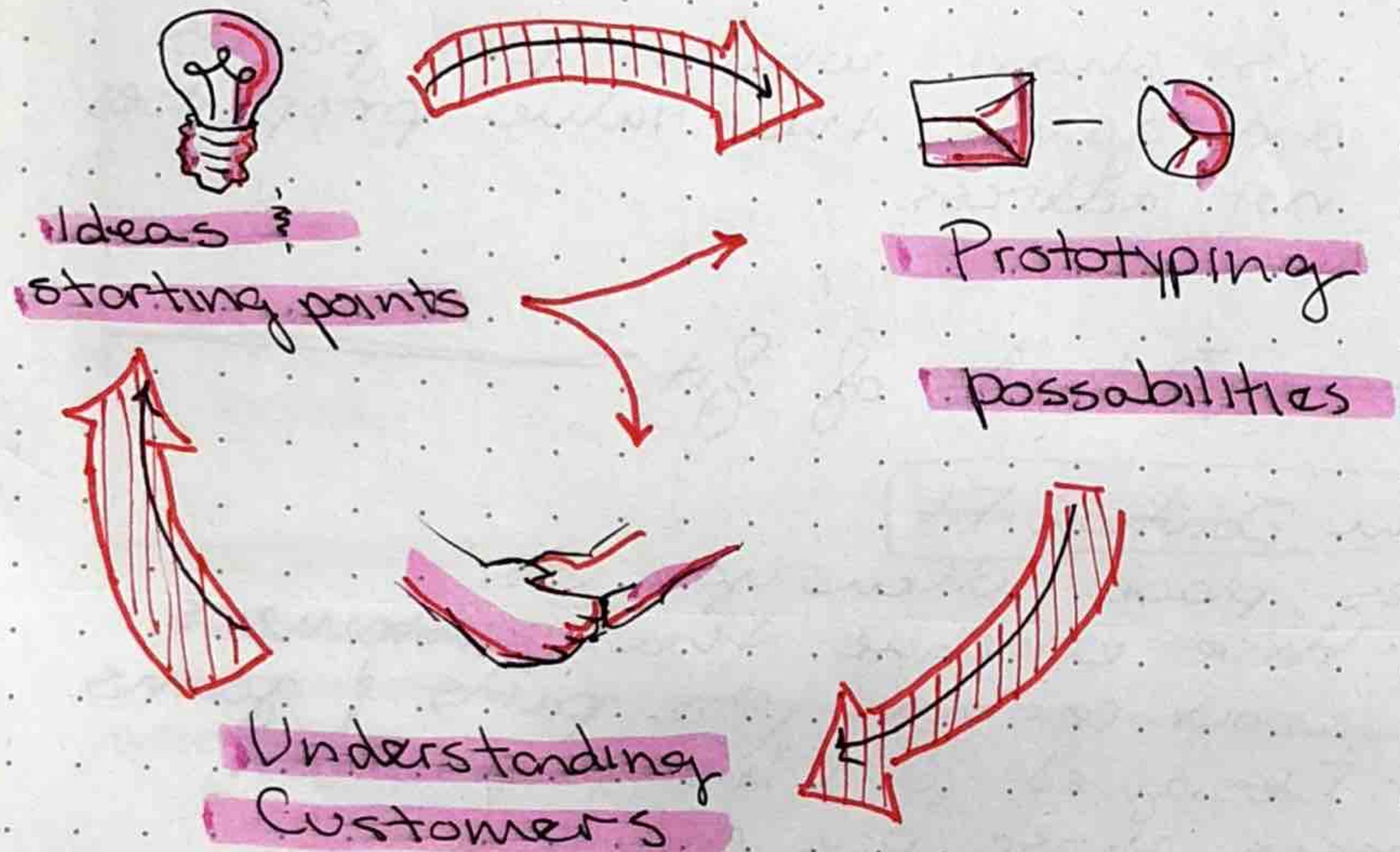


Expo	Inciting
Struggle	Crisis
Climax	Resolution

# VALUE PROPOSITION

## Characteristics

- Understanding customers
- Making choices
- Finding the right business model
- Designing in established organizations



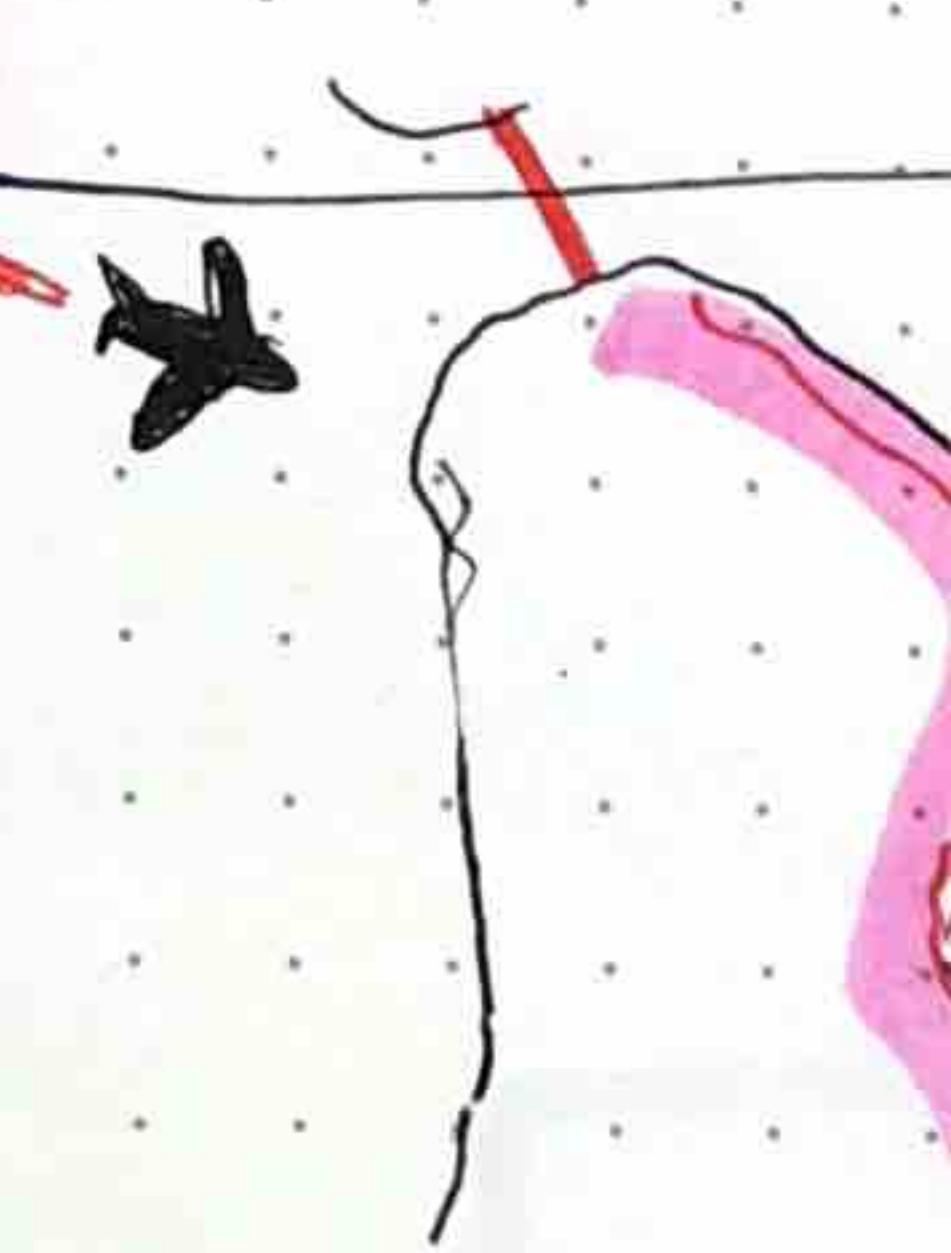
## 10 Great Value Prop. Characteristics

1. Embedded in business models
2. Focus on PIG that matter to customers
3. Focus on missing gains & lingering pains
4. Have few but effective PIG + pb. targets
5. Address emotional & social jobs (+ functional)
6. Align w/ customer success
7. Focus on larger PIG that ppl would pay for
8. Differentiate on PIG that customers care about
9. Outperform competition
10. Difficult to copy

## EVALUATE

Trunk storm when a product

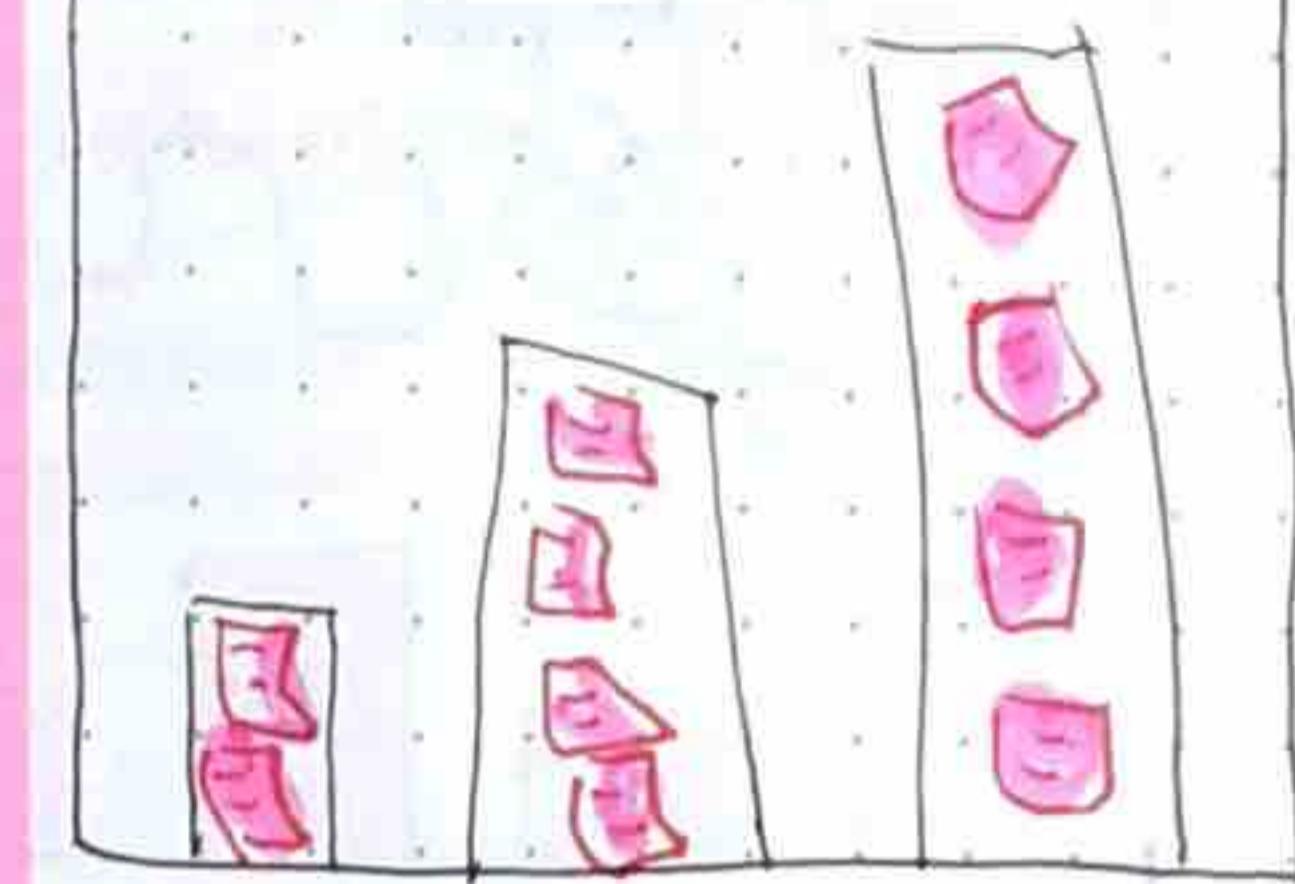
How customer



## GENERATE

will ppl  
be overwhelmed  
by custom-  
ization?

Participatory  
Roadmap



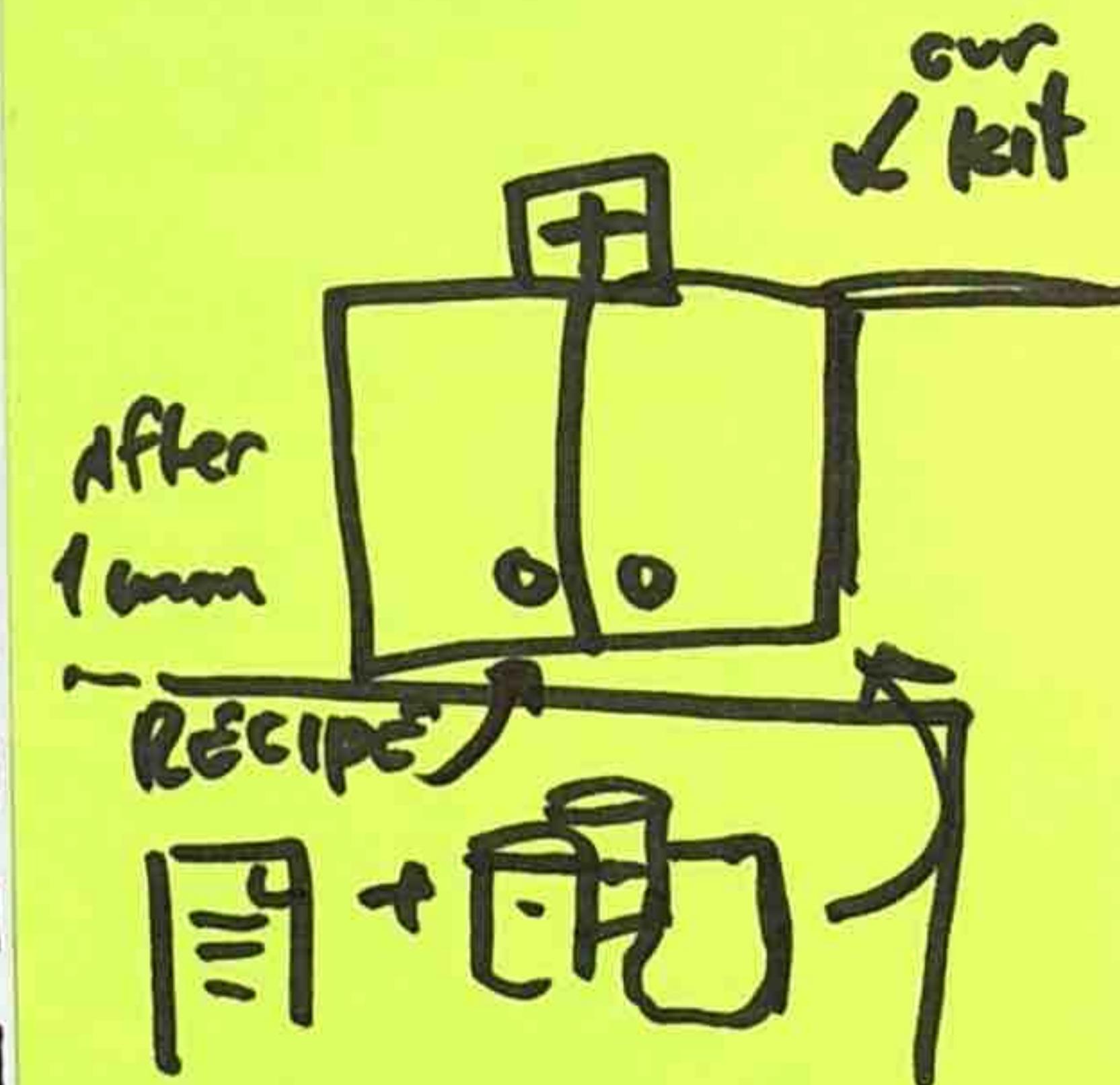
- Fill with what you need to do

soon - launch with  
later - what's next  
eventually - future

Ask user to switch around

"What would you like sooner than later?"

"What would you give up?"

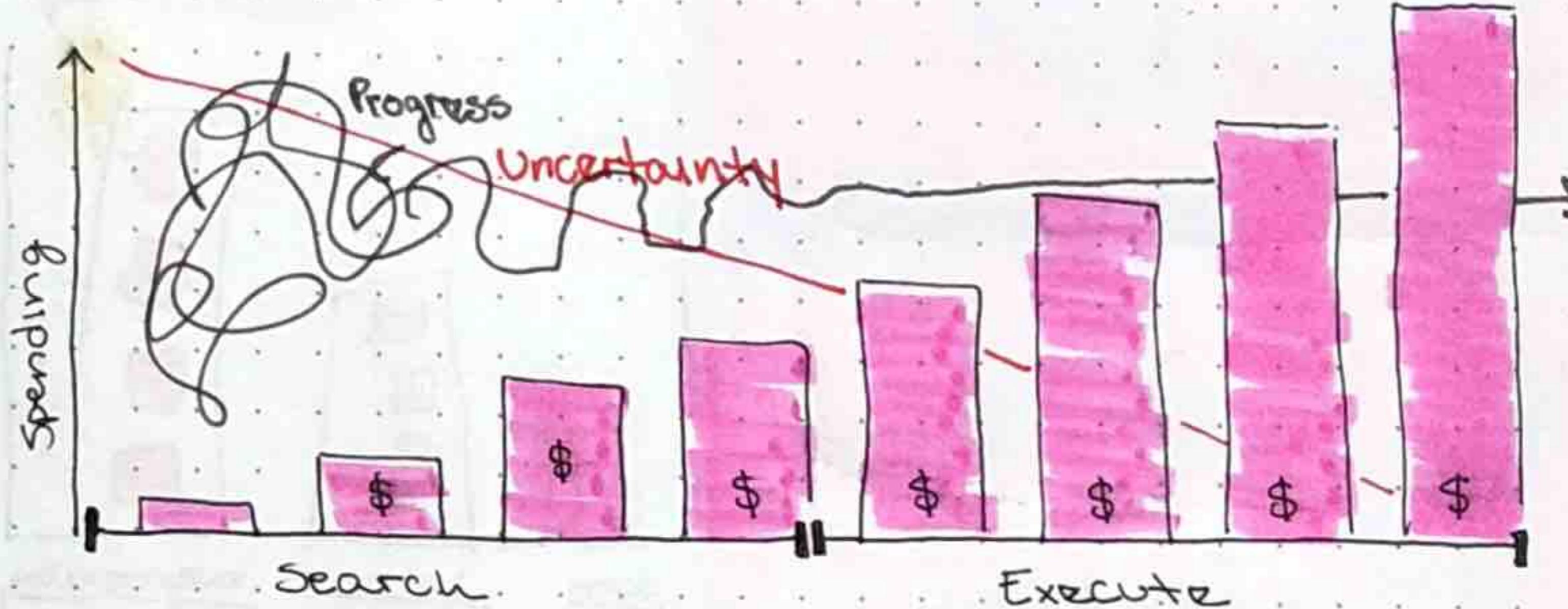


soon → MVP

eventually → whacky fun features

interviews abt something concrete

# TEST



## 10 TESTING PRINCIPLES

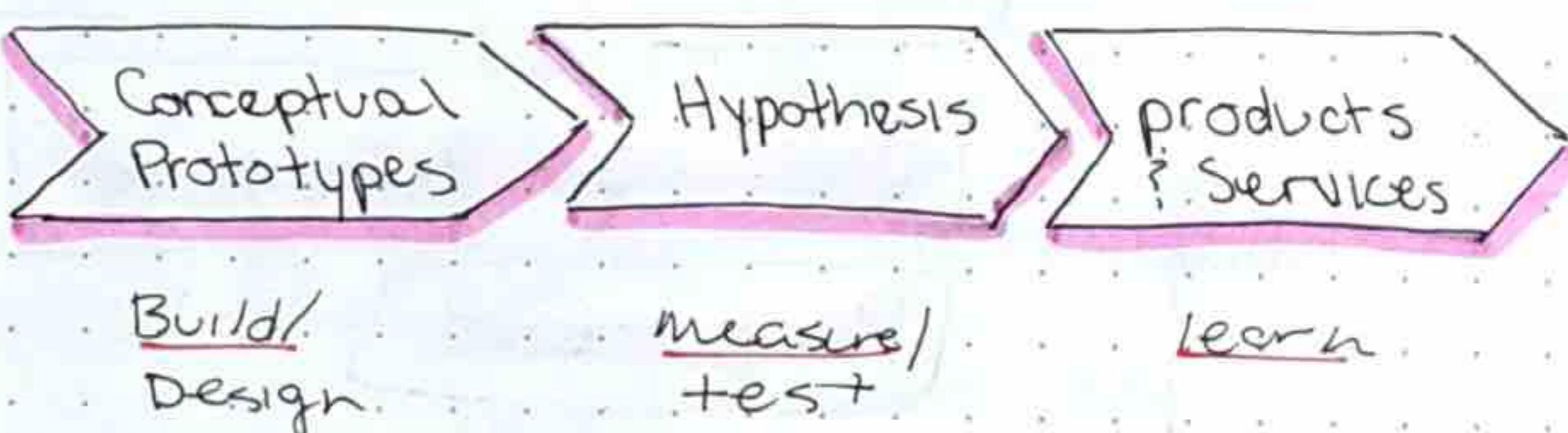
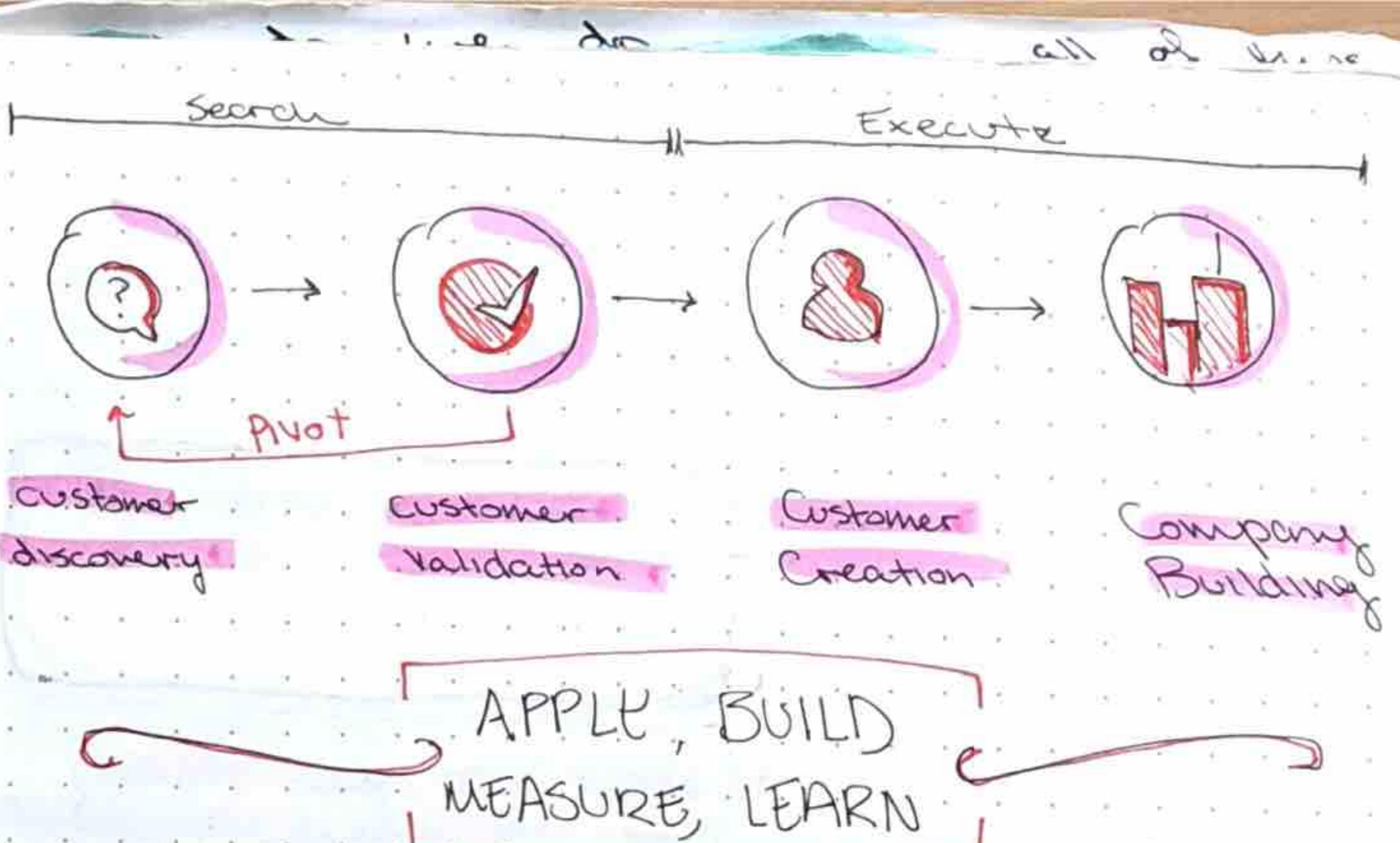
Evidence trumps opinion. (evidence)

1. Learn faster & reduce risk by embracing failure.
2. Test early, refine later.
3. Experiments are a great indicator, but differ from reality.
4. Test your most important assumptions first. (Idea killers)
5. Good tests = actionable insights.
6. Consider the reliability of your research.
7. Test irreversible decisions twice as much.

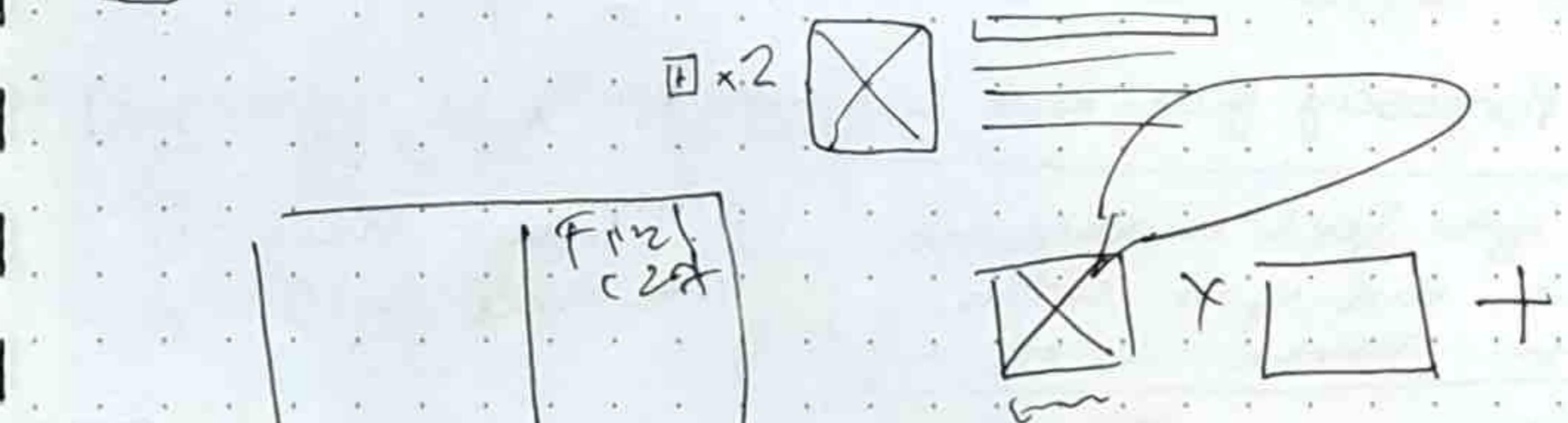
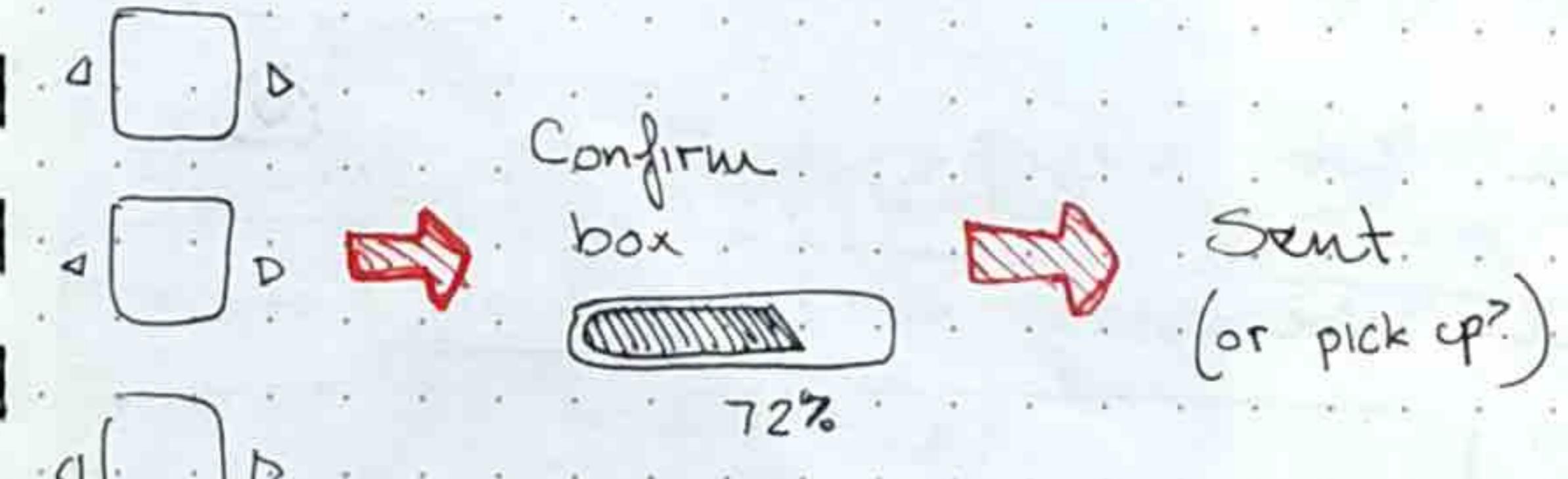
Integrate your learnings without hornsing your vision.

Understand customers first.

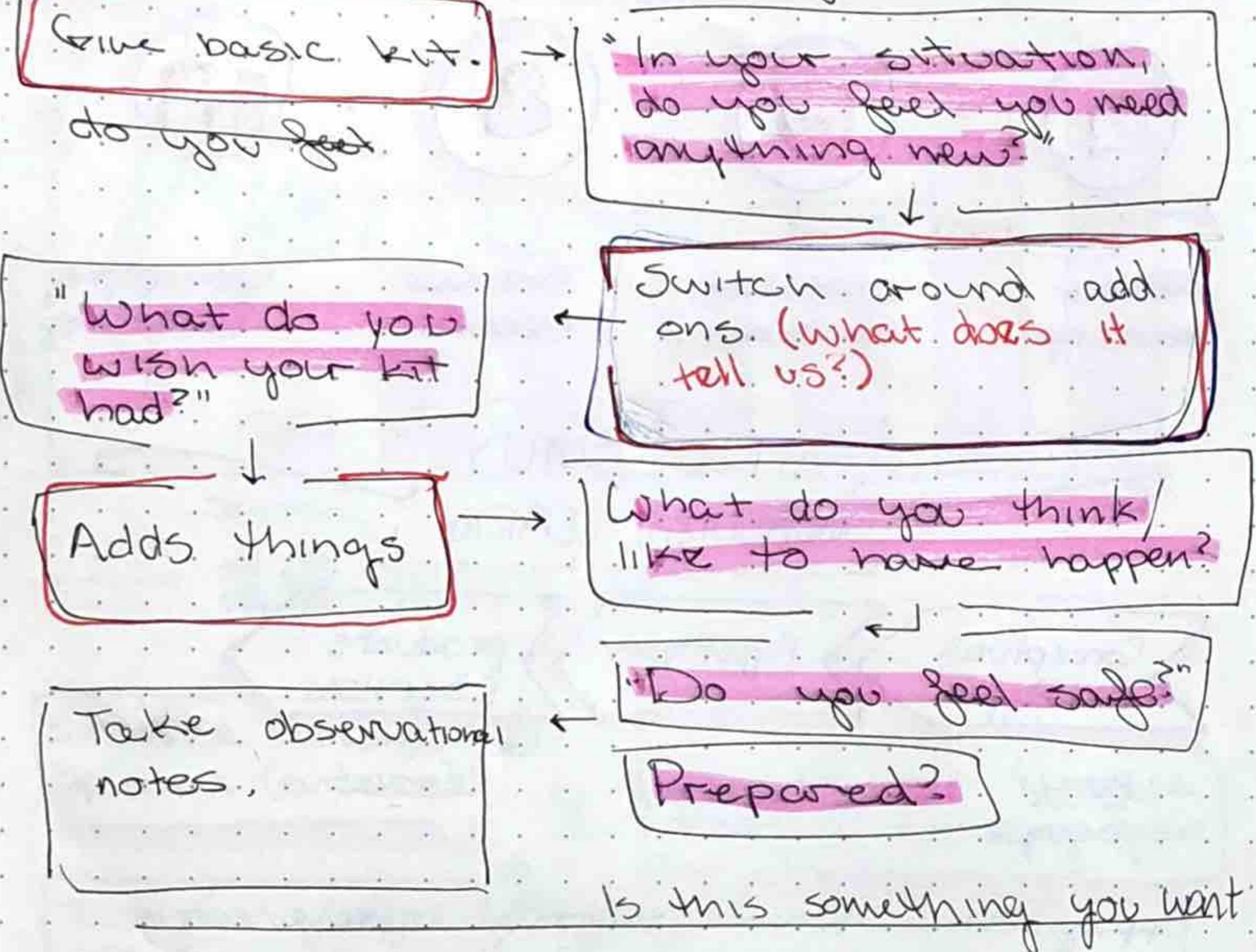
Test irreversible decisions twice as much.



Apply the lean startup circle to all of these things, not just products & services.



## Paper prototype survey guide



wireframe for website

"Are we interested in a website that  
EQ kits?"

Purposely give bad kits → "this is missing x,y,z"

If you feel medicated,  
how did you wish  
you knew more info?

"I want this in  
my kit" ?

= Actions

= Questions

## Add ons

- Board games
- Wine
- Prescriptions
- Pet items
- Sweet or salty treats
- \* Contacts

## Essentials

- Food
- Water
- First Aid
- Blankets / sleeping bag
- Fire extinguisher
- Radio

→ Amazon smile,  
proceeds go to.  
→ Amazon prepare

## Participatory Rd Map

→ What resonates?

→ Wireflow "this is how our service should work"

↳ Observational notes

"I want somebody to tell me what to do."

"Be told, don't send me stuff.  
I don't care enough."  
water > food

language issue  
↳ Be descriptive

Christina kit.  
→ chocolate  
- marshmallows

## WIREFLOW

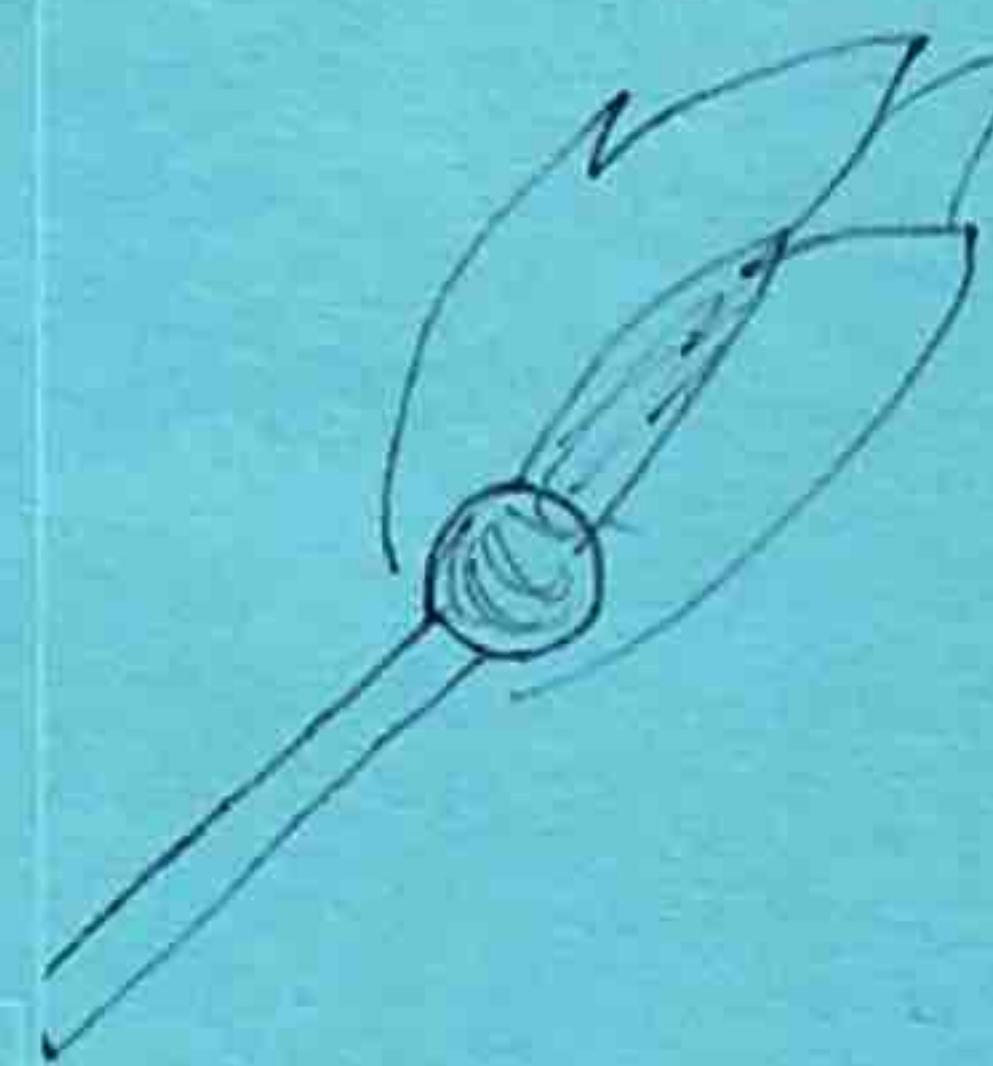
### order.

## 1. STORYBOARD

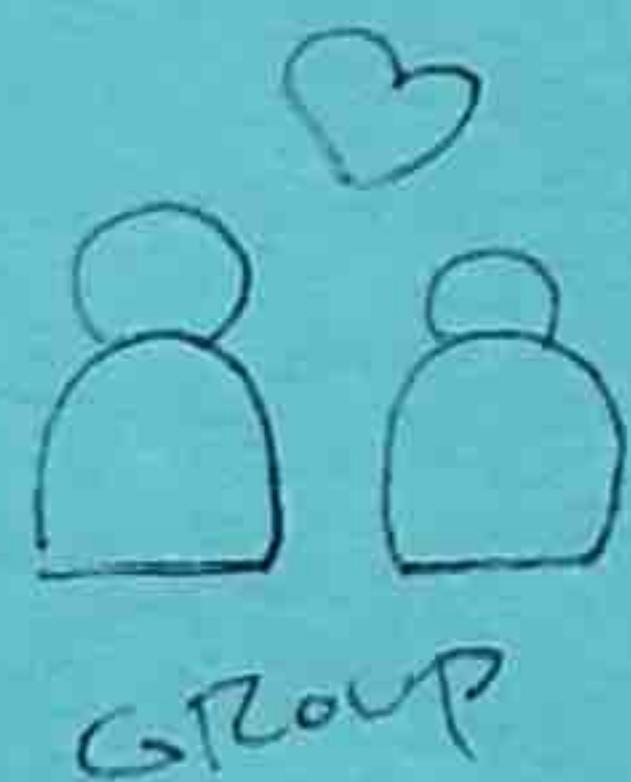
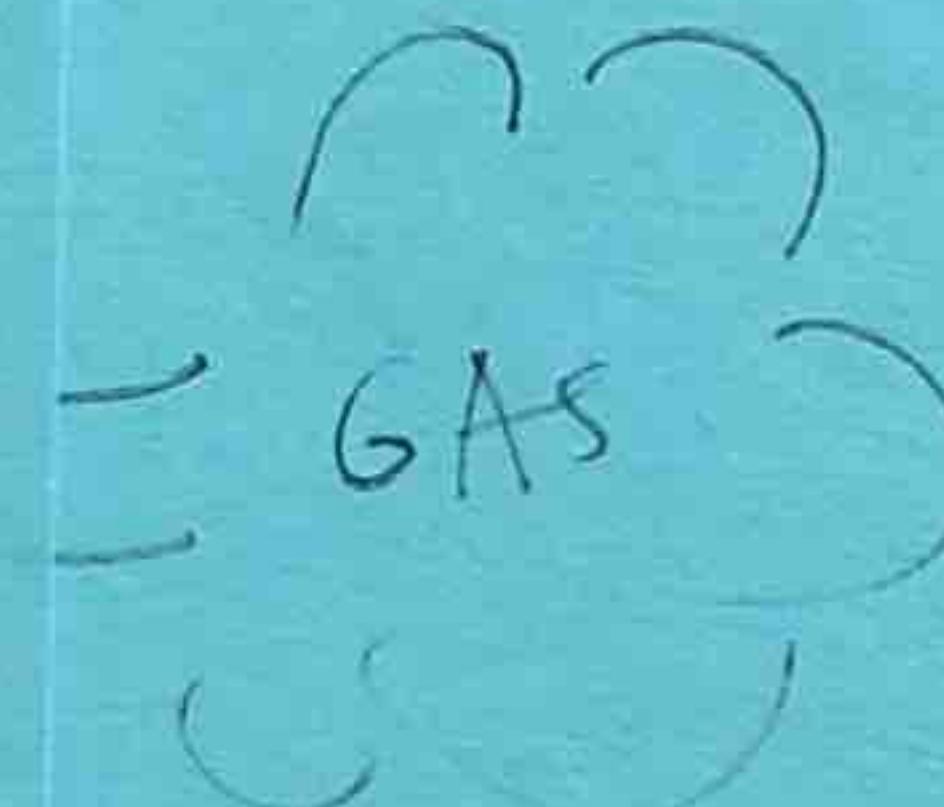
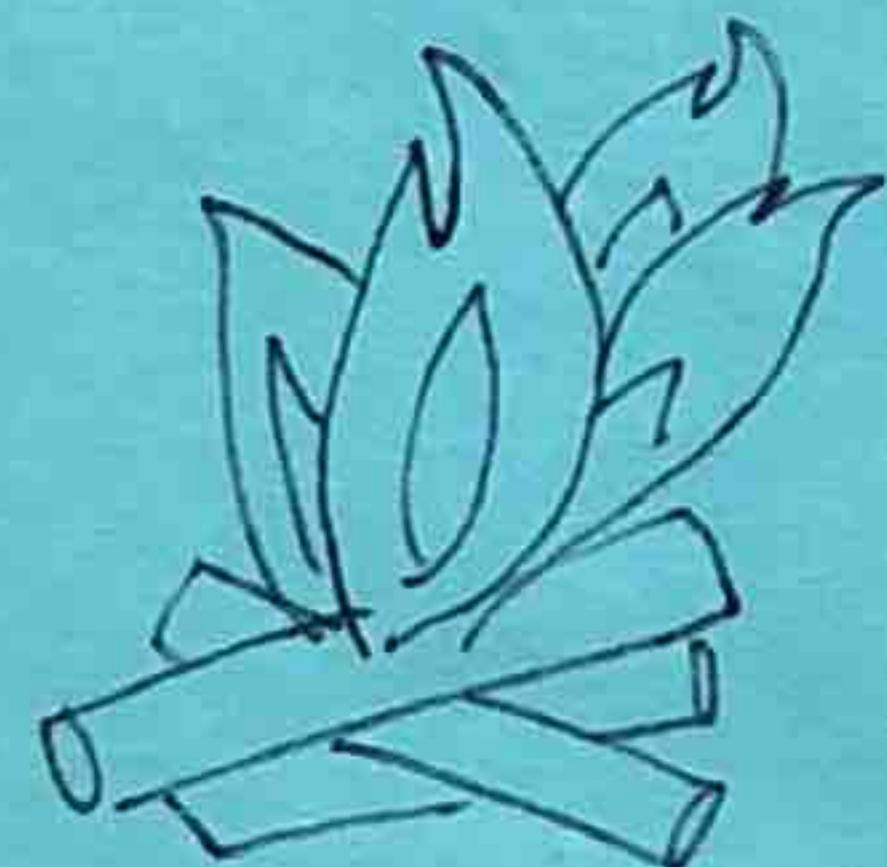
## 2. WIREFLOW

## 3. PARTC. MAP

marshmallow  
+  
smore supplies



fire for smores



group



Sherpi Post it  
notes



crab

→ unaware of eg. news... tell me what to do.  
"kit bag options" 70-95

Phone charged instead? flashlight  
Notification to renew

Daniel

who partnering with? How do we validate?  
credibility

"\$100... maybe" → 1 time "safe forever"

Emergency plan is most important

"MVP is heres what you need!"

"am I buying the right kit?" → Add ons  
Sturdy case is expected

Survival kit → EQ, flood, etc → Basic survival

Consider moving

Doesn't rely → moves neighbor guides to  
sooner

Arrive to aware  
of danger/  
need kit

look online  
for kits  
but find  
nothing

Why do they give up?  
→ effort on their part?

↳ how to decrease effort

on their part?

- \* Make it required but  
the landlord company  
to manage. Just like  
a utility bill, there is  
a to a monolithic  
fee they hand out a  
kit approved by —

If people want the per-  
ception of safety, they

want care what's  
in the bag, change  
your preferences through  
the portal.

Logistics: Are we getting the  
supplies? = Motivation  
How does cost factor in on the  
company → landlord, resident, how  
what are we leaving behind? How  
old research

[Need to interview. No need to buy]  
through Amazon bc ideal

— but what r we making? —

A basic approved kit to

→ Market stays the same but as sellers  
become housing, tech,  
etc. → St. officials?  
18er section

## CONDUCTING INTERVIEWS

### STEP 1

Clarify the objectives



Your ideas  
need to be  
this

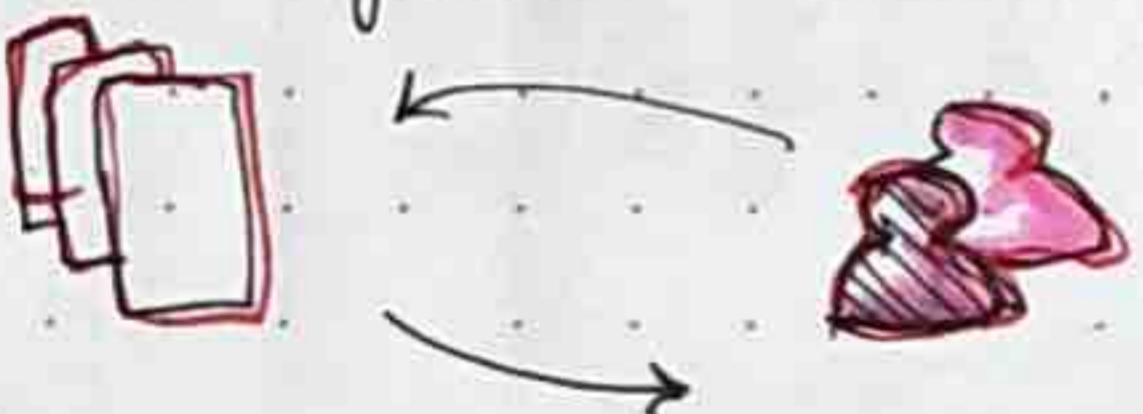


Not this.



How?

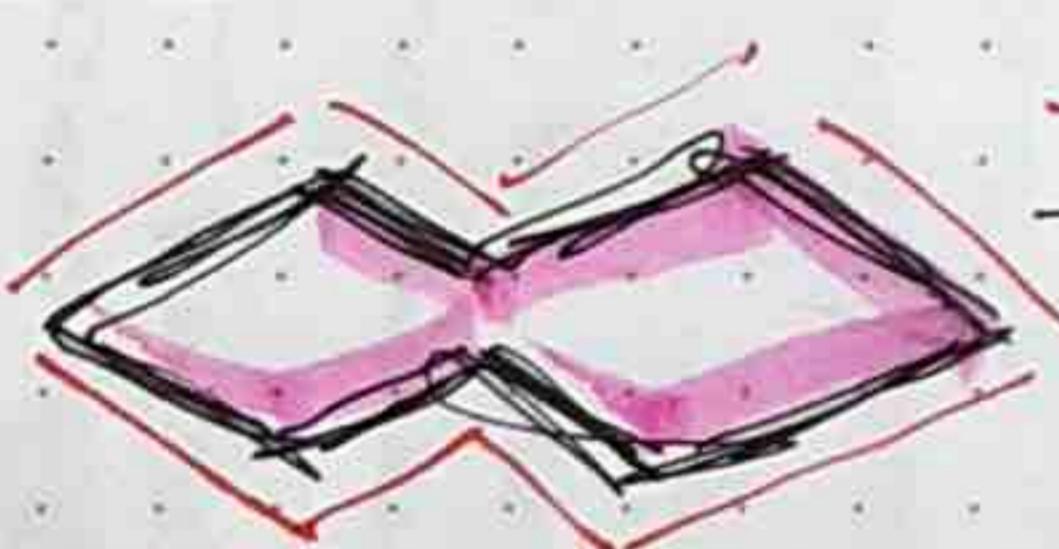
Align your planned documents (research goals, screener, interview guide, etc.) with your team.



### STEP 2

Consider broadly, study specifically

think double diamond

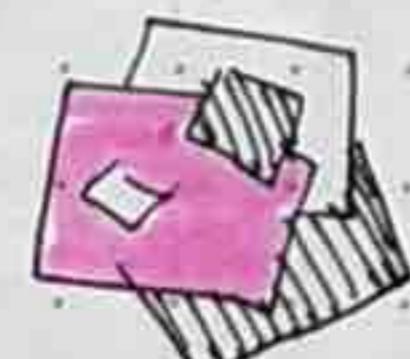


when crafting your  
interview/synthesis

### STEP 3

When interviewing, leave  
time for reflecting, eating,  
traveling, bathroom

 = A good interview



= Bad interviews

## ASKING GOOD QUESTIONS

### STEP 1

Your Guide is a guide.  
Leading a successful interview is  
on you.

TALKING SHOULD BE A DISCUSSION, NOT A  
CALL + RESPONSE

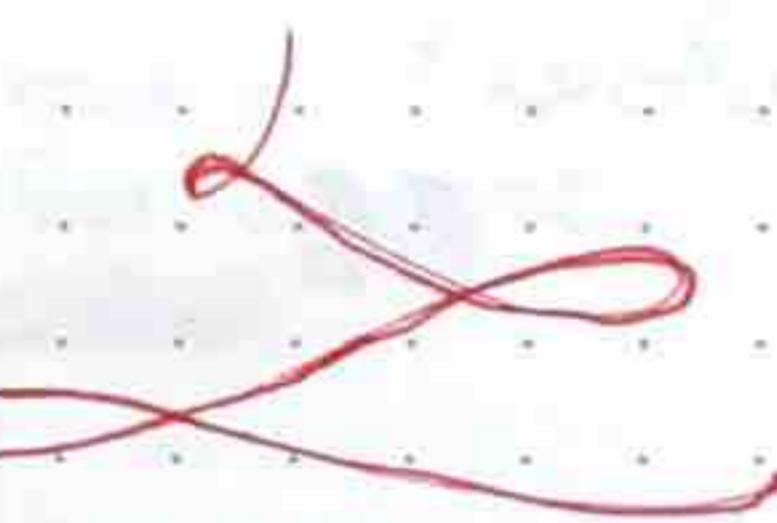
### STEP 2

Don't lead or over-explain  
your questions.

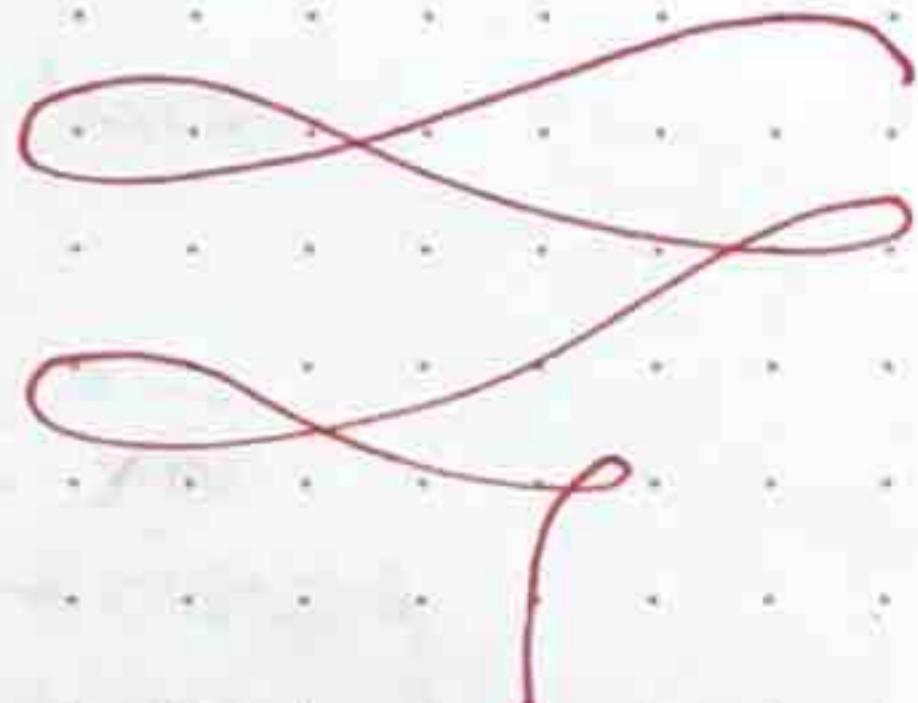
Let them talk.

### STEP 3

Pay attention to whether  
you are getting the answers  
you are looking for



PRETTY MUCH ETHNOGRAPHY



Sustaining vs Disruptive

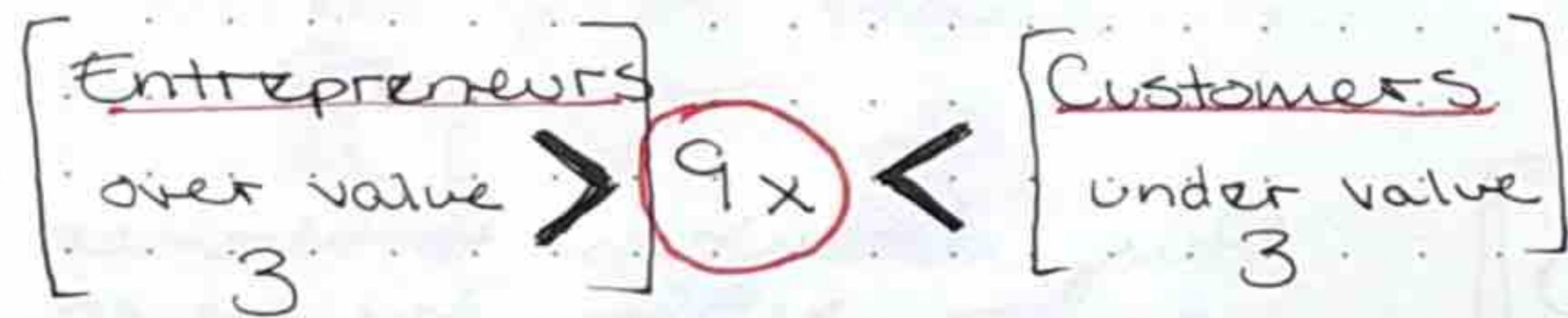
Better  
5

Different  
?

9x problem

The current product has to be 9x better than current product to be change behavior.

\* If it's 9x better, it's disruptive \*



Who is the buyer?  
Who is the voter?  
Competitors  
etc.

Use your customers to recruit.

BB Who else should I talk to? 🎙️

market at

do we do

all or none

Communicate when things are down

Piggybacking on existing behavior

- Story - Flow  
using screens

- Leadership  
• Skills  
• Techniques

- What to look for when overwhelmed picking product  
- overwhelmed by all the models what if it's a service?

Past

Prepping  
Getting educated

~~Present~~

Communicating  
after an earthquake

Post

Communication

- ↳ family
- ↳ friends
- ↳ Supplies
- ↳ Agencies
- ↳ ...

- Download app
- Get radio
- ↳ For supplies

"So you have a kit, so what?"  
"do you feel prepared?"

Dollar share for kits  
Radio for post eq

"Reply to nearly on the govt to save you."

[AS You should.] → cleaning spaces

What are we trying to answer?

- Are kits the best answer?
- Where does the consumer fall short?
- What do other services fail to provide?
- How can we prepare ppl on earthquakes
- What can we do to hook users for behavior change.
- What disrupts the lazy behavior?
  - ↳ What is the lazy behavior
  - ↳ Not thinking it is that big of a deal
- Nothing is changing the motivation. There's just offerings.

"Would you rather be prepared beforehand or have reliable services after?"

Why is post-earthquake a profitable market? Because there is no one in that space.

What can post-eg services do.

- Drone supplies
- Maps terrain (remodeling)
- Provides houses in other places
- Communications

Say what supplies you have and meet up to form groups post-eg.

"Brindr for earthquakes"

"How to be prepared after an earthquake"

What do they need help with?

food, housing  
sense of safety

How does lack of money play into it?

\$8 a month prep w/ quizzes.

Each district has a plan, act, prepare program.

(Supplies in mission.)



G: Be prep.

Motivation:  
to not die

I can make storyboards all day but I won't find any insights into a unique solution space.

"tell us what you think"

- A product idea
- A solution to their product
- Their opinion on how they prep.
- Insight into their post-earthquake plan.

What is the benefit of testing a prototype we don't know is effective yet?

kit as a talking point for eg. kit prep, what does it look like?

make memory joggers

Paper = what they care about

We want a mental model after research

Storyboard → visualize an end to their struggle

\$50 a year for guaranteed emergency response

Use road map for their life context

"I'll forget the edu. teach me!"

How do we do it for them?

What questions need to be asked for insights?

Customer pains  
journey map

Come together with 3 stories. The crisis is the earthquake, just like today.

Henry & Sons idea

If you look up anything on post-earthquake services there isn't anything. This is a great time to enter. If there isn't an emergency until it's already happened, then let's design for that.

Nextdoor for eg

→ solves relying on others

→ solves community (representatives)

→ Educating

## WHAT WERE TRYING

### TO ACCOMPLISH

3 storyboards

↳ To help contextualize ideas about solutions post-EQ

10am - 10:30am

Discussing sharing what storyboards we made

10:30 - 10:30

Pick the best one and make 1 new storyboard with that idea

10:30 - 11

Impact & effort 2x2

11 - 11:30

Rank by measurable criteria (feasibility, reliability, access to it (post-eq) etc.)

(concepts welcome?)

11:30 - 12

Research question/plan of action

## WHY POST-EQ?

We've explored prep and found the problem space to be elsewhere.

We are exploring post-eq in hopes of finding something promising or leads to something else interesting.

Preserved

The easy way

Grows

Awareness

Prep

Custom

Planning

Recover

## Post-EQ prep

- Drone Service
- Nextdoor for supplies
- Food reservoirs
- NERT search & rescue
- Tents out in public spaces for quick food
- Neighborhood Stash
- Grinder for Eq

Communications

tool, App,

required by landlord  
for each neighborhood

Buy this/call  
this to signal  
delivery for  
families without  
water

Meet up to share  
resources → Notify service  
to send supplies

How will this be used  
not for EQs

"How do we compete  
with free?"

Device on personal  
signal with someone  
to let them know  
you're okay

Is "The big one" a  
distraction??

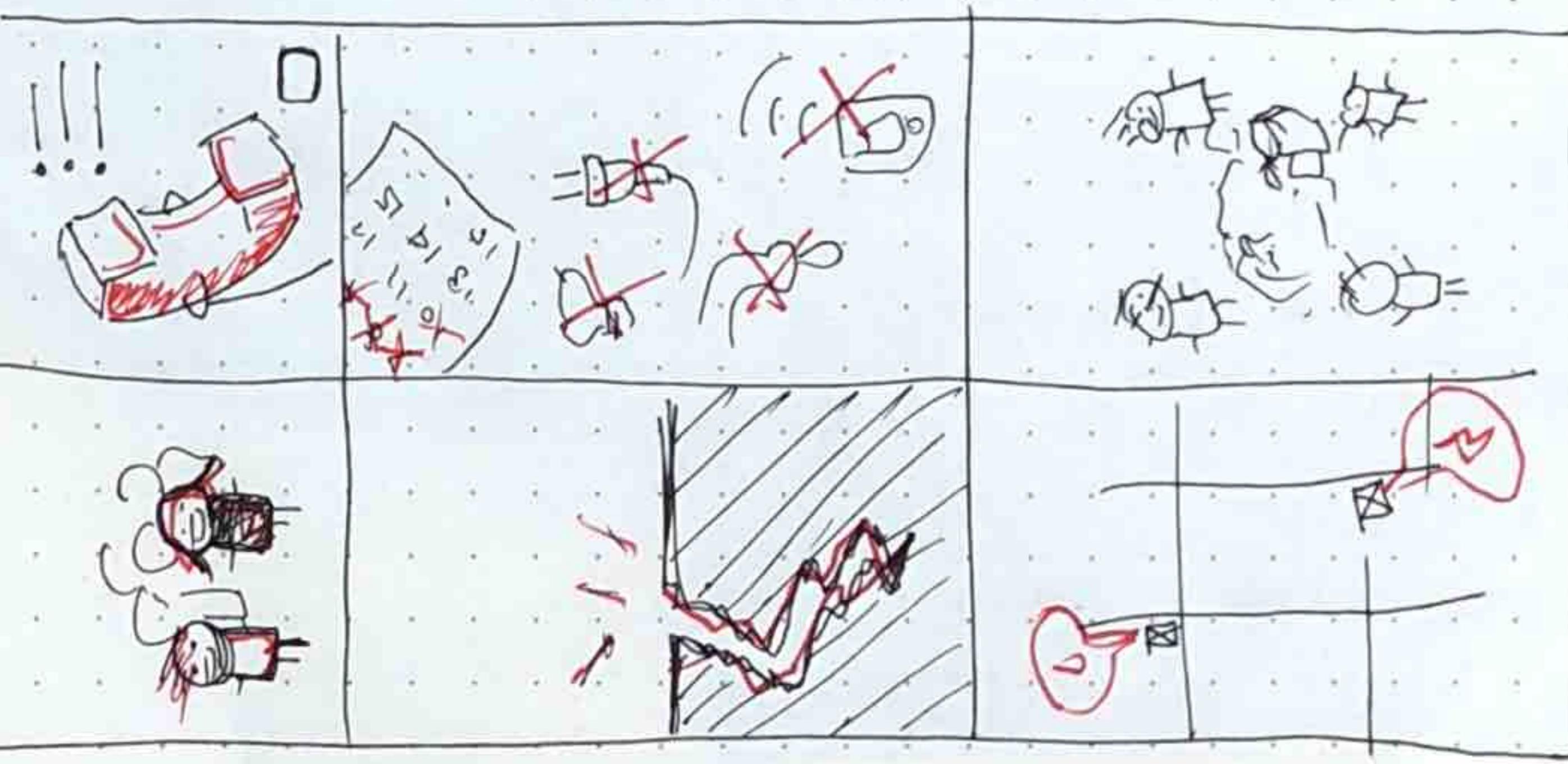
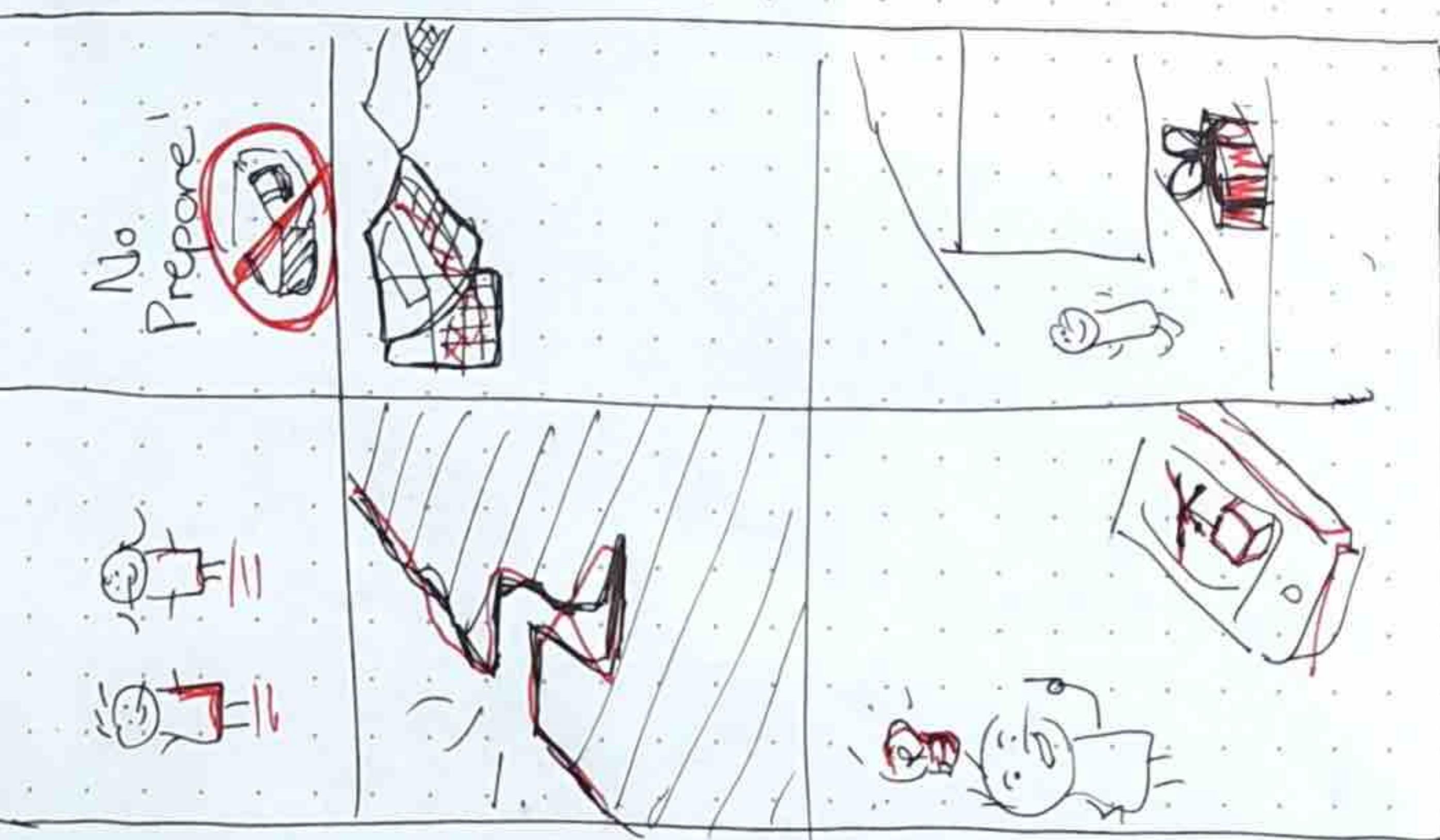
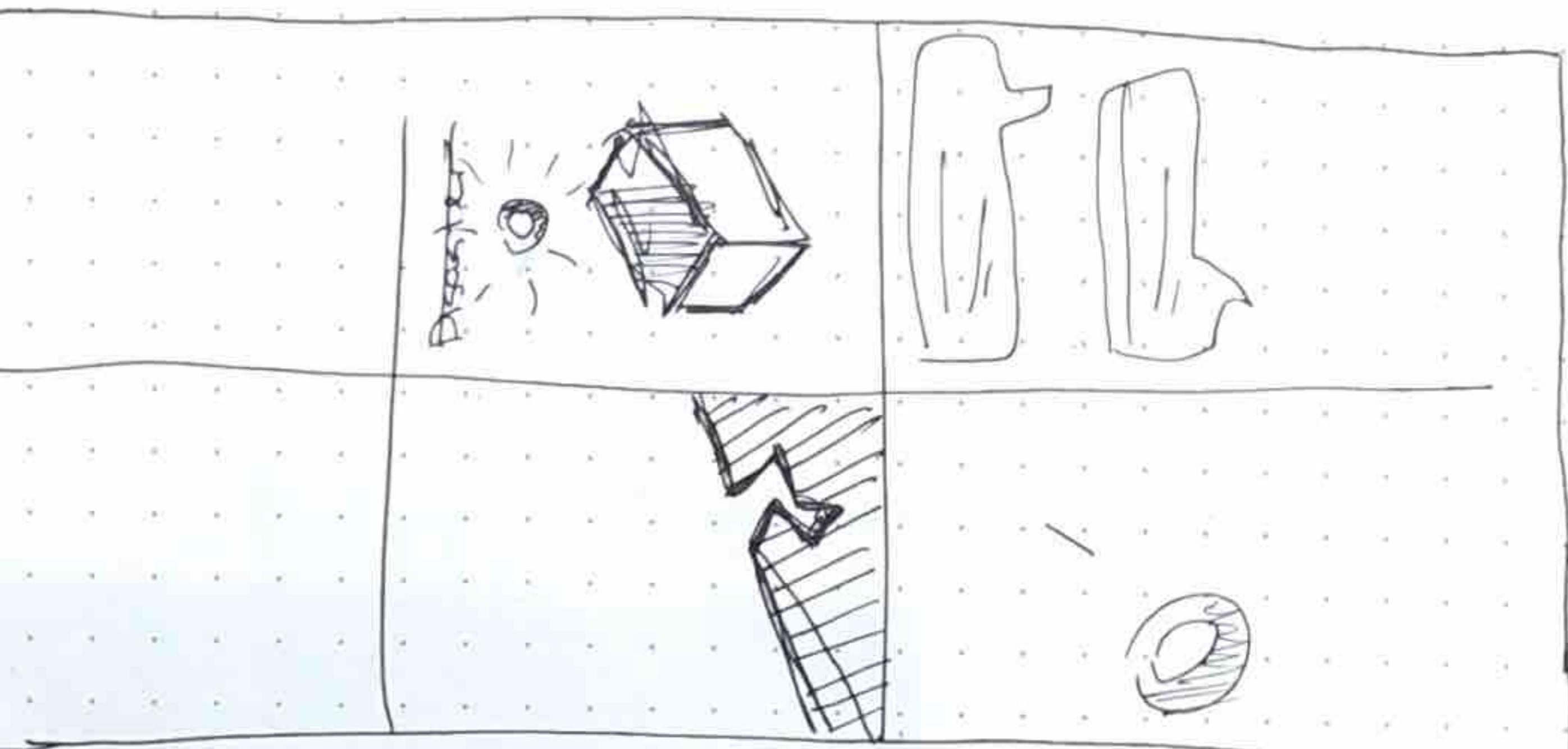
→ Plan for small  
eq's

Keeping in mind the  
power is out.

You're bound to wonder

"Prepare for how unprepared  
you actually are."

"lets help during the  
fact."



-Sara, body blocked

Last letter, first letter → Make them feel heard

"And that makes me upset."

"That is a fair statement."

"How to fight before we fight"

PPI are more likely to join a product

if it's already been established

As much a social thing as a preparedness thing

More PPI

Solve p Communi based is a problem

empower the active participants

Molecule



People

in  
the  
space

?  
How  
ser

++  
Jew

+

What are other people doing right now? in the space

!  
Show us more # of people, etc

▷

ourselves headers bleed off the page

B2B.

the only  
gucke.

Iterate on this each day.

"Does we choose a different person, problem, market?"

Starting here is not the best place to start

is work together often get stuck

driving coffee

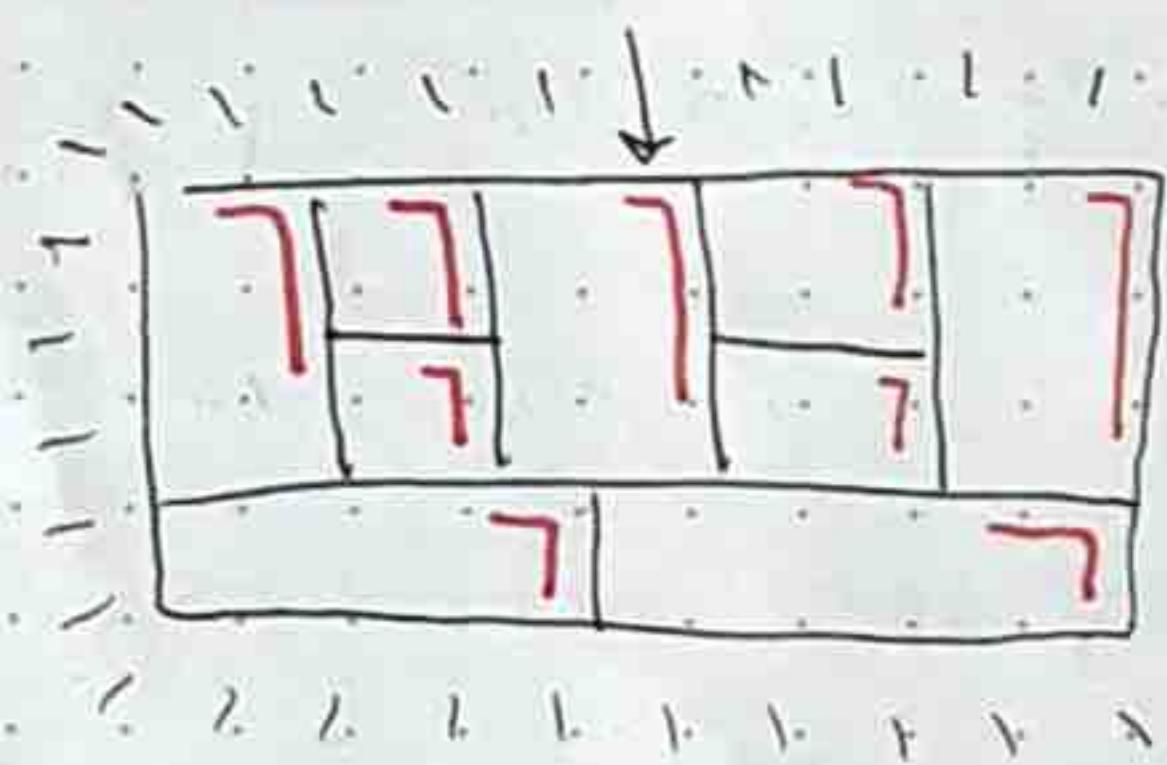
# THE BMC

How to design, test, and pivot business models.

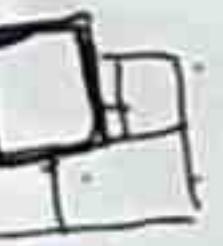
Plans are worthless,  
but planning is not.

WHAT TO DO WHEN WORDS DON'T WORK

→ Visual language for mapping out ideas (business models)



1<sup>st</sup> Level



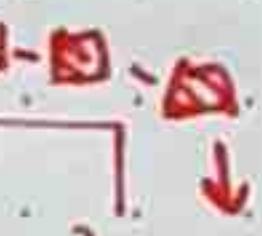
Hypothesis Checklist



↳ story + connections between pieces.

Don't put 1000 post its on the canvas. 1 post it at a time

2<sup>nd</sup> Level



Business models with patterns

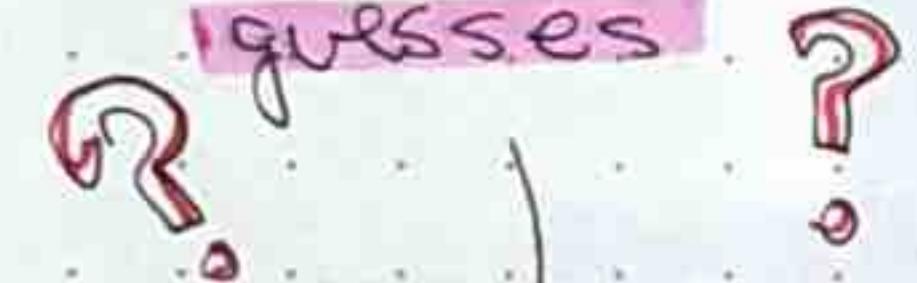
"what was so successful about other business models?"

Plan your



SEARCH  
for a good business model to commit to.

No matter what, these are only guesses.



How do I fix?

GET OUT OF THE BUILDING



In we do

all of this

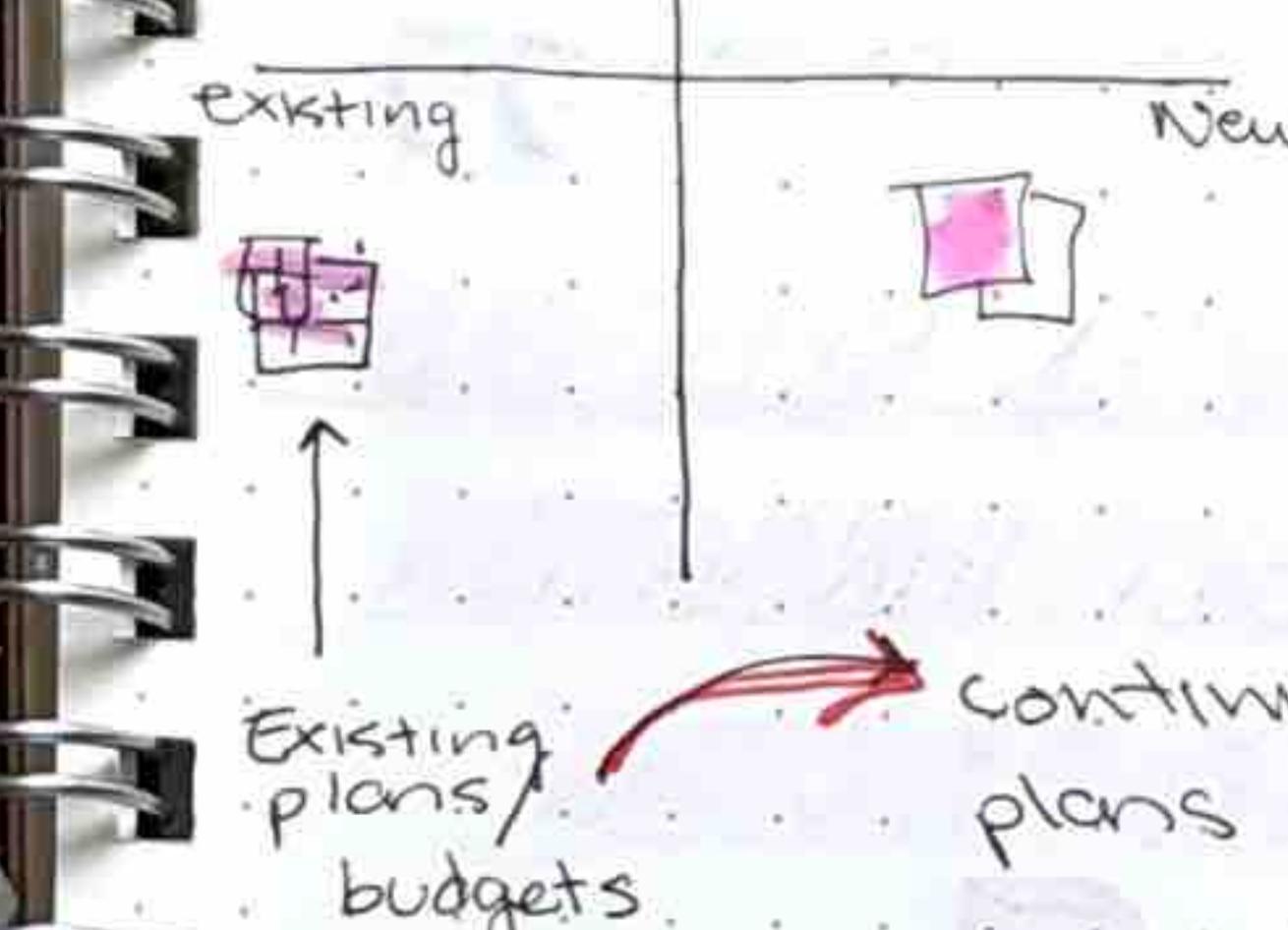
you don't want to

PLAN AND BUDGET on new models.

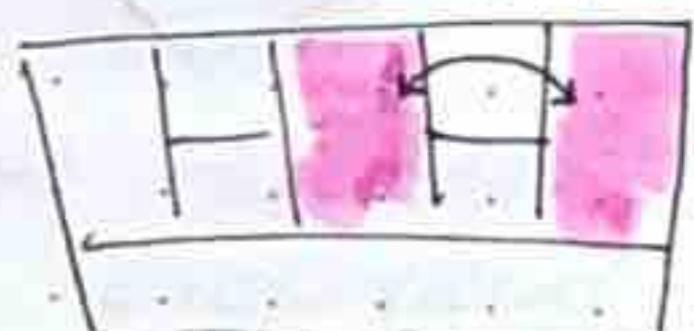
you want to  
EXPERIMENT

Failure? successes

failure is actually hypothesis testing



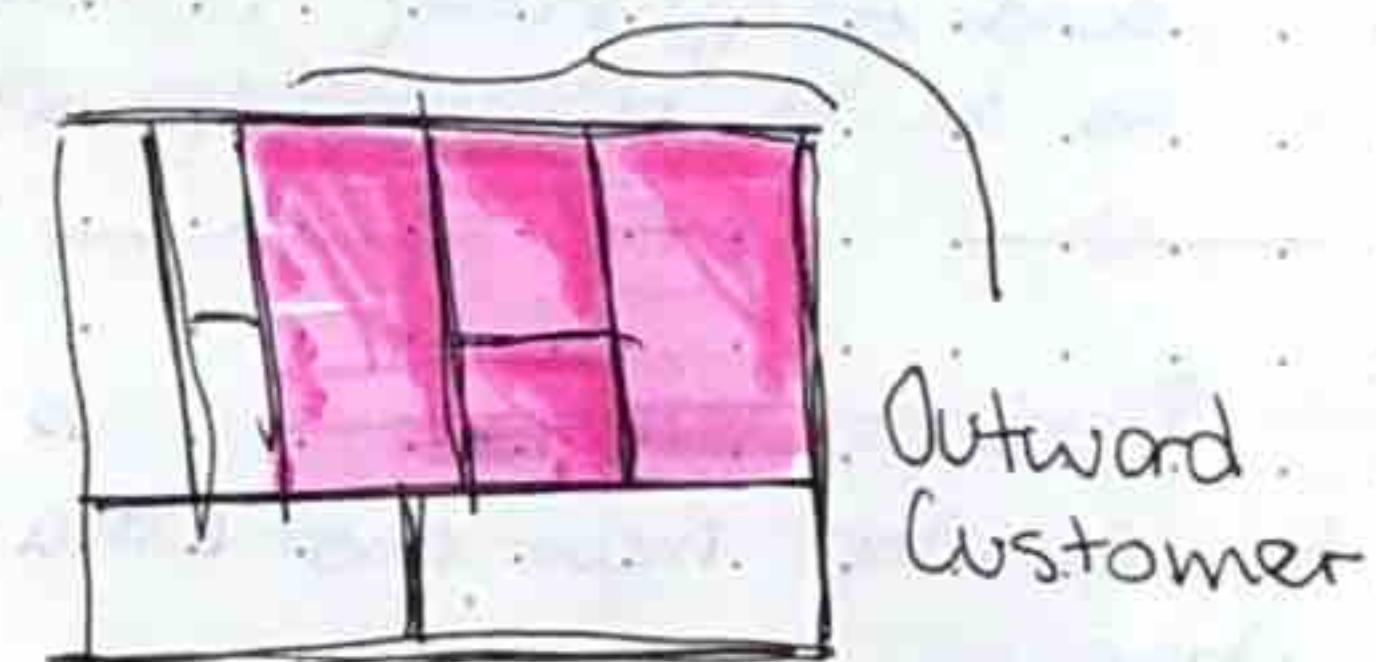
Confirm



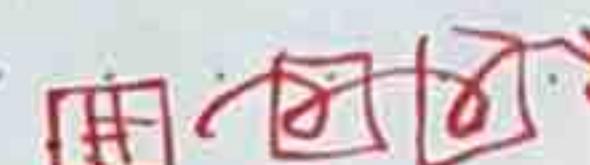
with

VALUE PROPOSITION CANVAS

(see value prop sketchnote)



Outward Customer



3<sup>rd</sup> level

Iterate on the BMC. it evolves

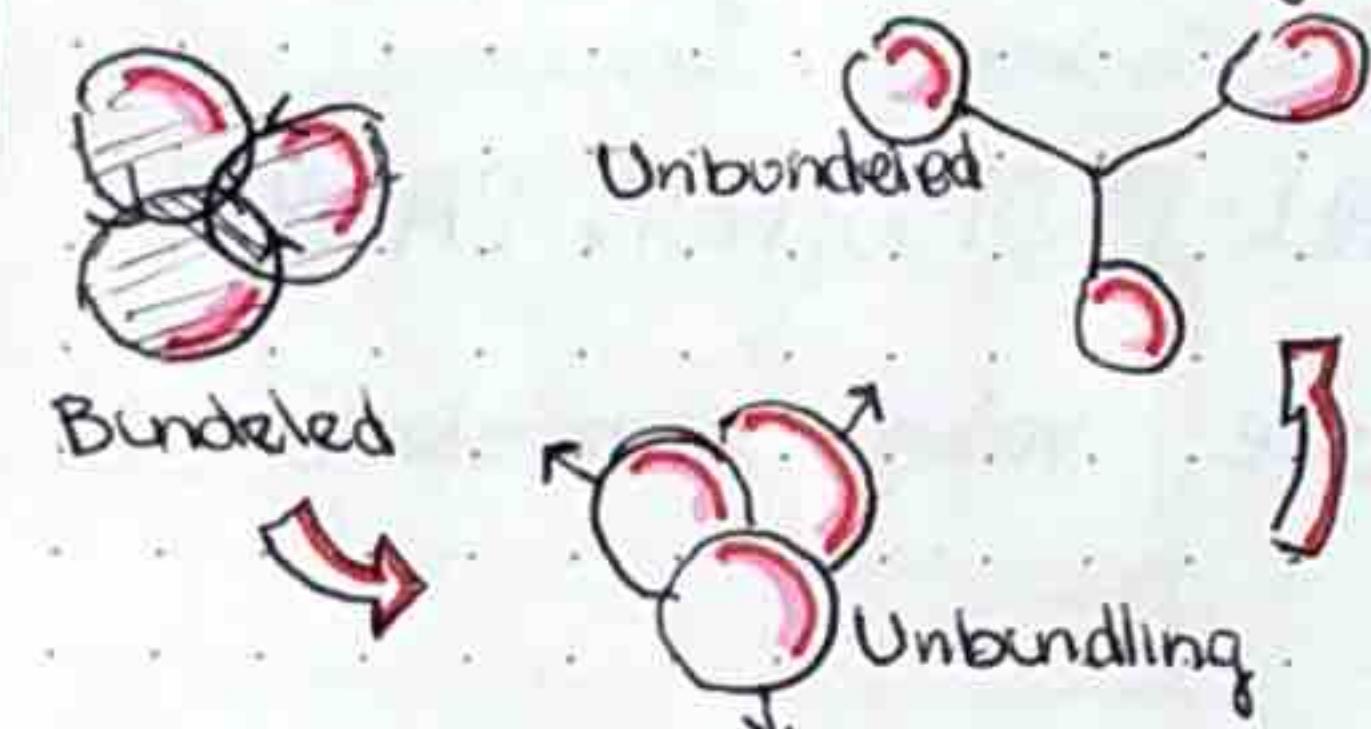
Documenting entrepreneur over time

## PATTERNS

" Pattern in architecture is the idea of capturing architectural design ideas as archetypal and reusable descriptions "

3 types of businesses:

1 Should focus on 1 operational excellence, product leadership, or customer intimacy.



1 CUSTOMER RELATIONSHIP

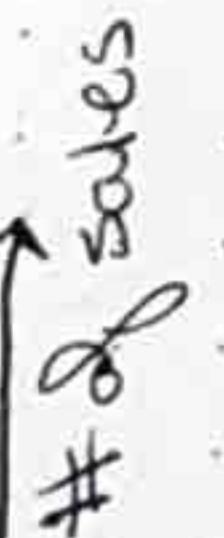
2 PRODUCT INNOVATION

3 INFRASTRUCTURE

2 Customer relationship businesses are finding and acquiring customers to build relationships with

Product innovation is to develop new and attractive.

Long Tail Markets



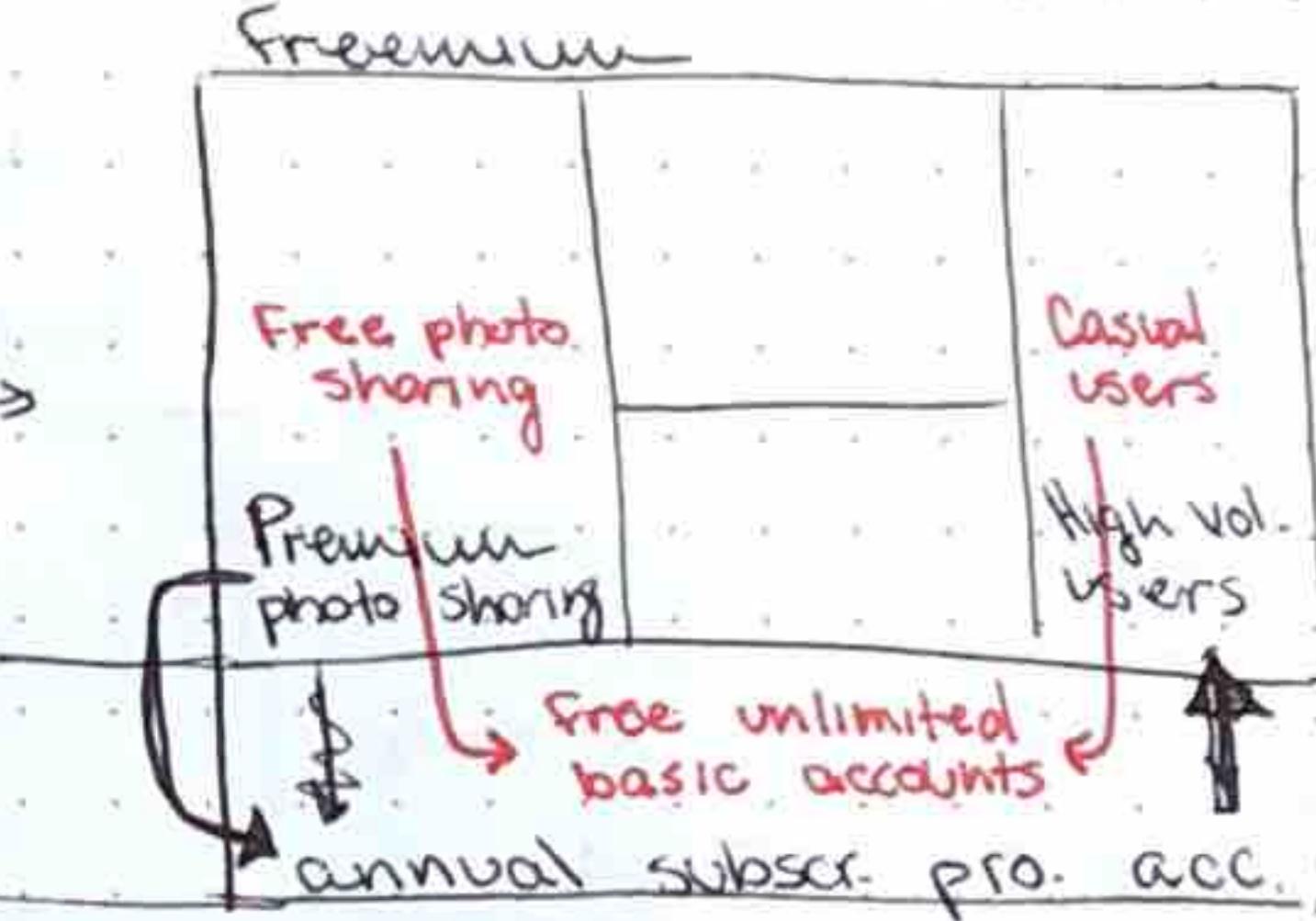
# of products

Infrastructure builds and manages for high value, repetitive tasks.

## Patterns of Multi-Sided Platforms

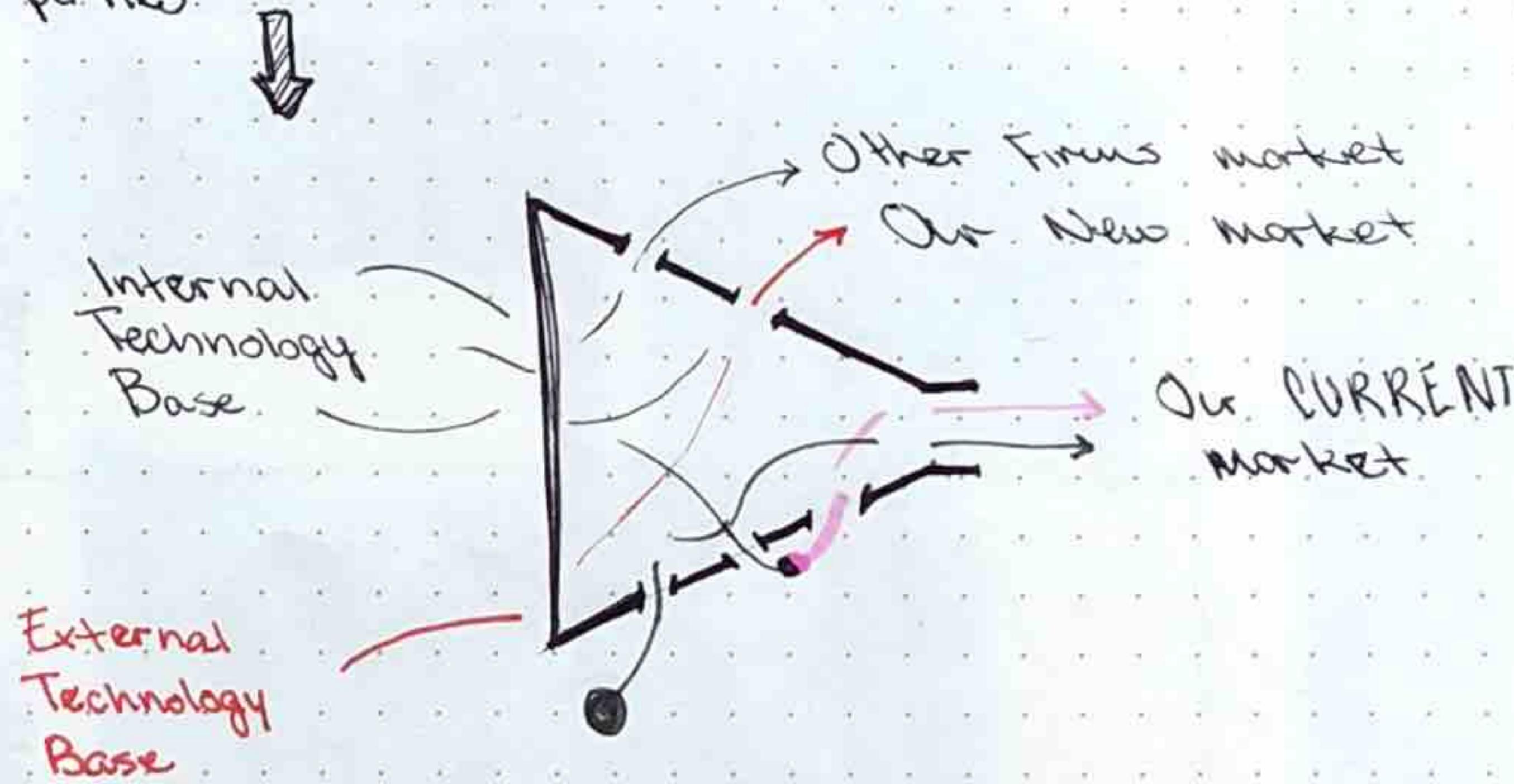
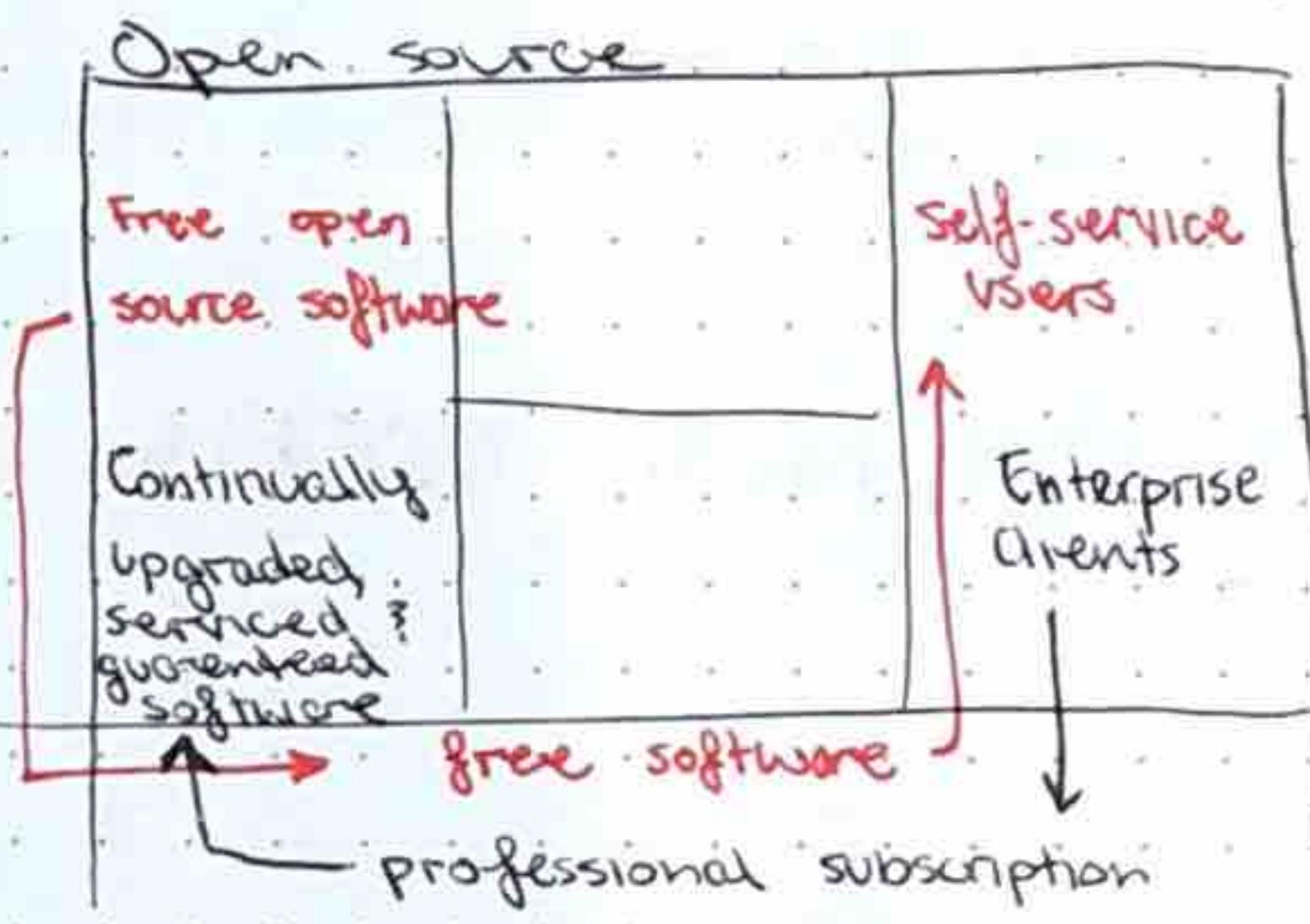
### FREEMIUM

Free basics with paid additions →



### OPEN SOURCE

open innovation opens a company's research process to outside parties.



External Technology Base

Closed

## BUSINESS MODELS

Smart ppl in the field work for us

Work w/ smart ppl in and out of company

Develop, discover, and ship research yourself

→ ! →

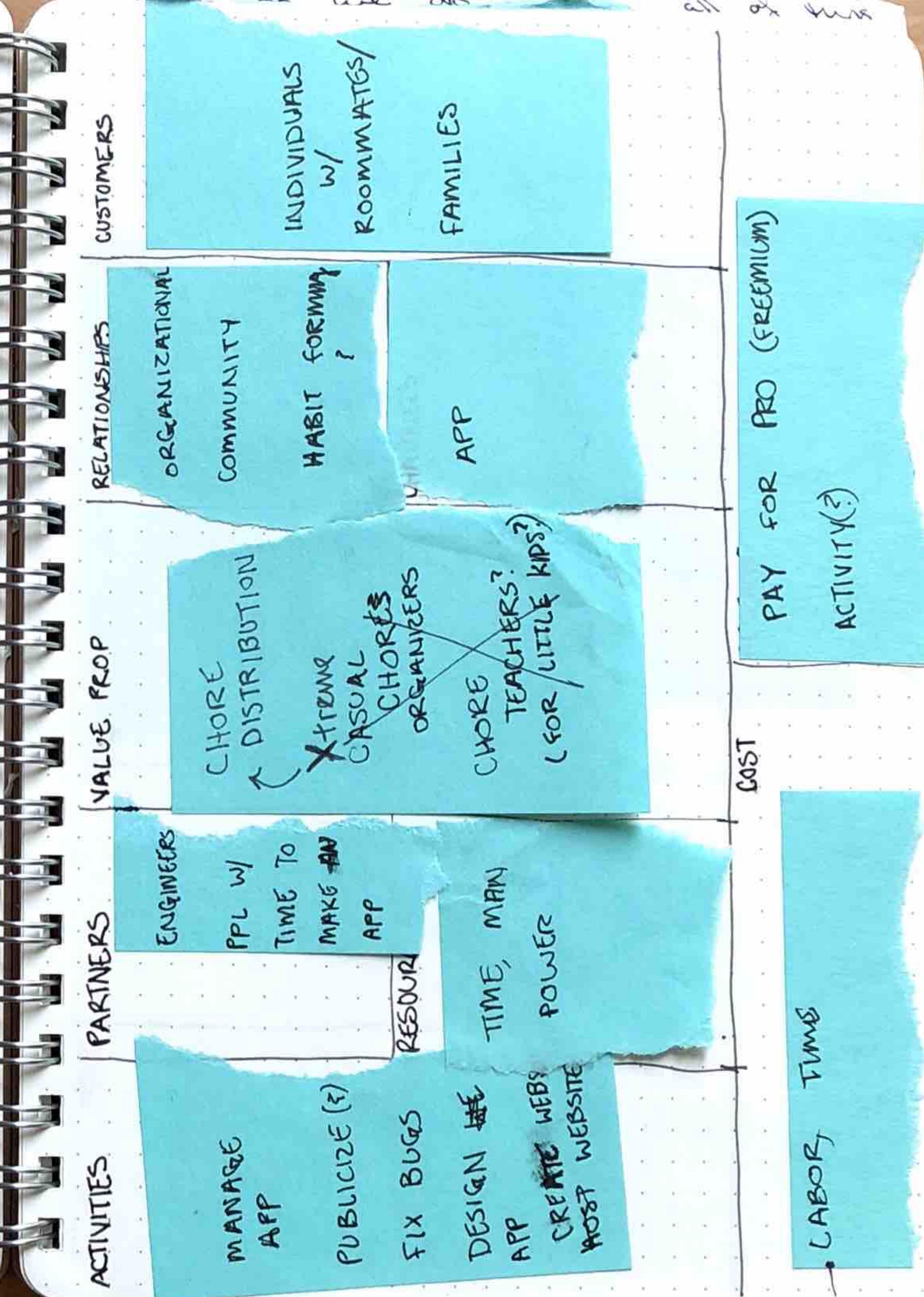
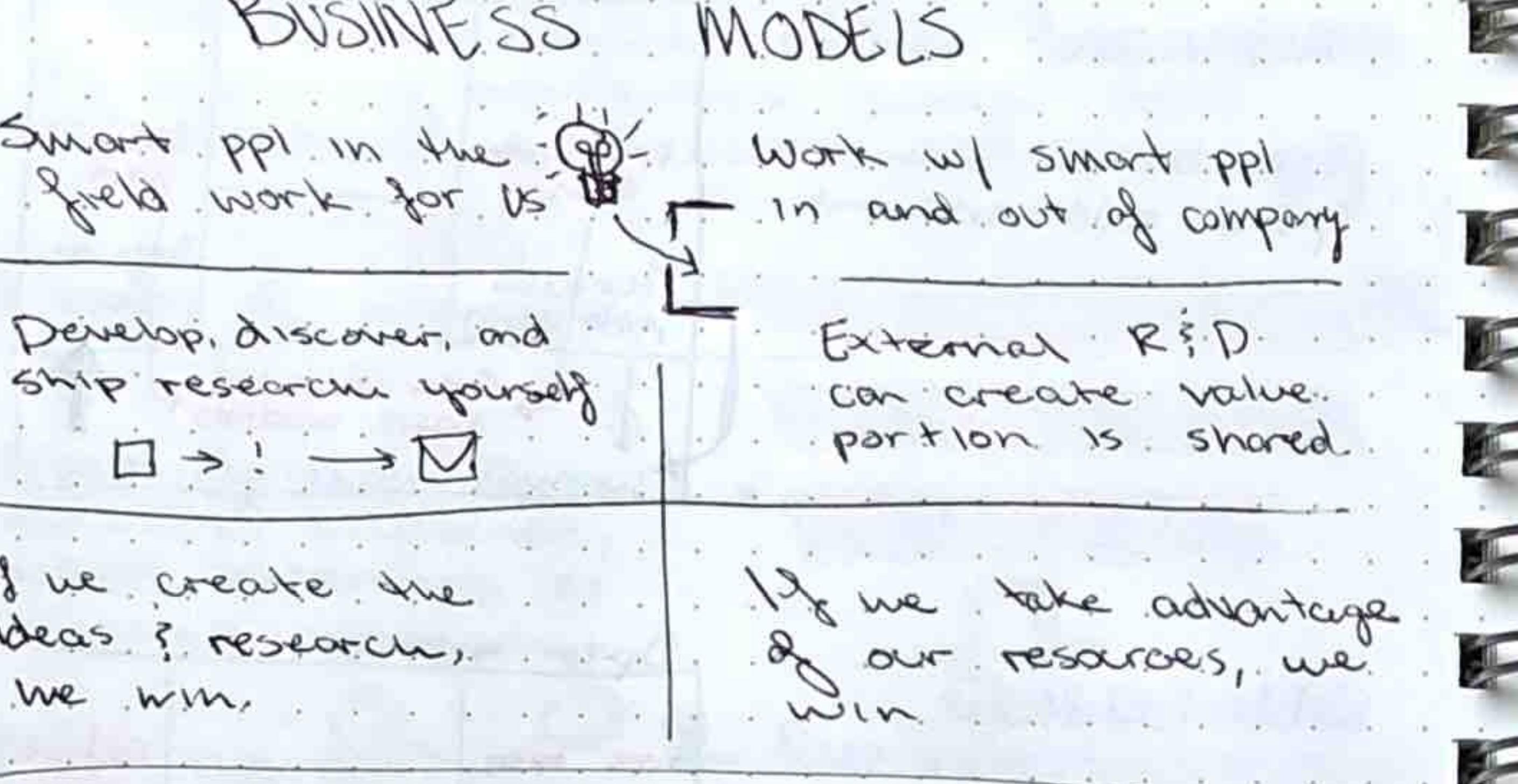
If we create the ideas & research, we win.

External R&D can create value. portion is shared

## REVENUE MODELS

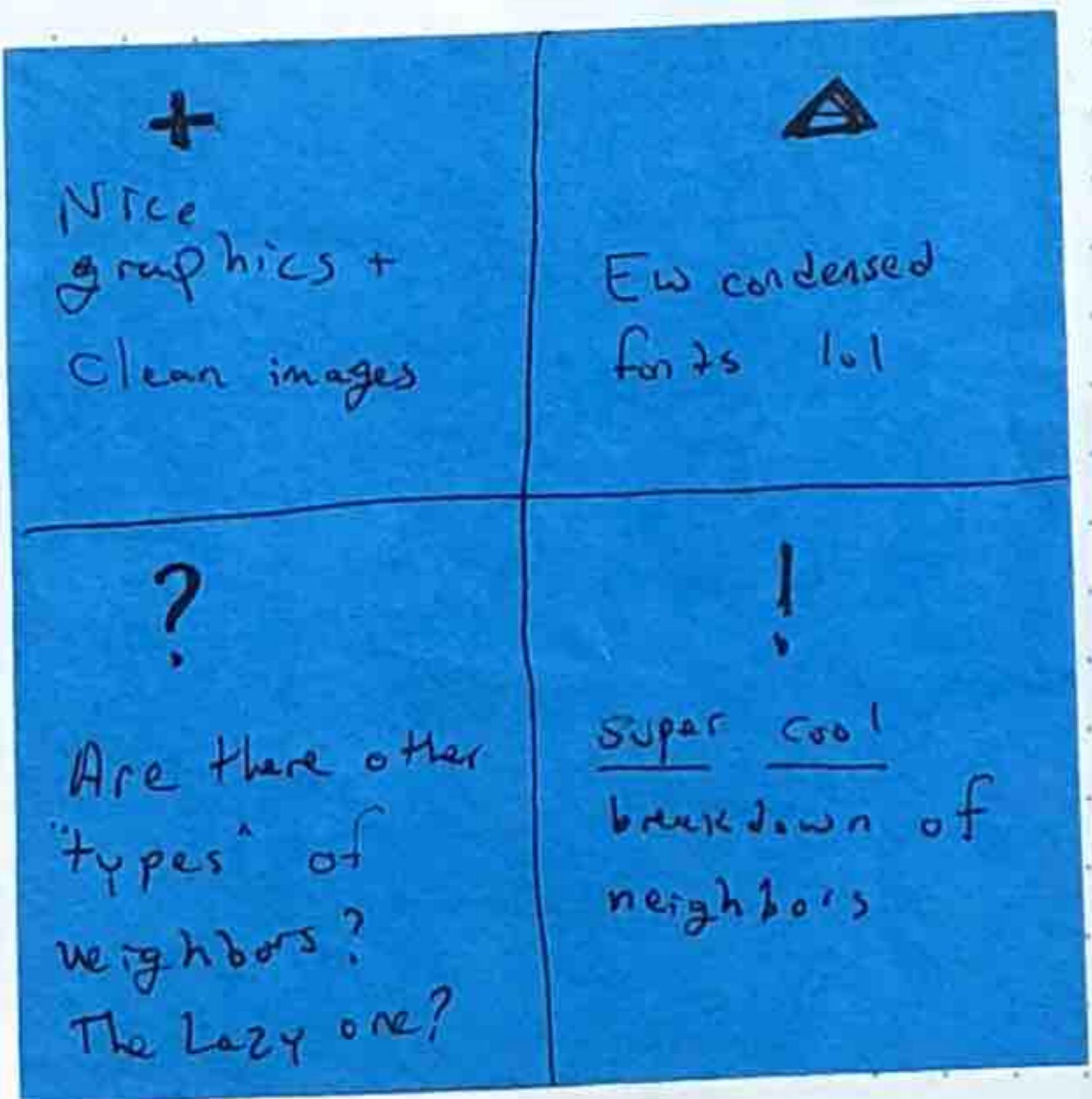


If we take advantage of our resources, we win



Why is Chorma a competitor/complementor?

platform in which communities connect & collaborate about tasks that need to get done.



Removes random ways to keep track of information

ppi who want to be more organized



Tool to visually organize anything

TRELLO

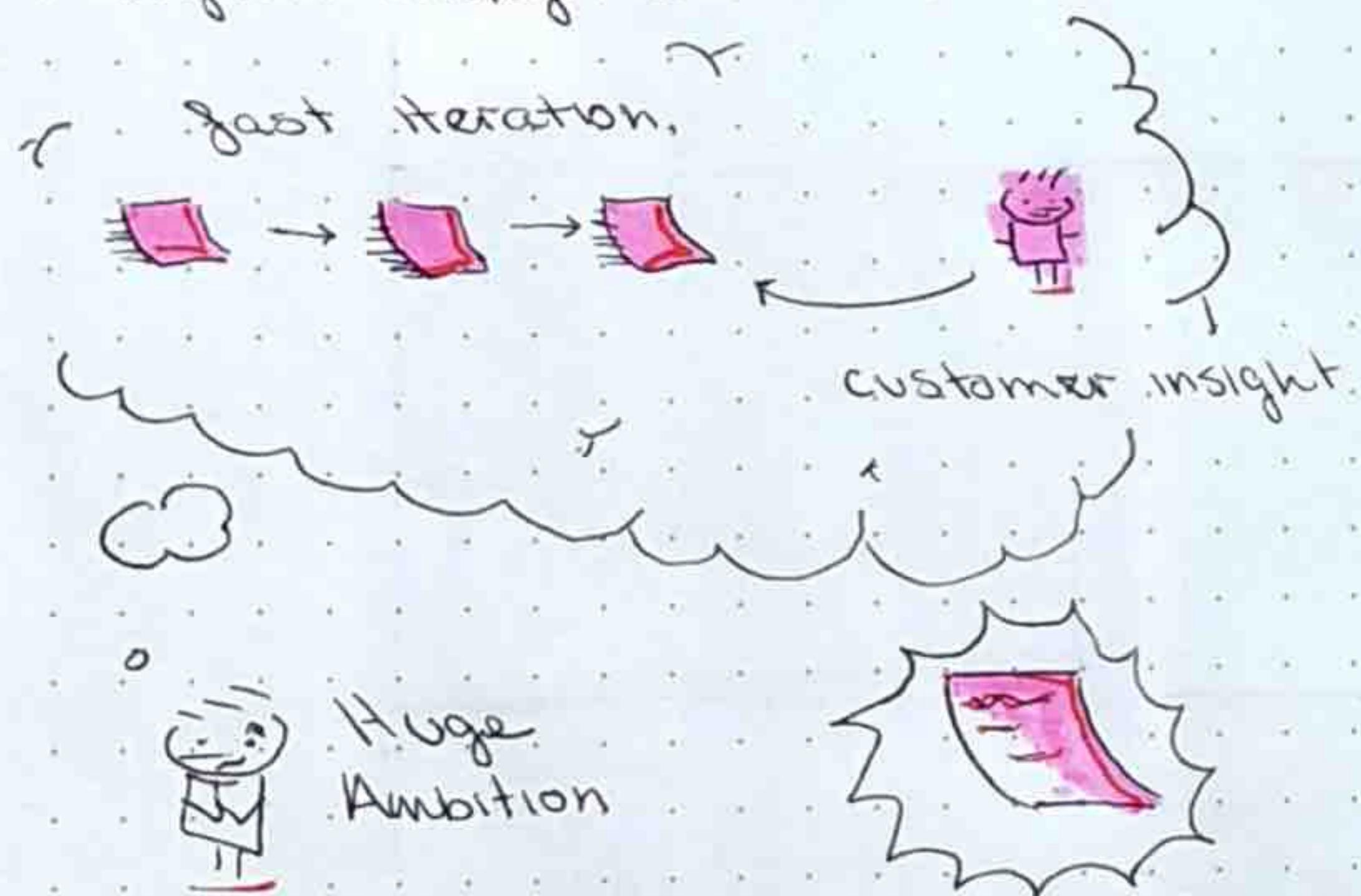
FREE BASIC USE

PREMIUM 9.99 per user per month

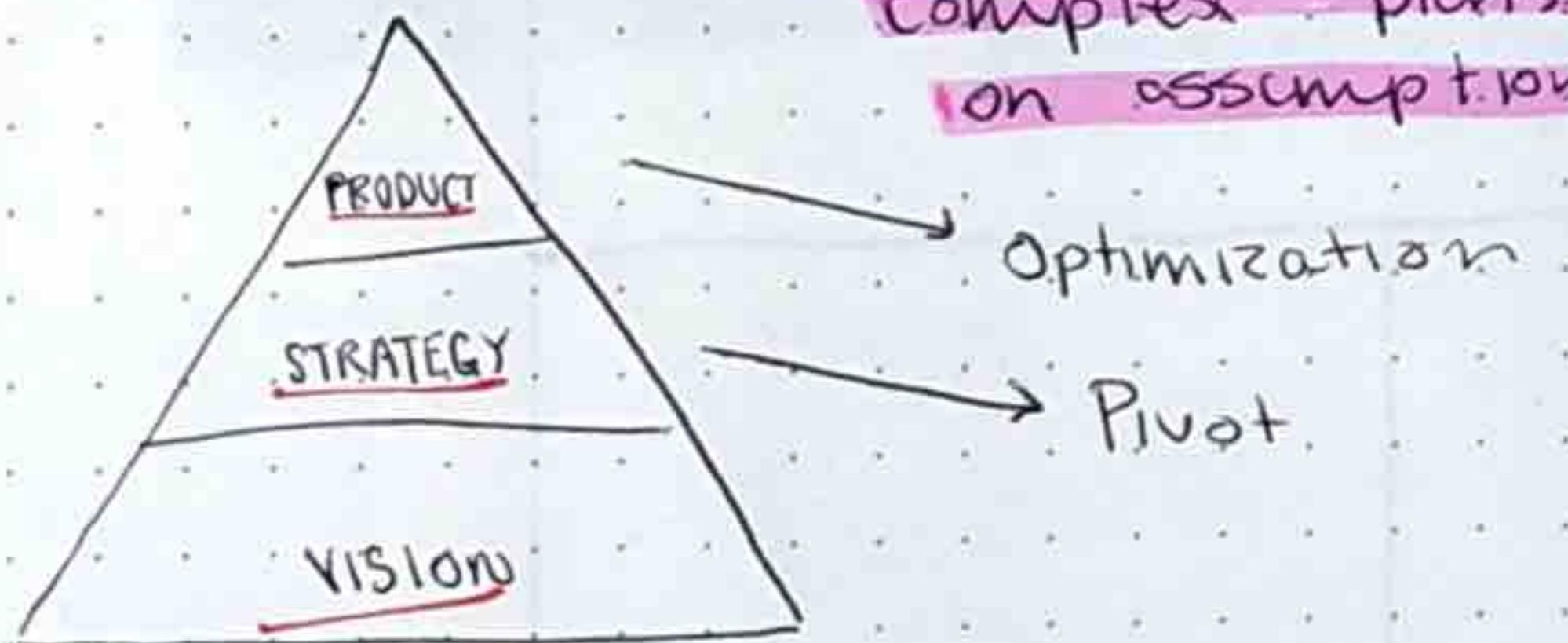
# THE LEAN START UP

The goal of a startup is to figure out the right thing to build.

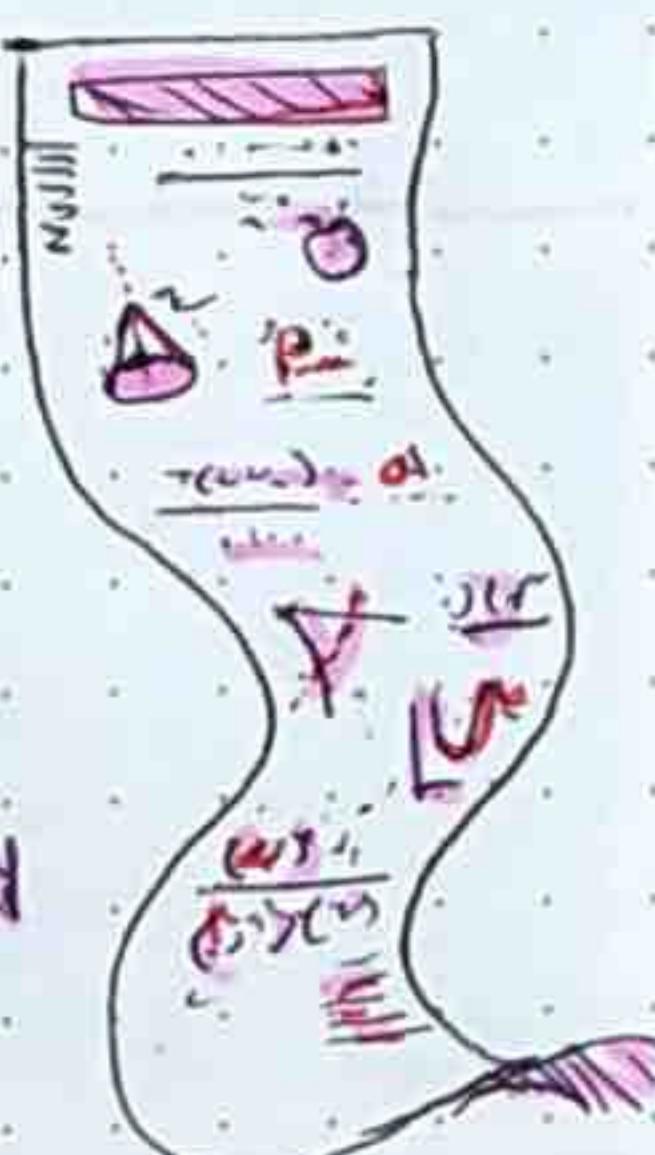
fast iteration.



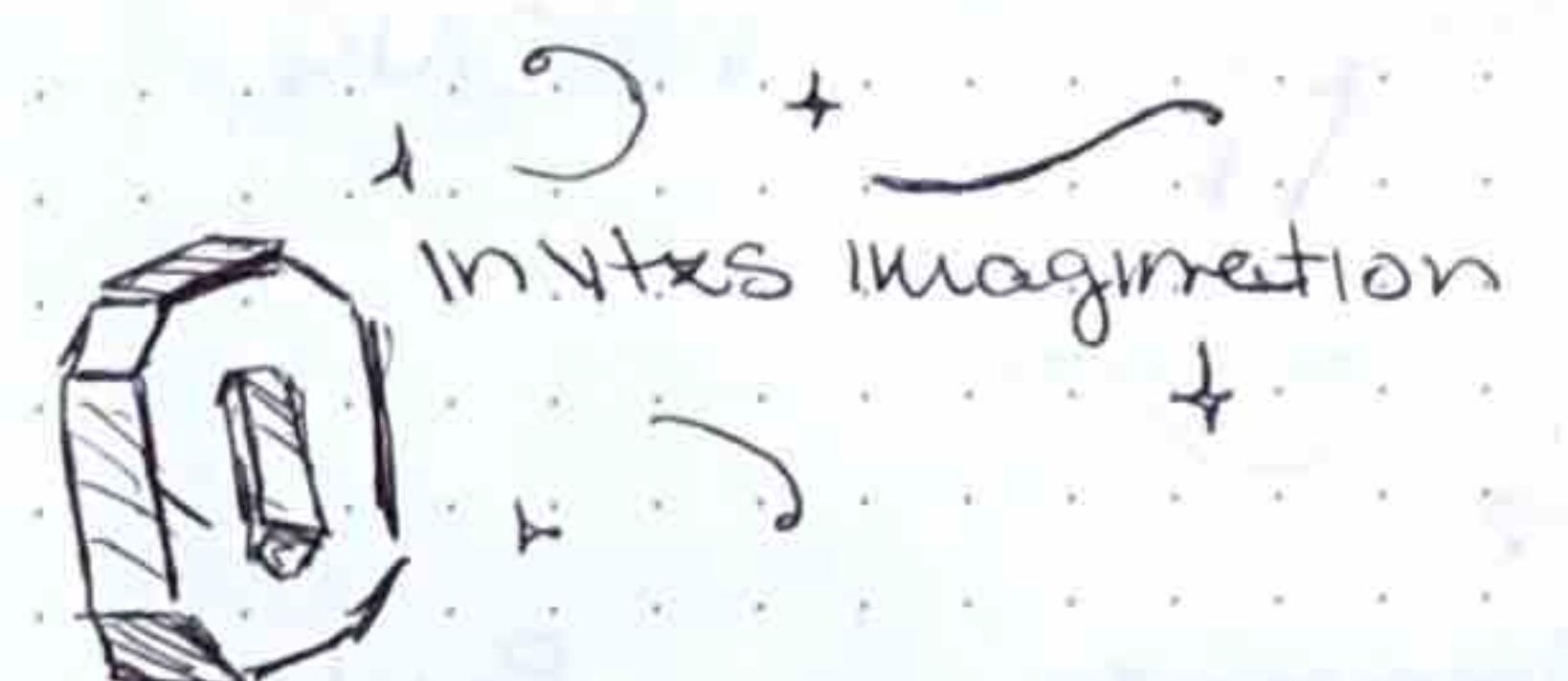
Lean is about driving ideas, not making complex plans based on assumption.



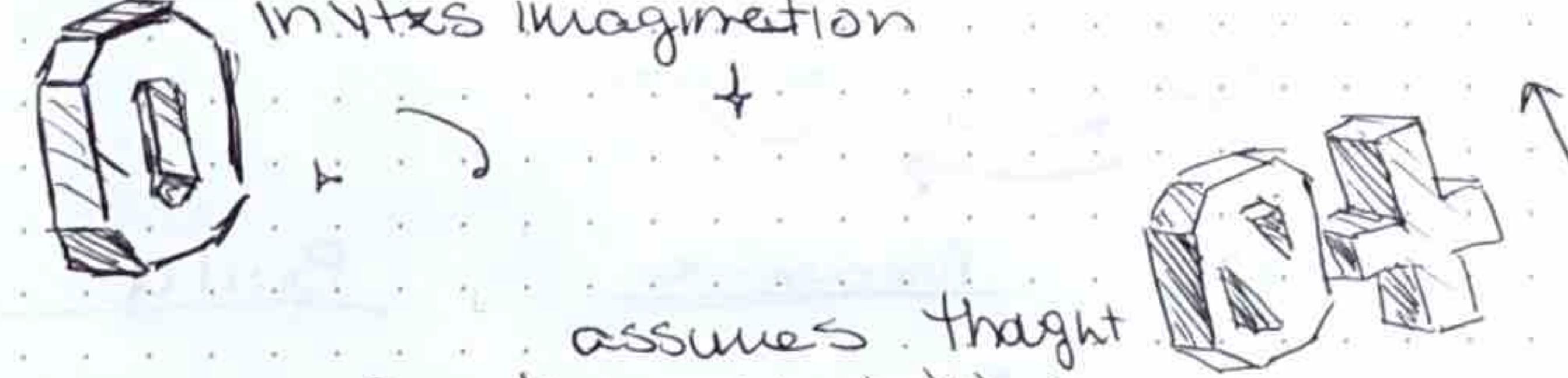
A startup is a set of practices for helping entrepreneurs increase their odds of building a successful startup. A human institution designed to create a new product or service under conditions of extreme uncertainty.



Don't be clouded by what you think is right.



Invites Imagination

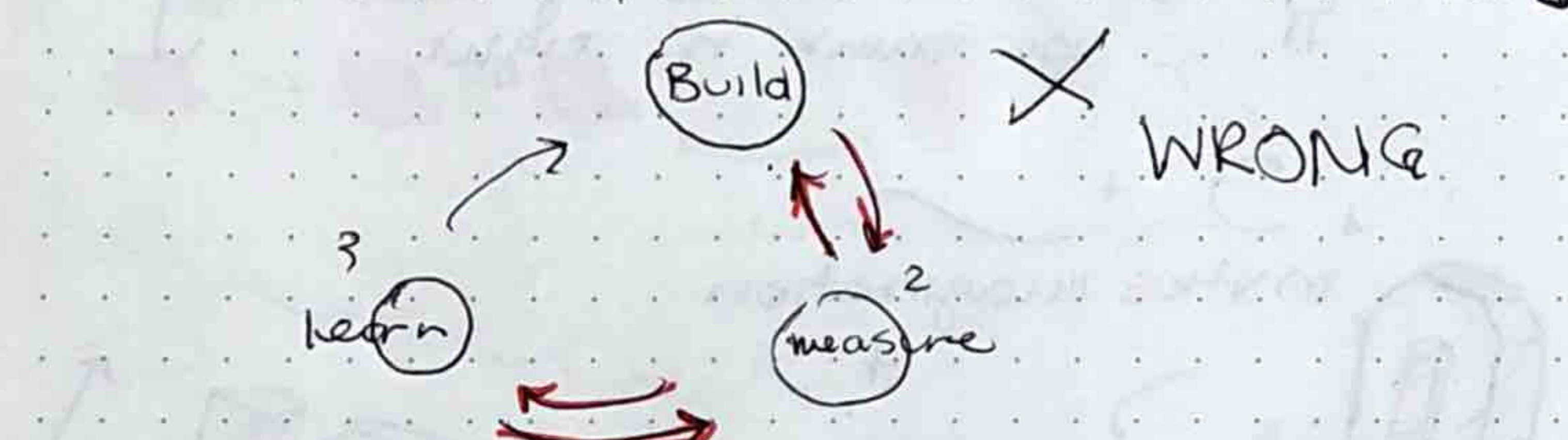
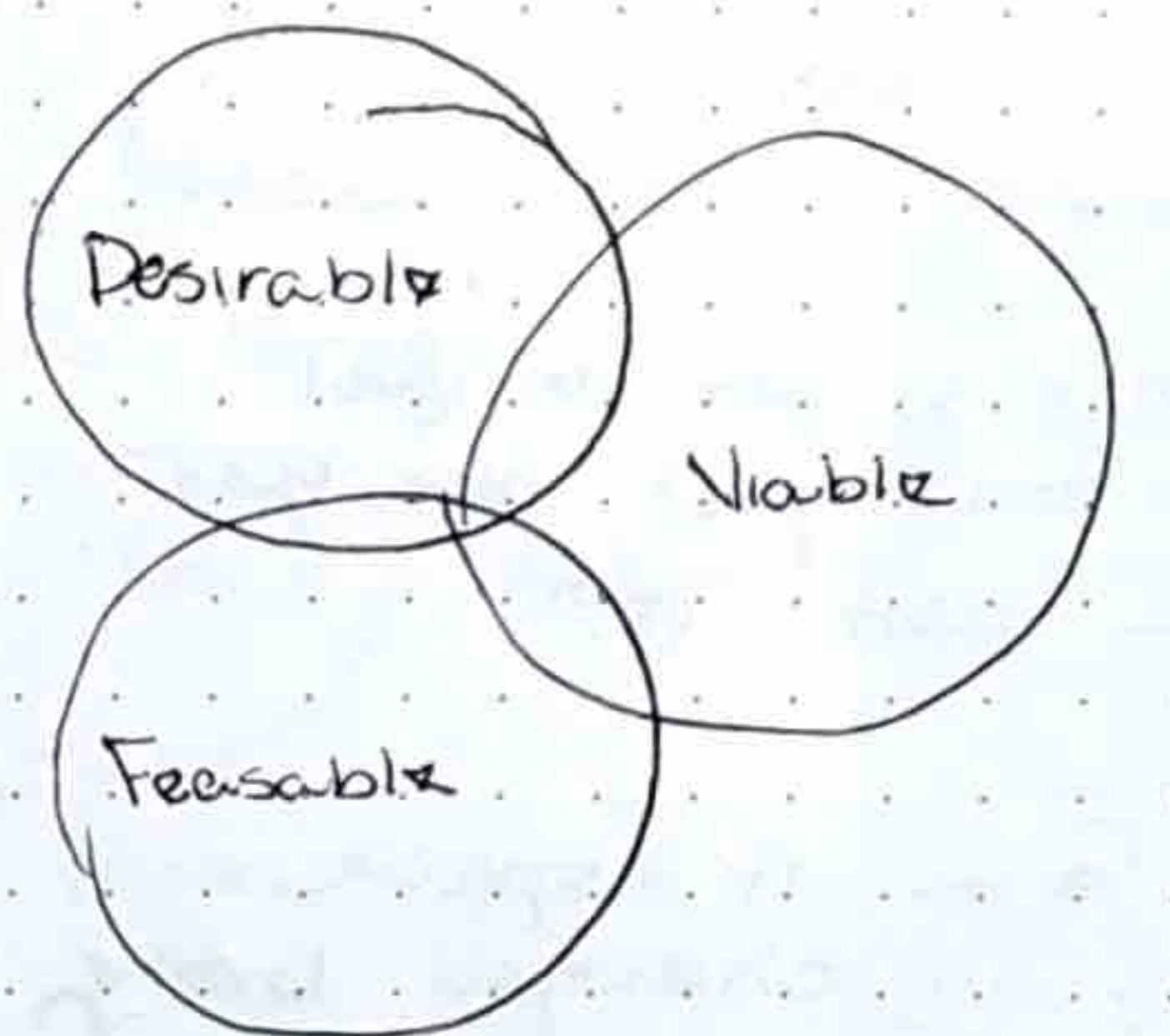
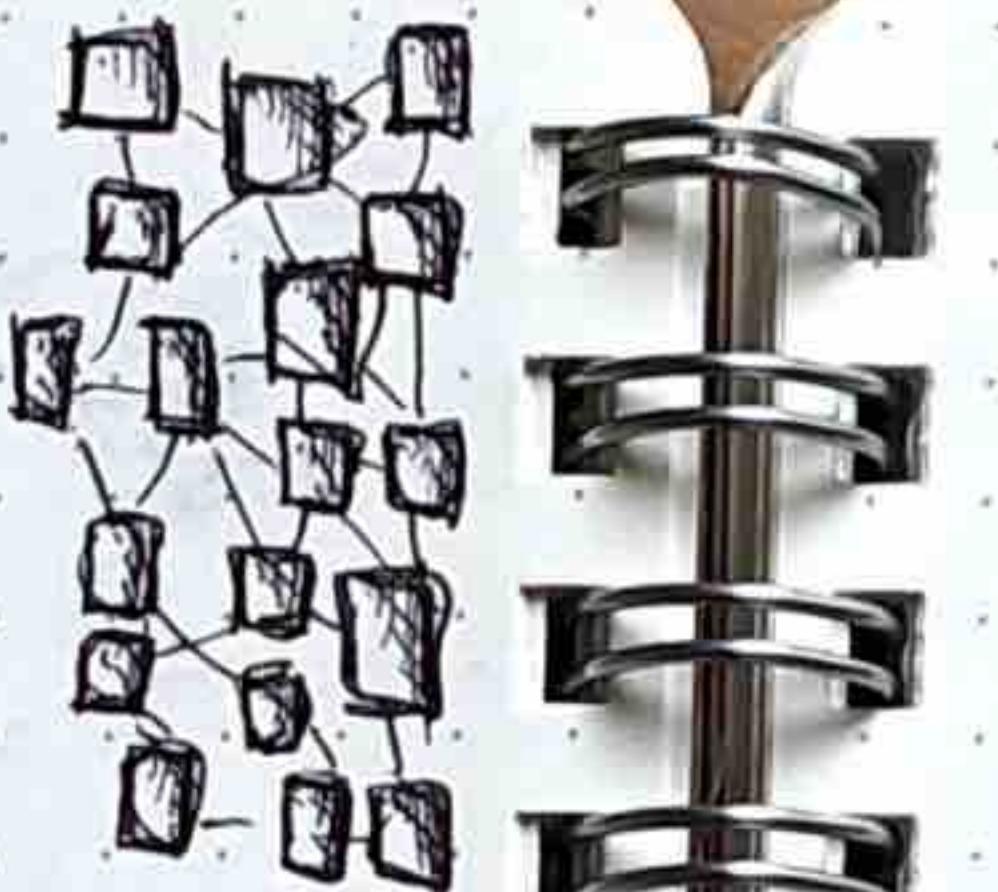


assumes thought for the probability of larger audiences.

1. Do customers recognize the problem you're solving?
2. If there was a solution would you buy it?
3. Would they buy it from us?
4. Can we build a solution for that problem?

## The start up stack

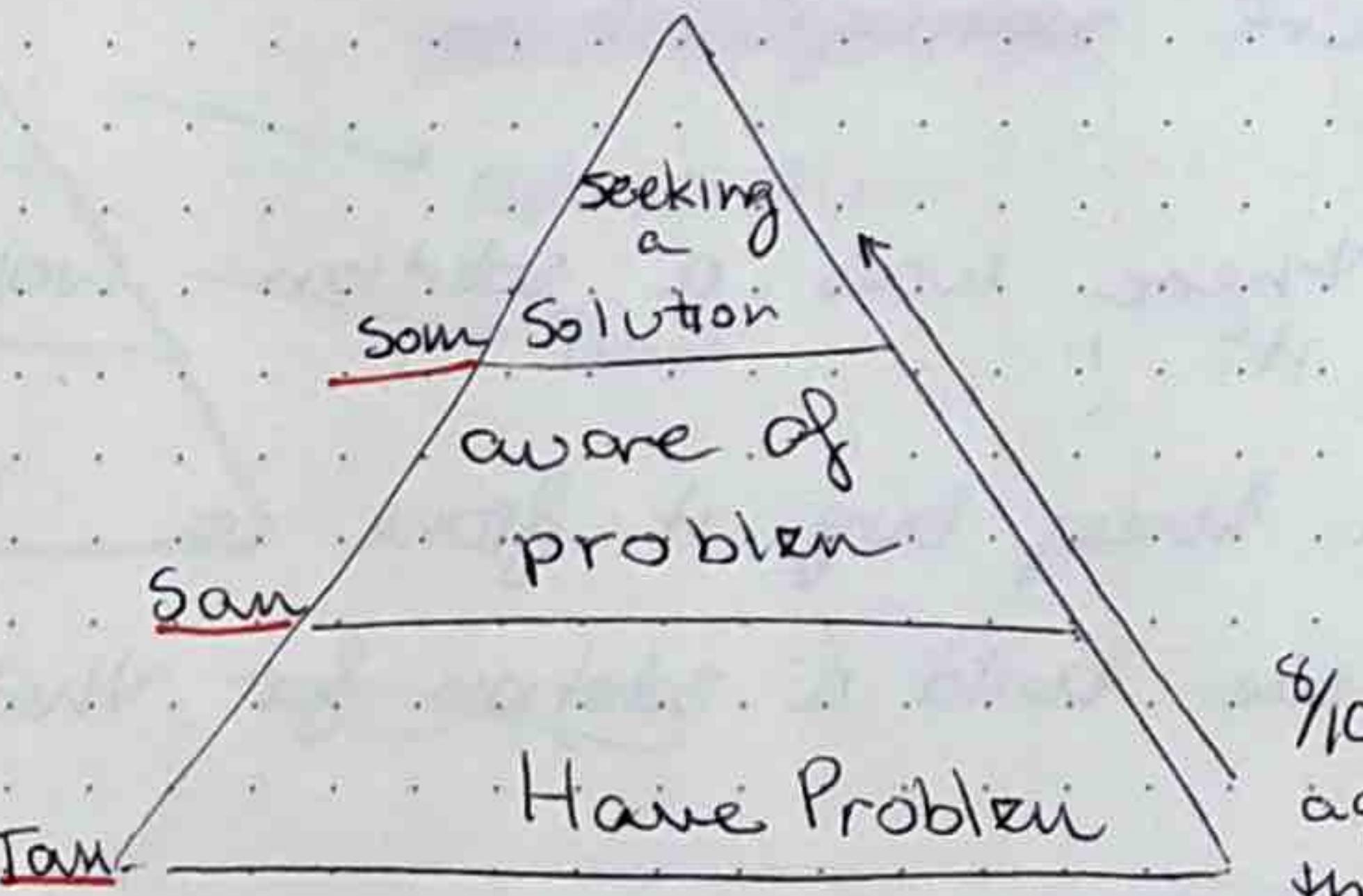
- The Lean Startup
- The 8 key steps to the epiphany
- The business model generation



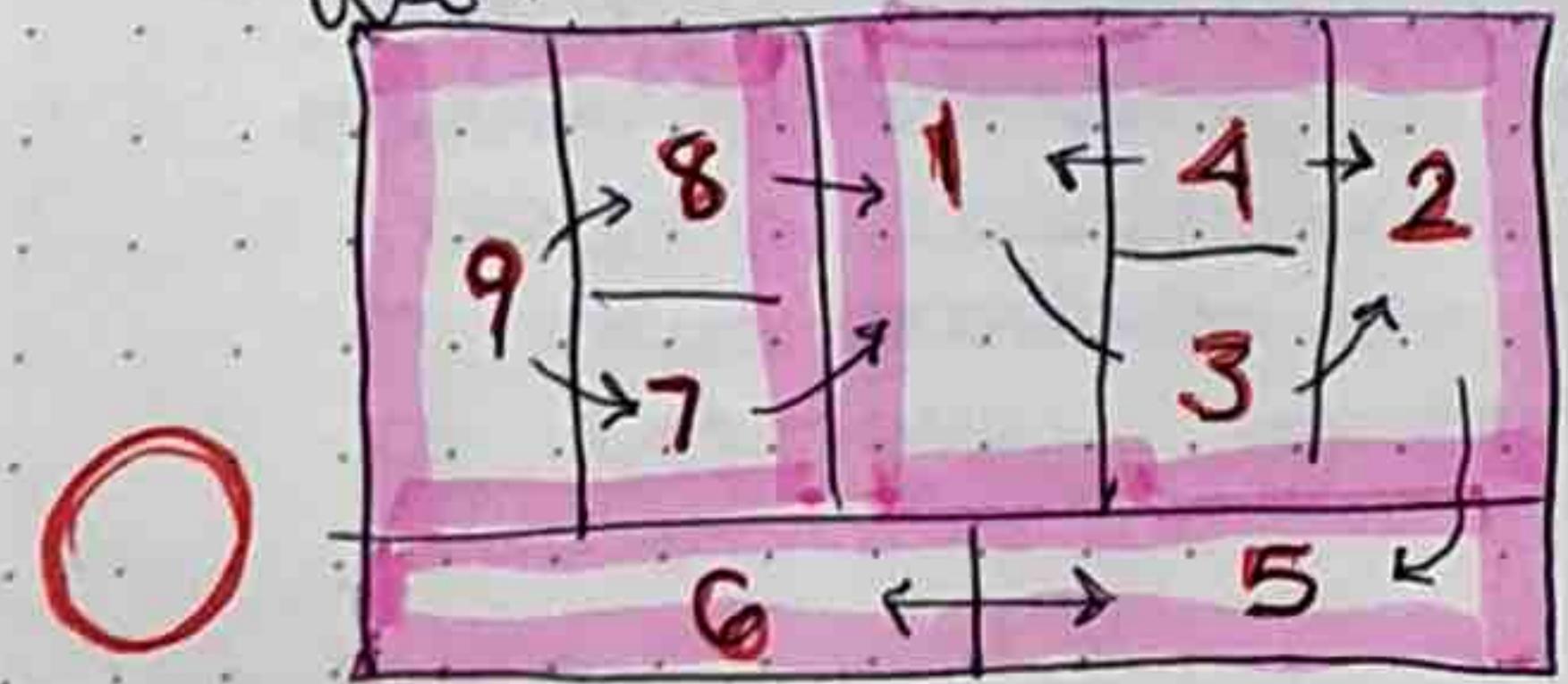
learn first:



Market,  
Customer  
Problem



Can we?



Do they?

"I want it now  
should be  
strong!"

Should we?

8/10 should  
agree to  
this being  
the answer  
to your problem.

1. Calm 19 stanford cont studies  
↳ Interpersonal Dynamics

2. Dismissive → guilty trying not to feel  
guilty. "I would just like you  
to think about it."

ppl say no when  
intense feelings

"Can we work  
together to  
solve it."

→ Give it space  
if no change, bring  
it up again

Stop methodology  
1 step back

recontextualize to  
their language

How are you not  
seeing this???

↳ conseq. "We're gonna  
fail."

↳ Refusing to learn

Let go → Do more  
outreach

↓  
let them

Sara: Do you feel heard

→ do we do with all of this

Noam Shut the fuck up.

↳ Talloway stick, timer, experiment  
then group.

Noam you're being negative and its letting  
the team down.

Everything he says isn't always what  
he means

More strict time blocking

Presentation on Sunday  
shorter meeting time

fake it  
"you're not using  
your design skills,  
and it's boring and it  
makes it seem like you  
don't know what u are  
doing."  
CMO who doesn't believe  
in it?

QUESTIONS FOR CHRISTINA  
x live used what readings I  
million times. Thank you.  
→ What about people who  
are dismissive? "I'm just  
busy." "I didn't even know"  
different." ~~just doing something~~  
I'm going to be CEO. how  
can I be effective/ what  
our / getting myself into?  
□ New reading?

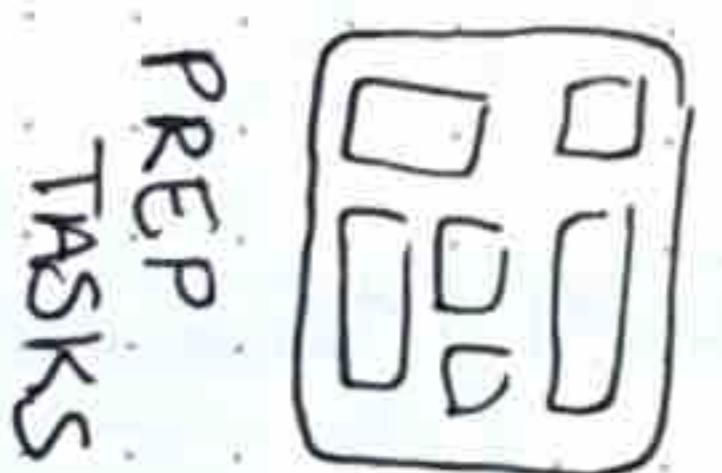
WITH PL8's, WE PROVIDE THE TOOLS FOR COMMUNITY BUILDING



RECRUIT  
NEIGHBORS

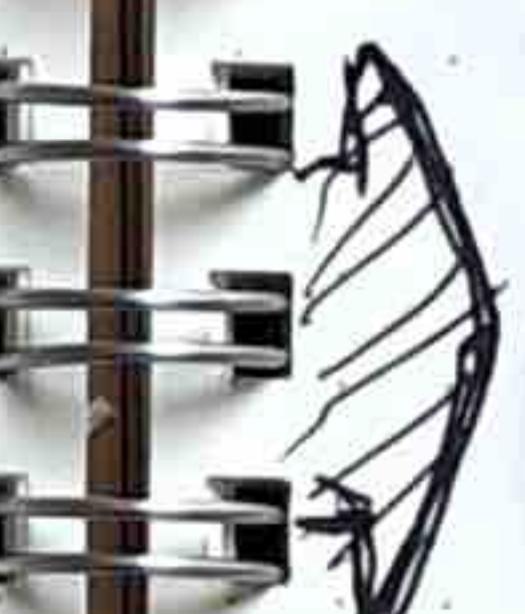


HOST EVENTS



PREP  
TASKS

COMMUN-  
ICATION



CONNECTING

TOOLS WE PROVIDE  
FOR COMMUNITY BUILDING



PLAN OF  
ACTION



PREP  
TASKS

WEB

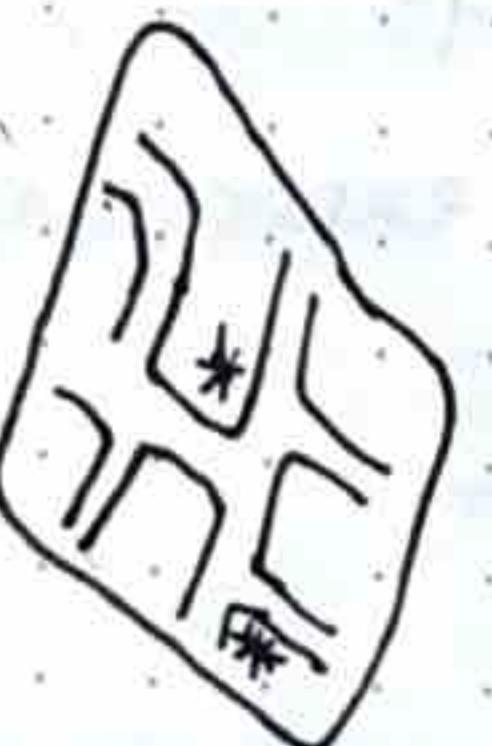
THINGS / SERVICES

AND

COMMU-  
NICATION

RESPON-  
SIBILITIES

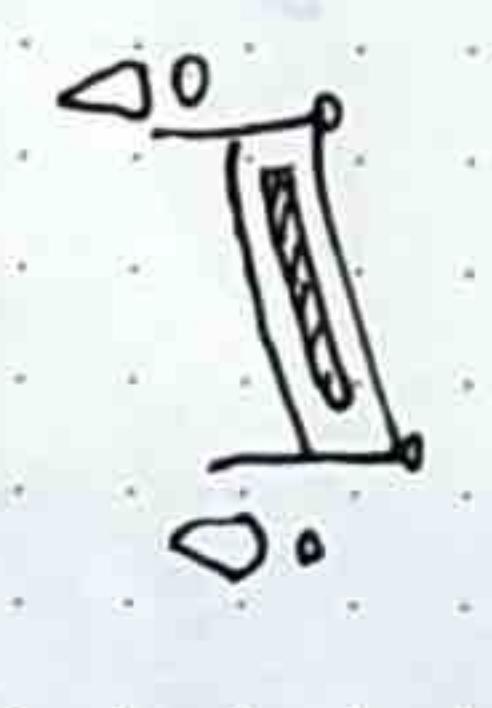
CARE TREE  
(PHONE TREE  
FOR CHECKING  
ON PPL)



EMERGENCY  
CARDS



RECRUIT  
NEIGHBORS



- SPONSORED TRAINING
- PRINTED MATTER
- KITS
- HUBS
- CONSULT

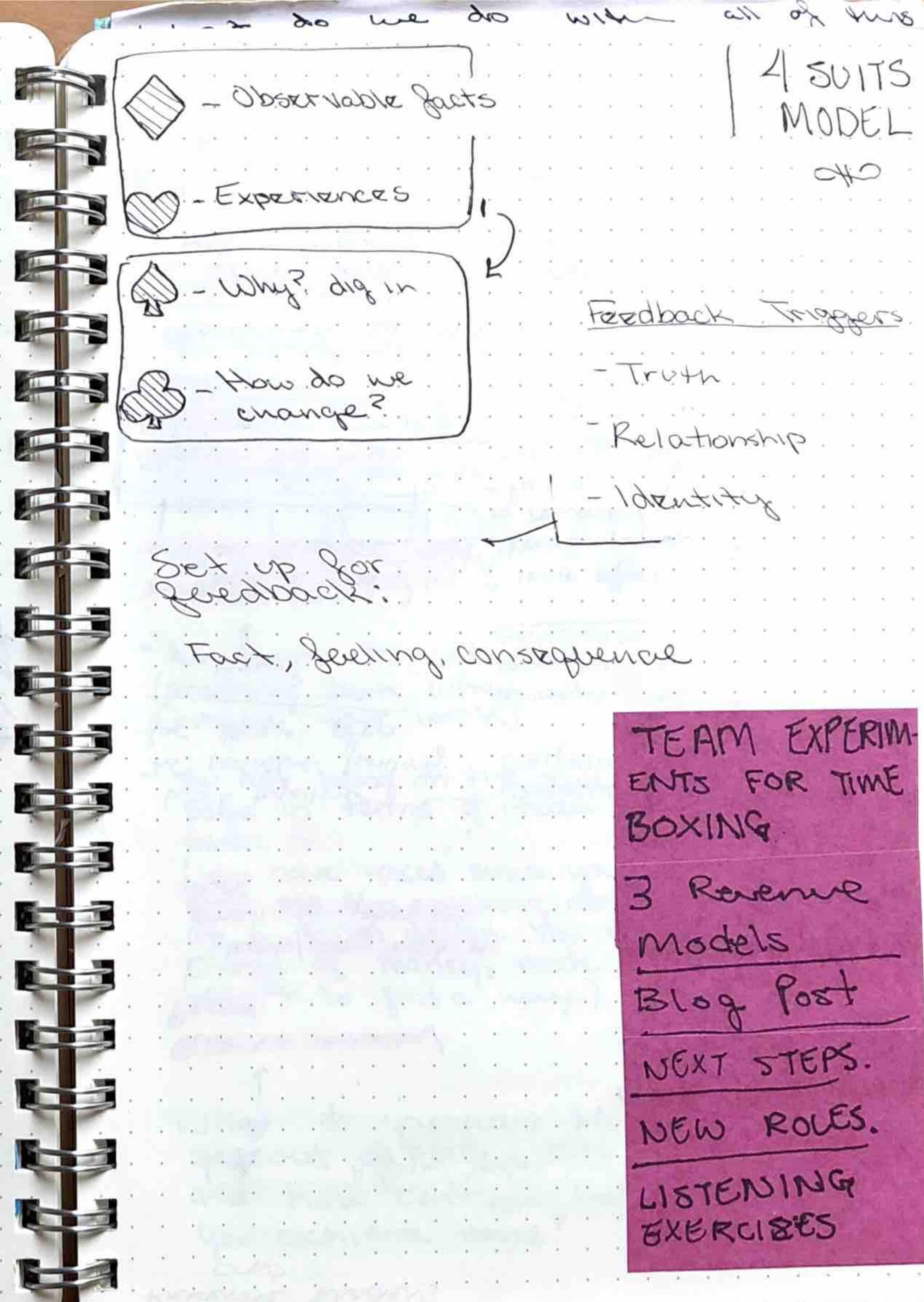
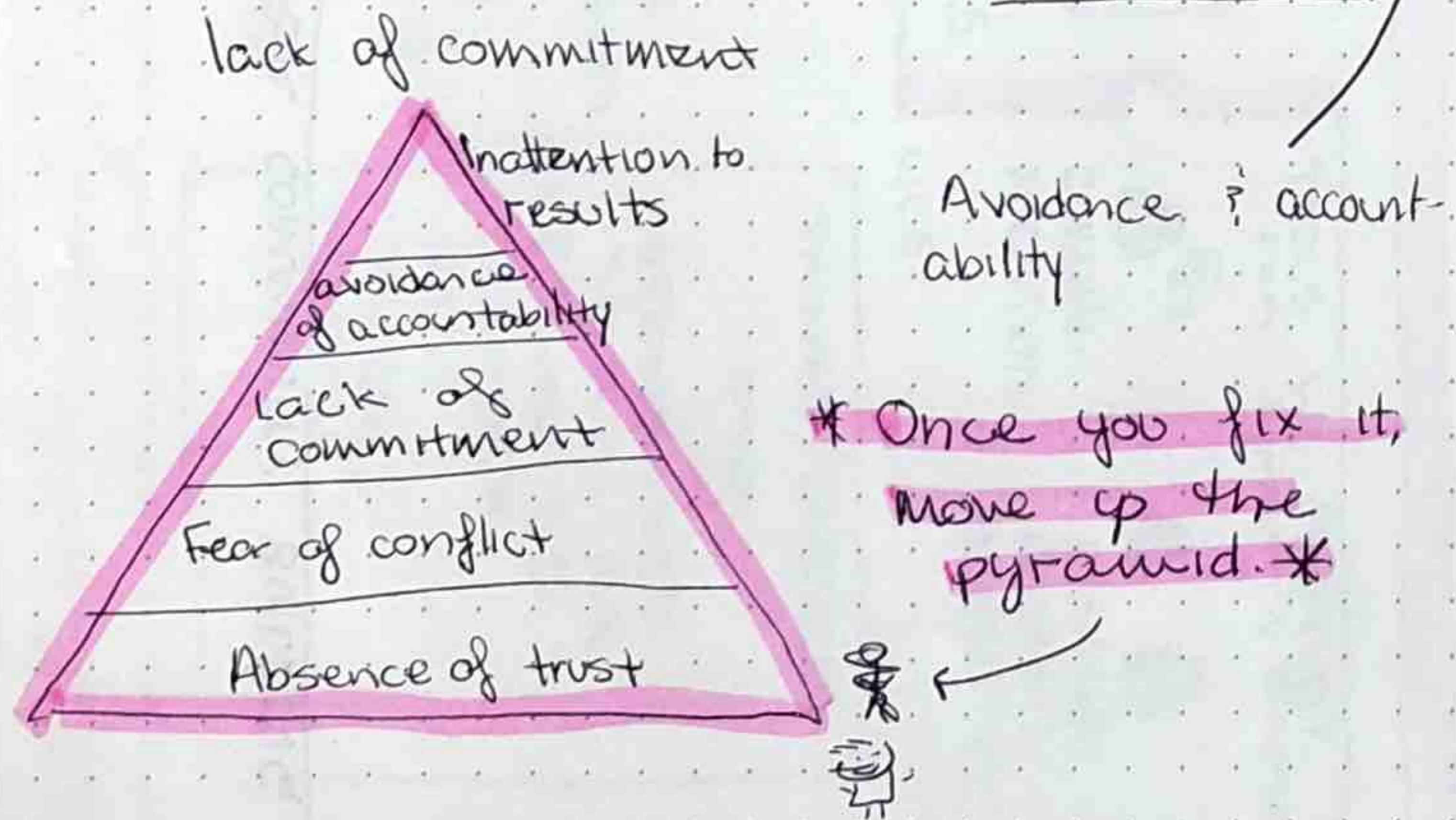
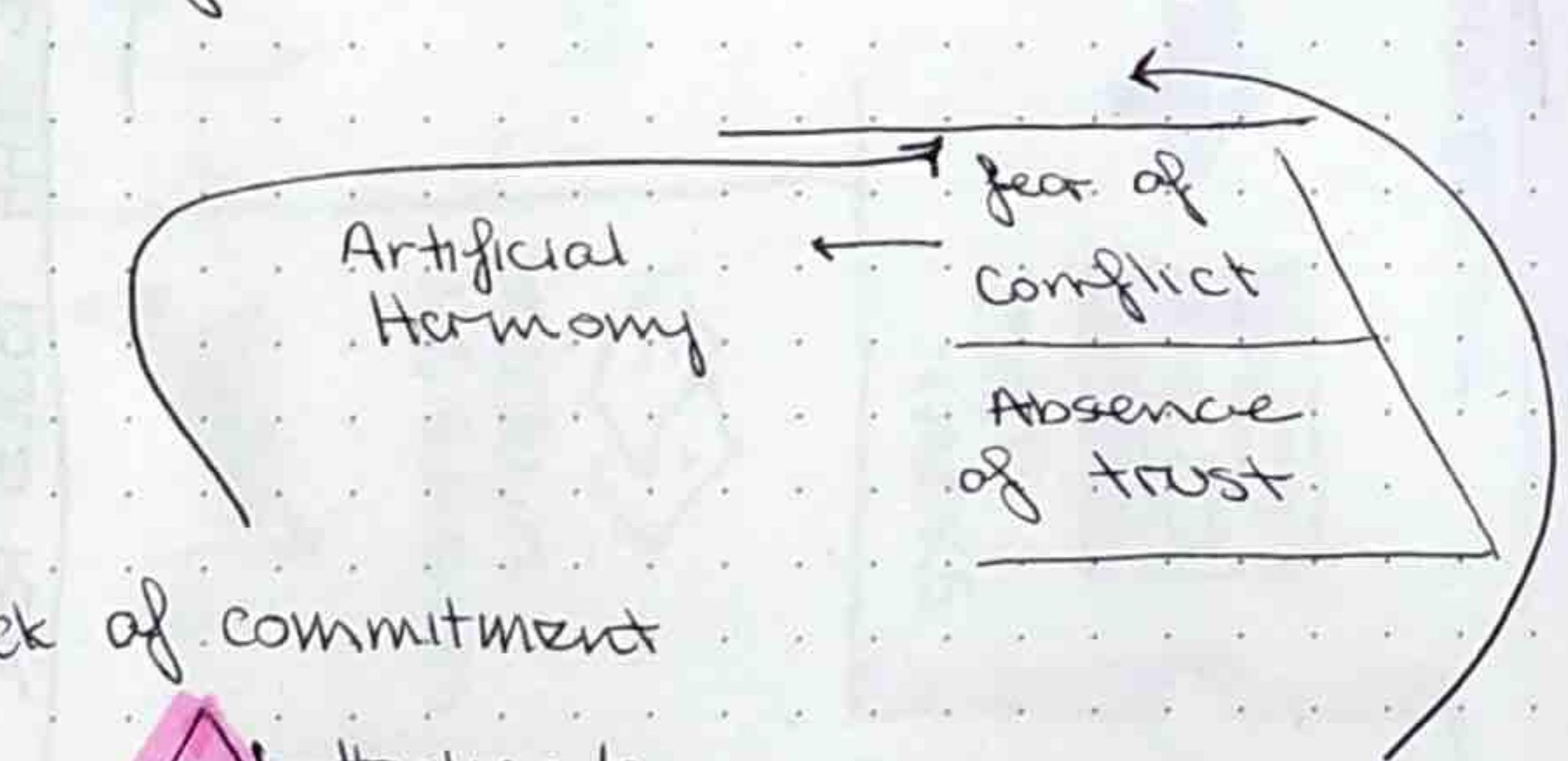
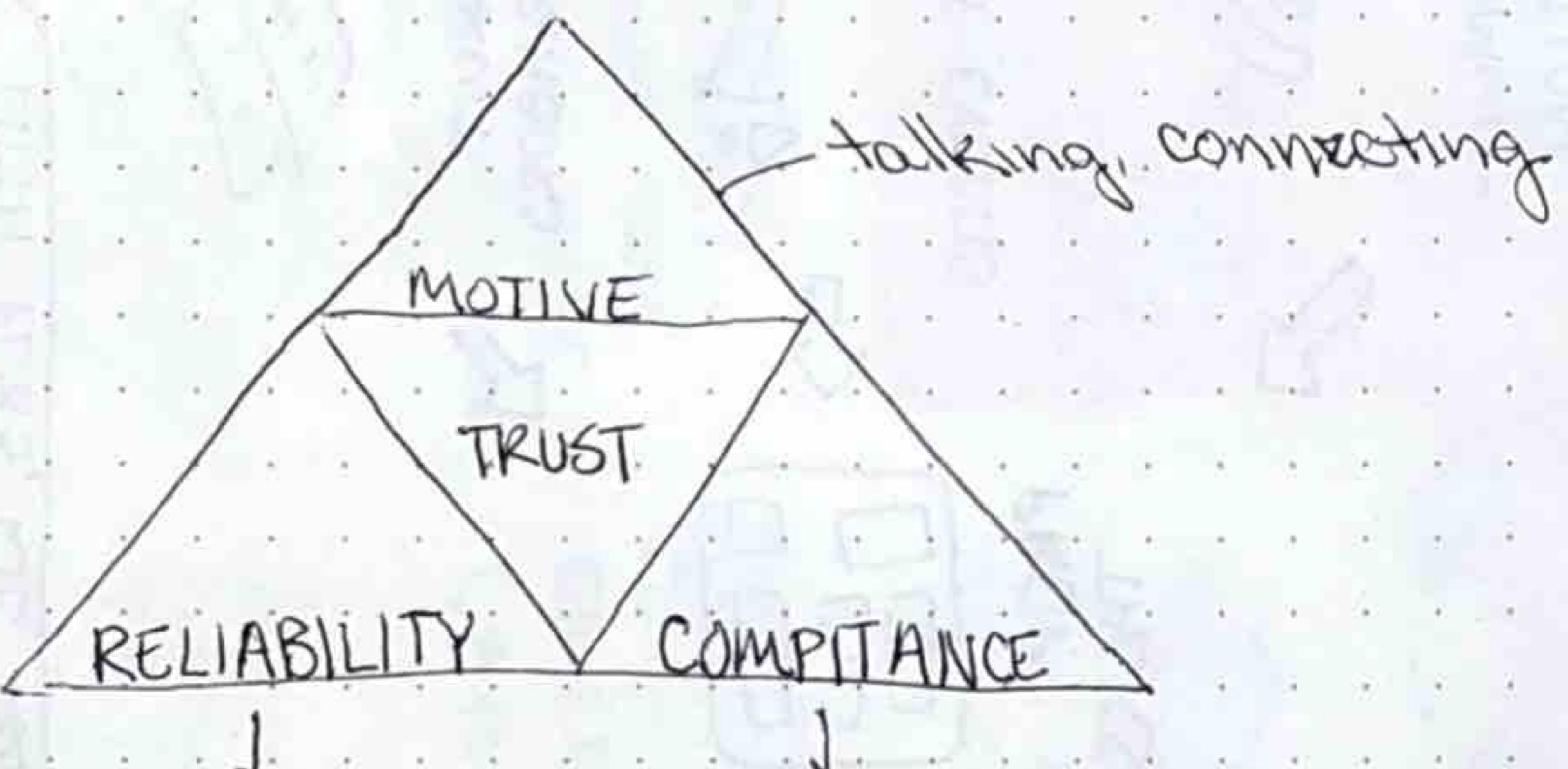
PLAN OF ACTION

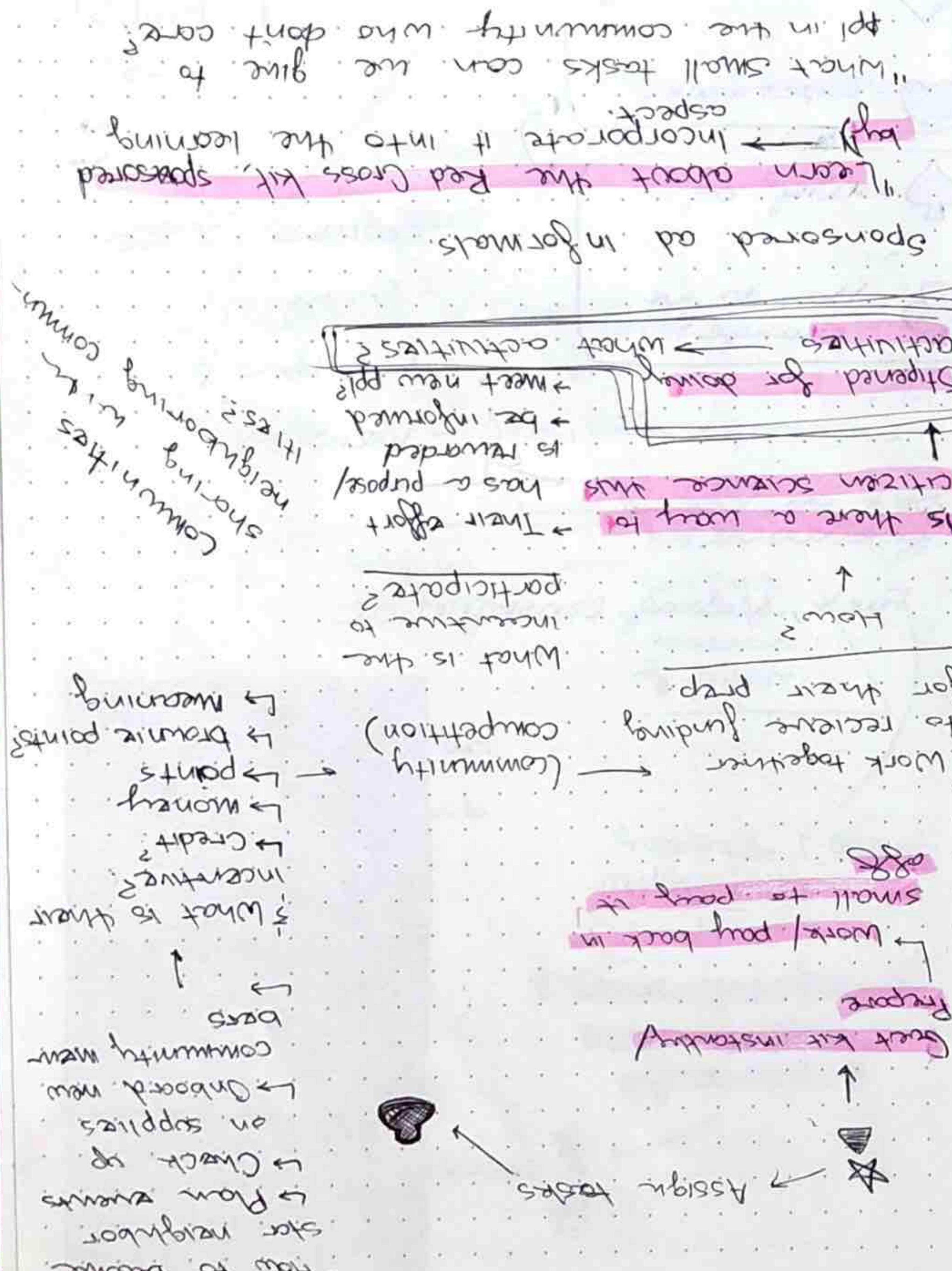
KIT REC.

EVENTS

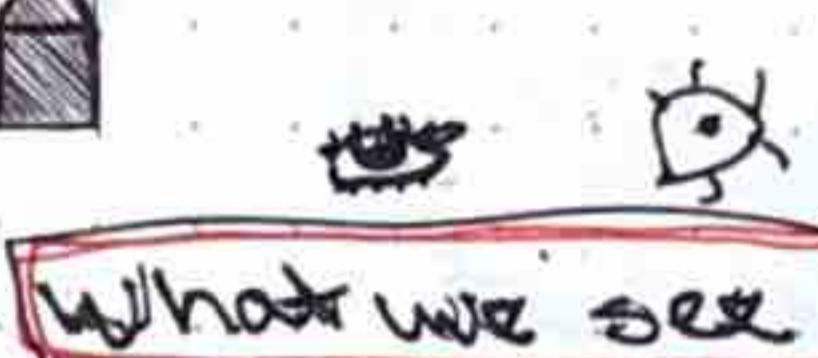
MAP

# ABSENCE OF TRUST





## Discussion Guide for Christmas On Stakeholders



### What we see

- You texting during discussion
- Providing solutions with little motivation or thought put into them

(see business models/  
price point)

- No desire to understand (shutting down when we critique your work)

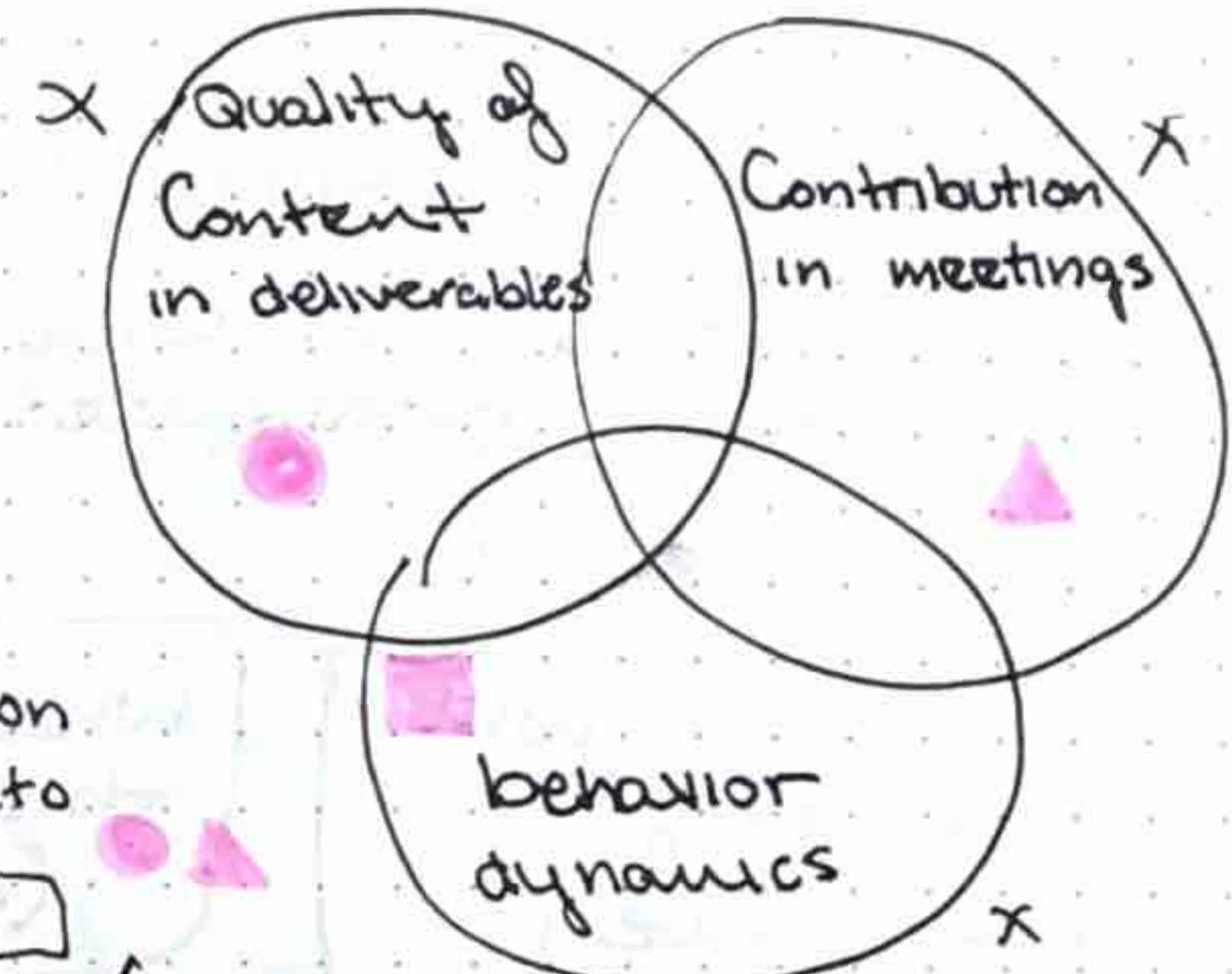
- You not being on the same page in terms of team vision.  
(You have voiced since you don't see this making money, it's a failed design. You in charge of money, made no effort to find a way.)

This makes  
the team:

- Less productive bc we are:
- Having to validate every decision through you,
- Playing catch up all the time

What do you want to  
get out of this class,  
and how can we help  
you achieve this?

## Intervention



Results of experiments and acquisition

Making our experiments real.

WHAT ARE WE TRYING TO SOLVE?

- How people will come together?
- Will they participate?

Answer this:

How much will they pay?  
(Revenue)

What do you wish this service had?  
(features)

Do these answer our assumptions?

Interview NERT guy,

- Figure out how things function in the north beach community
- Ask him to implement some of our experiments into his social circle and see how things respond, (based off of general culture in the area)
- Create landing page

To solve what? → If people care?  
1 person visits garden to discuss ↓

If they're interested/  
emails

How to test revenue model?



Stay How  
without Stay How  
explosive. Sanding off  
the fuzes.

Time who is be effective,  
through needs  
thinking & thinking  
only

Tear away's  
and account  
how many  
~~people~~ are  
taps are torn.

"Email us  
your neighborhood  
and we will  
give you info  
on how to  
prepare for  
an earthquake"

## Value prop statements

Know you should prepare for a disaster but haven't? Get the help you need from the people you know best — your neighbors.

Know what to do before an earthquake hits, and make your neighbors do it for you!

You wouldn't come unprepared to a ~~job interview~~, so why are you treating an earthquake differently? PIS's can change that.

By working with those around you, you don't have to do as much of the work

The \_\_\_\_\_ for earthquakes, that's something you could use right now

Why put off your safety any longer, PIS's will help you stay earthquake safe by working with the best resource around — your neighbors.

Still saying you'll buy that earthquake kit? PIS's will help you prepare for the big one with the best experts around — your neighbors

→ do we do with all of this  
Whenever I plan to manage/monitor the group I am invalidated by you taking over or having a  
It seems like your actions give the impression that you don't take me seriously because whenever I try to take initiative you take over both directly & indirectly and it makes me retract my ~~initial~~ confidence in being outgoing.

Directly (I designed a plan)

Indirectly (by having a ~~temper~~ tantrum)

→ I dropped everything and moved to filling out experiment form if you left.

"Is there a way you guys can help me be more present in meetings as someone who writes out/ process information slowly?"

You are so comfortable with me that sometimes you displace your work stress on to me. ~~but~~ You know always available to listen, but just be direct with it.

→ When Christina came you calmed down and focused, making you just like the rest of us in terms of contribution

Your actions show that you have little to no motivation for this project and because of that, you come to team discussions with the bare minimum in ~~the~~ terms of deliverable quality, engagement, and contribution

CFD, paper thin revenue models, when questioned, you got defensive and said you needed to know features.

When we did features, you did not put a single sticky note up, and weren't even looking at what we were putting up.

You invalidate others' issues by either smiling, nodding or simply saying "that's I just don't see that working"

Noam: Agenda Committing to time  
comfort zone  
Lean back

→ Don't go into what we're comfortable when

Rotate facilitation

CF

- Revenue plans: No cracks
- Sort out thoughts abt teammates
- Read brown paper

Behavior

- Make process book

- Upload process book

## Distribution plan

Flyers in apartment complexes  
Small neighborhoods  
nextdoor channels

locating landing page → online,

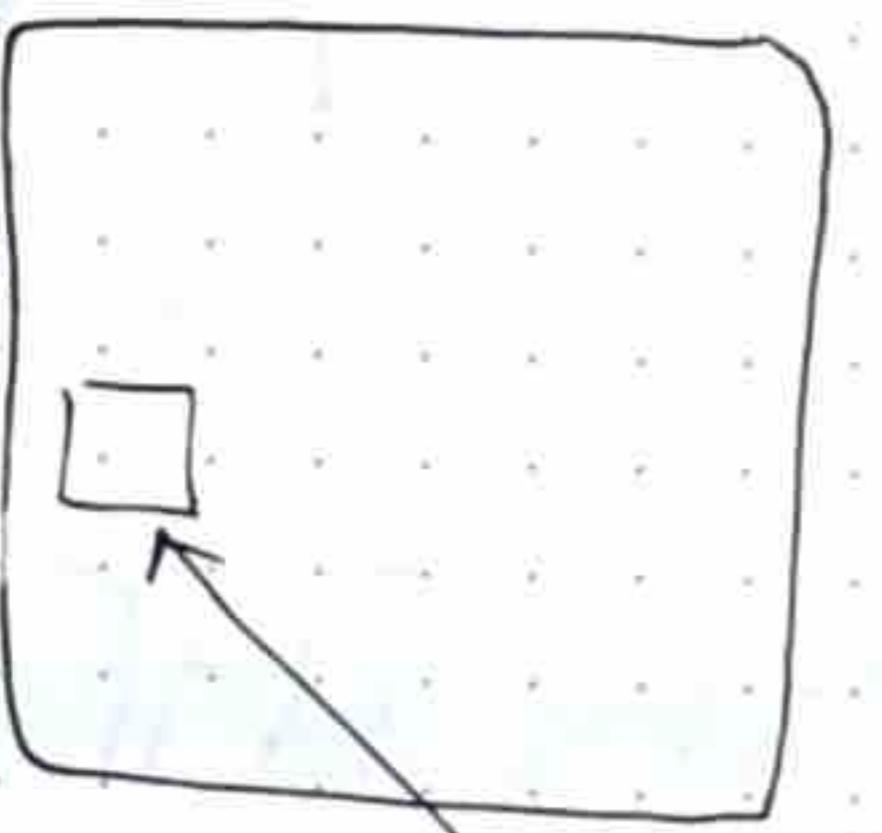
reddit ads?

Collecting emails, why?

Ask next person to distribute to his section if available / willing

## Revenue Plan

Companies <sup>Sponsor</sup>



Brings activity to them



In relation to what they are working on

00

see rev lesson.

ads Initial cost

Demographics

→ "Family in SF?"

WHAT'S MEANINGFUL TO YOU AS A COMPANY

Gender  
Age  
Income

PIP: Performance Improvement Plan

- Writes down behaviors
  - "This is what I've seen"
  - "Sometimes it's not about performance it's about fit."



Document events  
plan for change  
weekly checkins

AT THE BEGINNING,  
WRITE DOWN WHY THIS  
IS IMPORTANT TO YOU,  
WHY DID YOU CHOOSE TO  
DO THIS?

Plan of Action

- Landing page → Post to Nextdoor

Unpacking everything  
and address all pieces

↓  
Ask questions  
about the pieces  
logistically

DEADLINES

If you can do it  
in 2 minutes,  
don't parking lot  
it.

- 1 Get everything out,
- 2 Address parking lot topics

↓  
Research thing

↓  
Discussion thing

- 3 Recapping

Community  
element to the  
cost.  
↓

School districts

Landing page needs  
to include

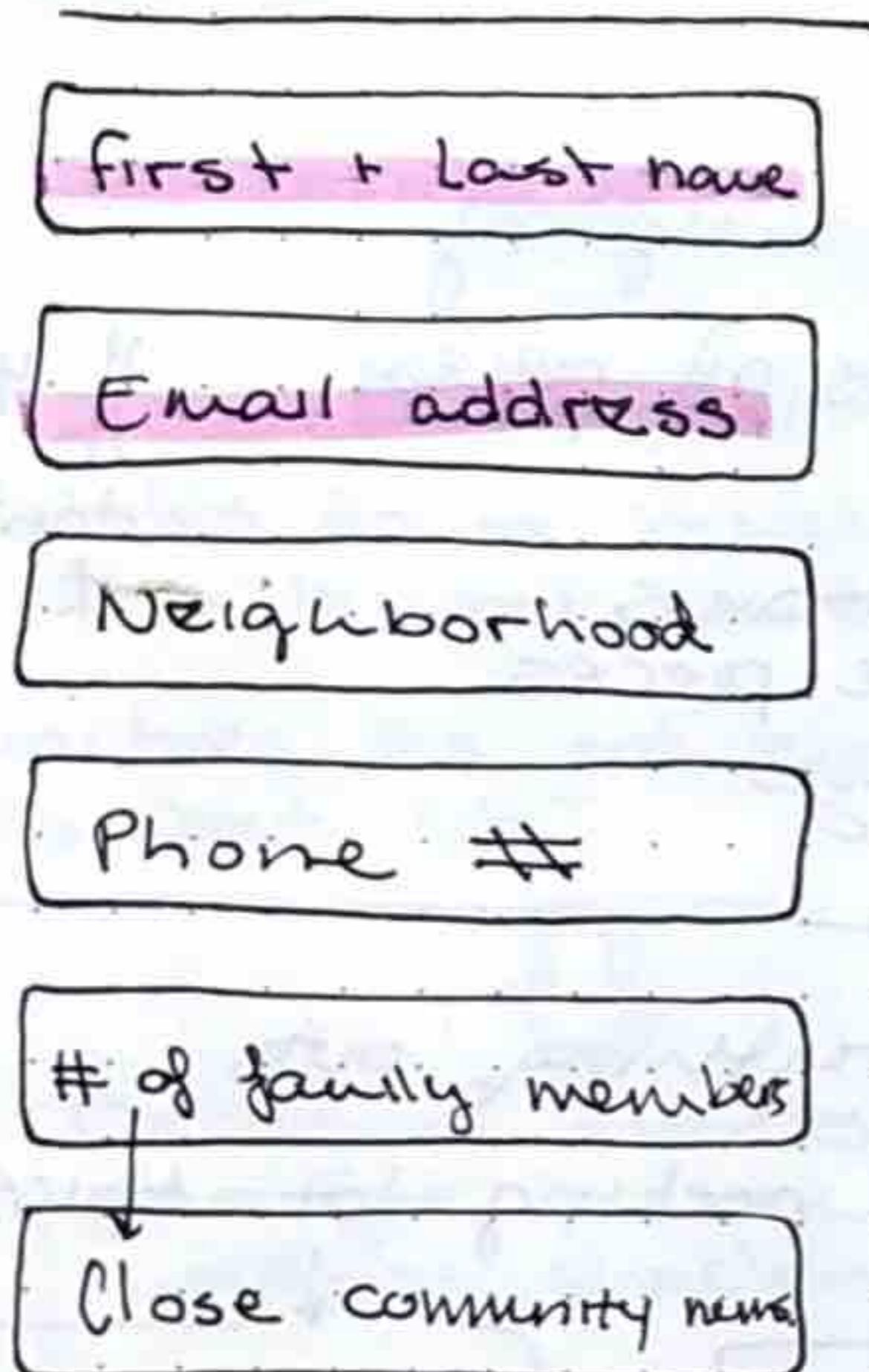
- Hook
- Email field

"What is  
Building blocks?"  
↓

Value prop  
of many  
features.

Screens +  
product

↓  
2nd draft



"This many neighborhoods  
are already connected  
and preparing"

Make it seem like they're  
already in

→ do we do with all of this  
Command center's report to SFFD

↓  
set up perimeter

850k in SF

↳ week day 1.3m with  
tourists + → into city  
300 fire fight  
600 police

Neighborhood Association  
board

2nd monday 6-7pm

South beach harbor

Item + expiration date  
BBB supplies

↳ Anything with  
the identity to  
you

April / Oct. city wide  
drill

~60 neighborhoods  
in SF

Mandatory X  
booth in  
the lobby  
in a new  
building



Letter  
SFFD  
Heavy white

HAM  
Radio  
communication

fire fighters  
Teach

disasters can be  
small

Wfshps

face to face  
social media

cribbing

south beach safety org

Incentive  
CERT in other  
cities

1989. marina was  
hit hardest

most ppl died  
in the cypress  
freeway in  
east bay

freeway built  
in the 50's

why is a toilet porcelain  
- History

Porcelain the material  
explains how  
it behaves

- Call him out on his shit
- When making something, ~~thinking~~ consider 3 questions that people might ask to break
- Don't put off conversations
- Positive about product
- Talk more

## KEEPS + CHANGES

Understand sign up

Expansion to saw

Seems limited

Tornado alley, HI  
↓

Demonstrate scale

10B  
16M

Just being excited is a good enough reason

explain the easy stuff

Home in on offering

Validate Star neighbors

Two different platforms

Unique Channels

Henry + Andy

Compensation for star neighbors

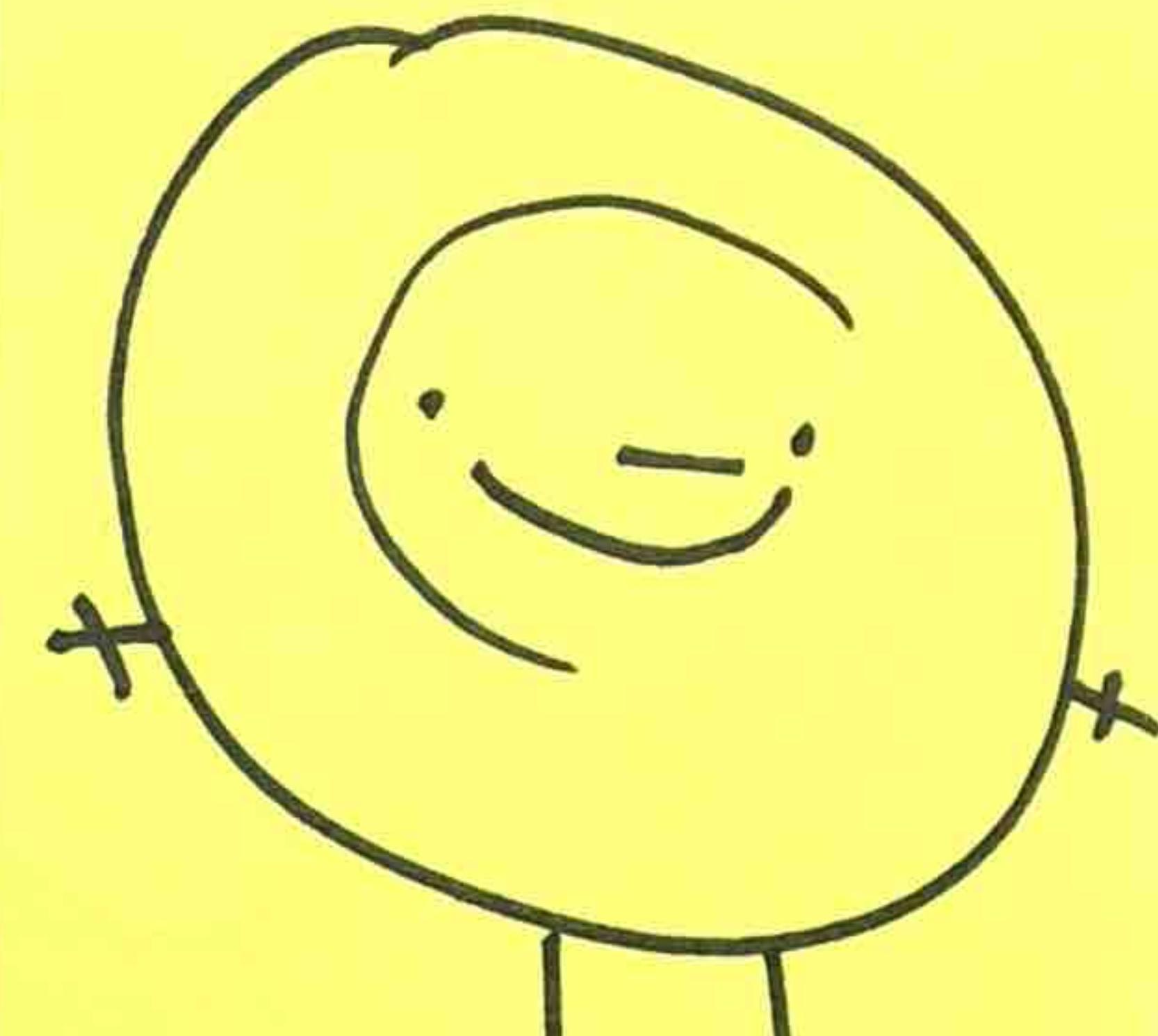
What do we do with all of this  
Caldini's Theory's  
Find more

Mention more of the value behind being a star neighbor (incorporate it into your product)

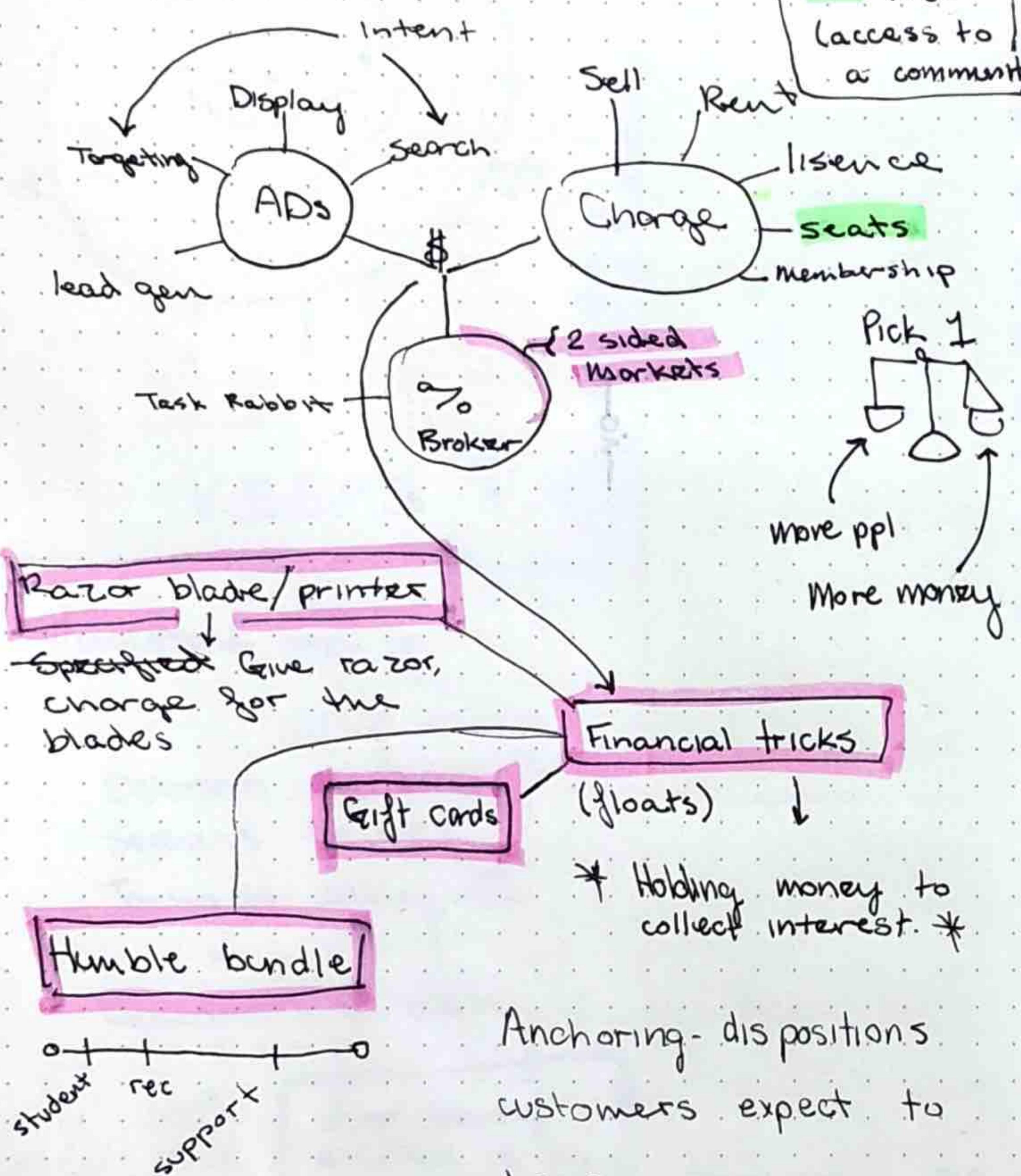
- change the way you talk to people regarding your site (be like Sara!)

- listing specific metrics (SOM, SAM, TAM, website visits) =

Good, gave a better idea of people's perception of product



# CHRISTINAS REVENUE THEORY



Anchoring-dispositions

customers expect to

have.

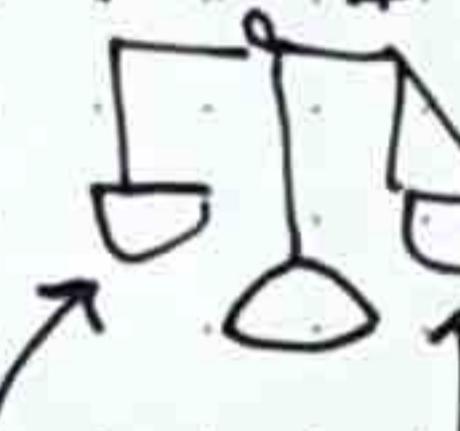
NERT = free

= PIGS  
Access to a community

seats

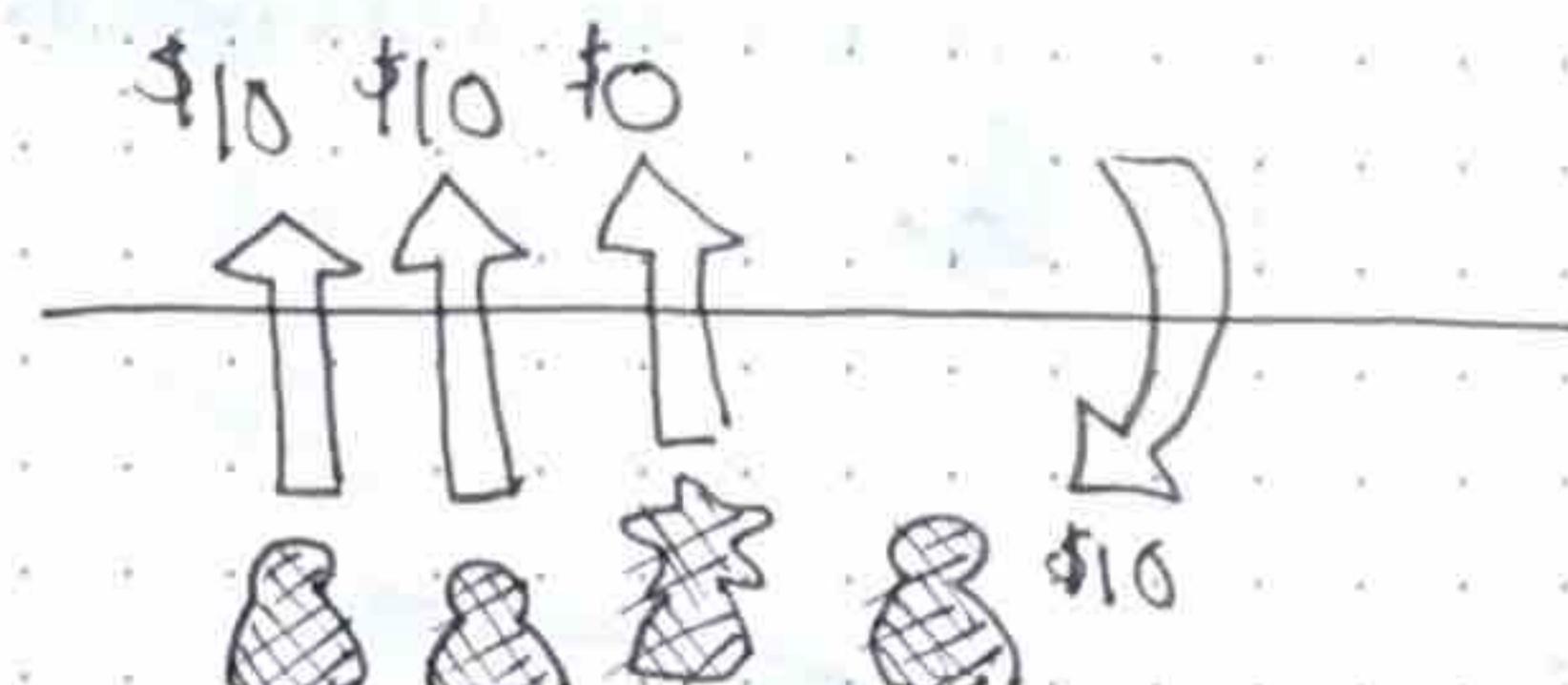
membership

Pick 1



more ppl

More money



If become star neighbor, get money back.

Congrats! you a star neighbor!

What is the right size for a community?

is this platform usable for a single person, or a community that is very small.

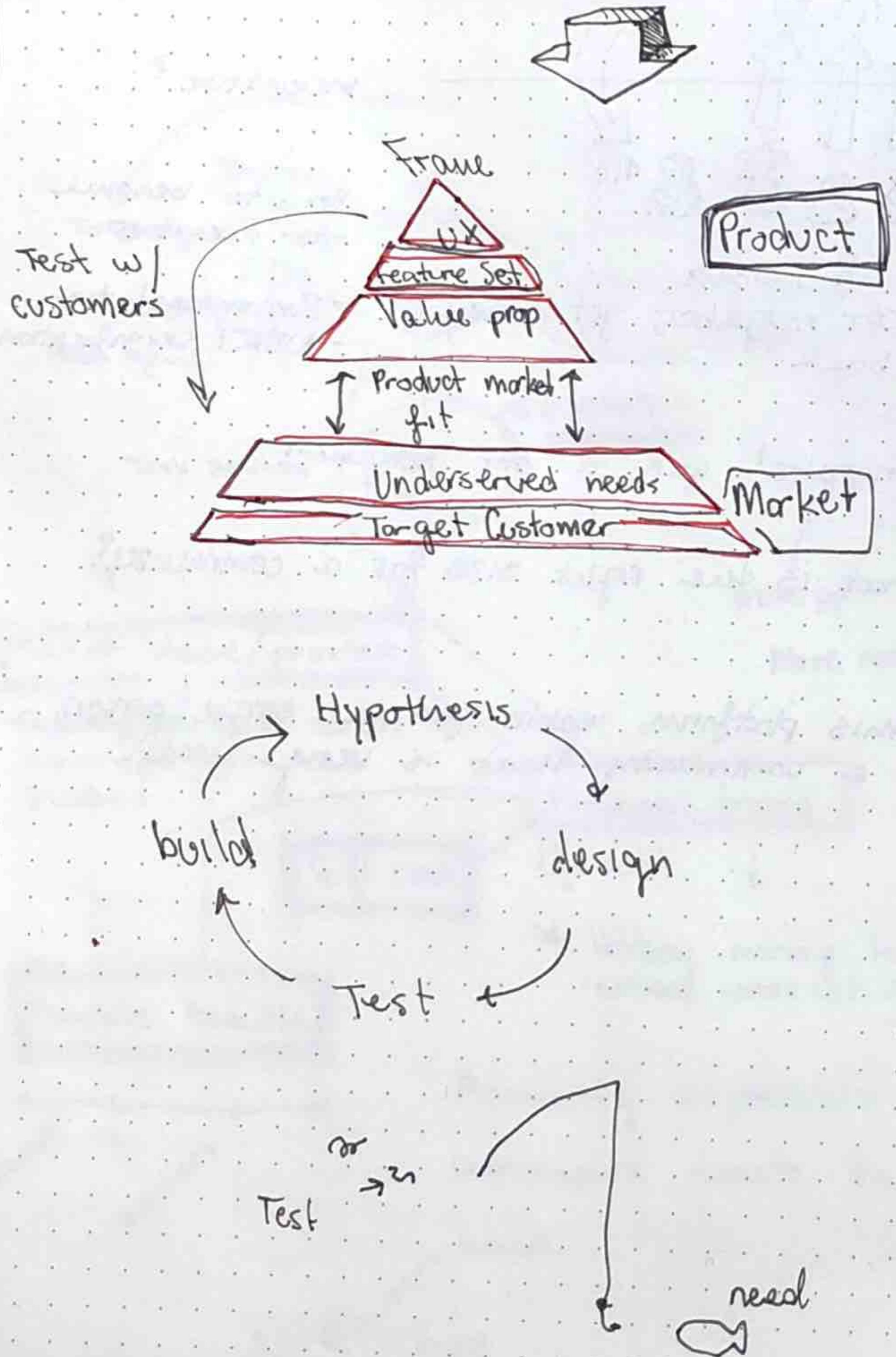
incentive?

How to become star member

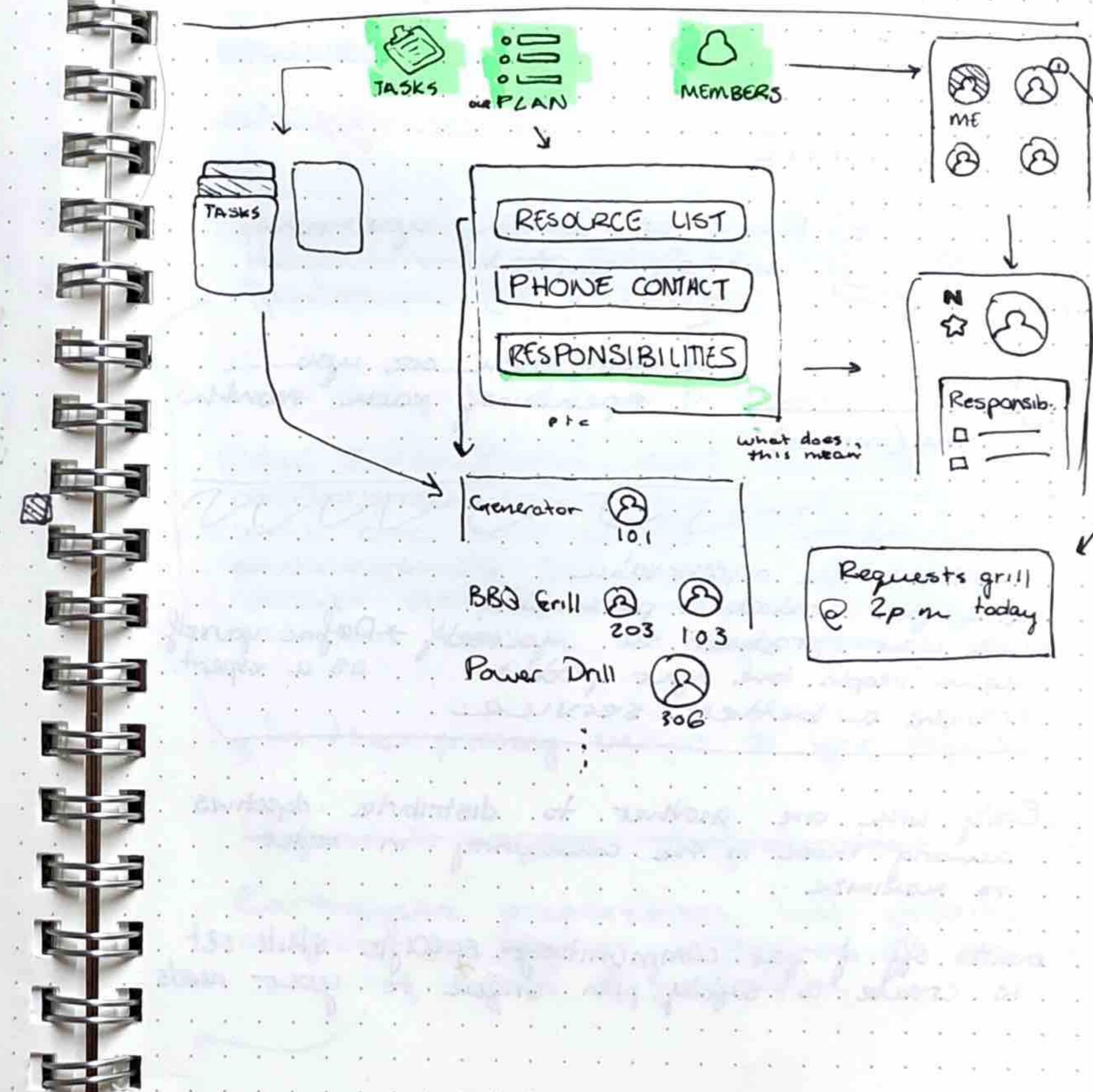
- Recommendation
- NERT certification

DAN OLSEN

# THE LEAN PRODUCT PLAYBOOK



1. Determine target customer
2. Identify needs
3. Define value prop
4. MVP



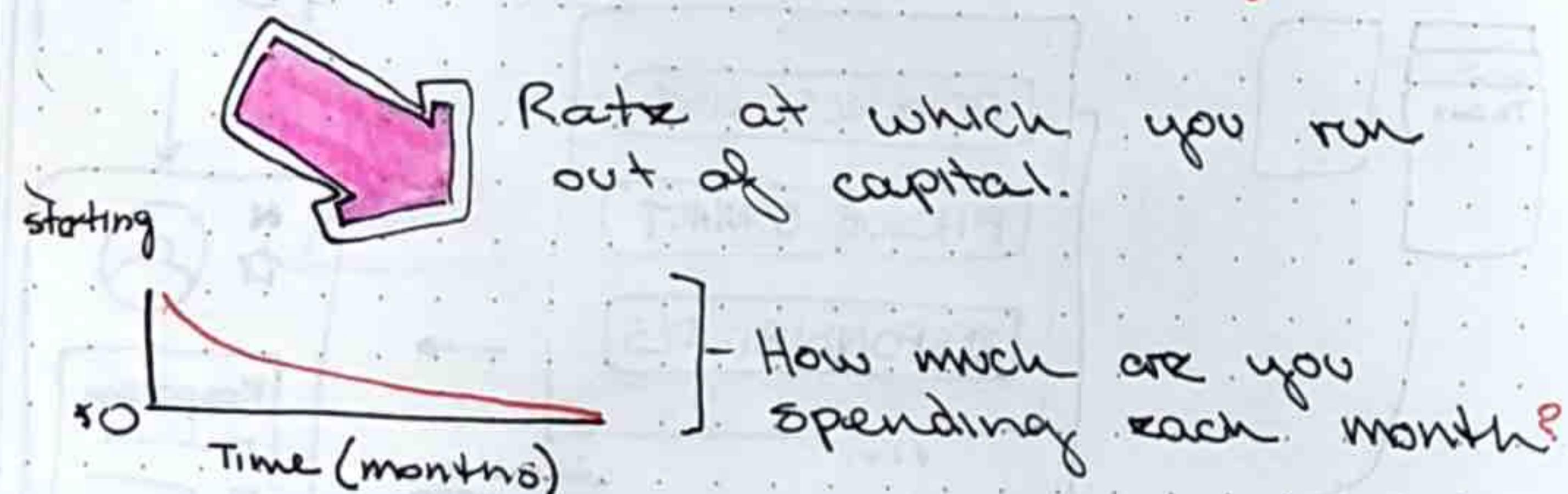
"we're selling the feeling of safety"

"what if I don't use it"

"Students pay less" → apply to Buildingblocks

Mirandasas

## BURN RATE



- Increase the objective value
- Give your product a personality
- Link your product to yourself → Define yourself as a expert
- Make people love your product.
- Provide a better service

Easily with one another to distribute objectives among those in the community in order to maximize.

builds off of your community specific skill set to create a safety plan unique to your needs

What do we do with all of this

BB as a free community tool service

"A bit beyond eg preparedness to cultivate a general community"

But Building Blocks is a community based collaboration platform that helps establish teamwork as

Community based earthquake preparedness platform that prioritizes neighborhood collaboration as the foundation for success.

study shows that you're more likely to arrive a disaster if team

With BuildingBlocks, small complexes and neighborhoods can communicate easily with one another to establish tools methods for a plan of action, contact protocol, and resource pooling without having a huge time commitment

As the primary means to your safety

Neighbor to neighbor platform

Earthquake preparedness tool prioritizing neighbor to neighbor interaction as the primary means of for safety

Partnerships but sell stuff

Personal proprietorship

unlimited liability

1) Sole Proprietorship - No strings, no documents, full access to all assets  
"Lemonade Stand"

2) Partnership - Easy to form, clear split of profits, unlimited liability

'Who do I write the check out to?'

"A verbal contract is not worth the paper it is printed on"

3) Corporation - Share holders, boards ← INC. CORP

4) LLP limited liability partnership (same as LLC)

↳ See Corp

C → Sell stock, profits can be reinvested, limited.  
S → Sell some stock, profits distributed → liability  
B →

Non-profits are still corporations

↳ can deduct fees

what do we do with all of this info?

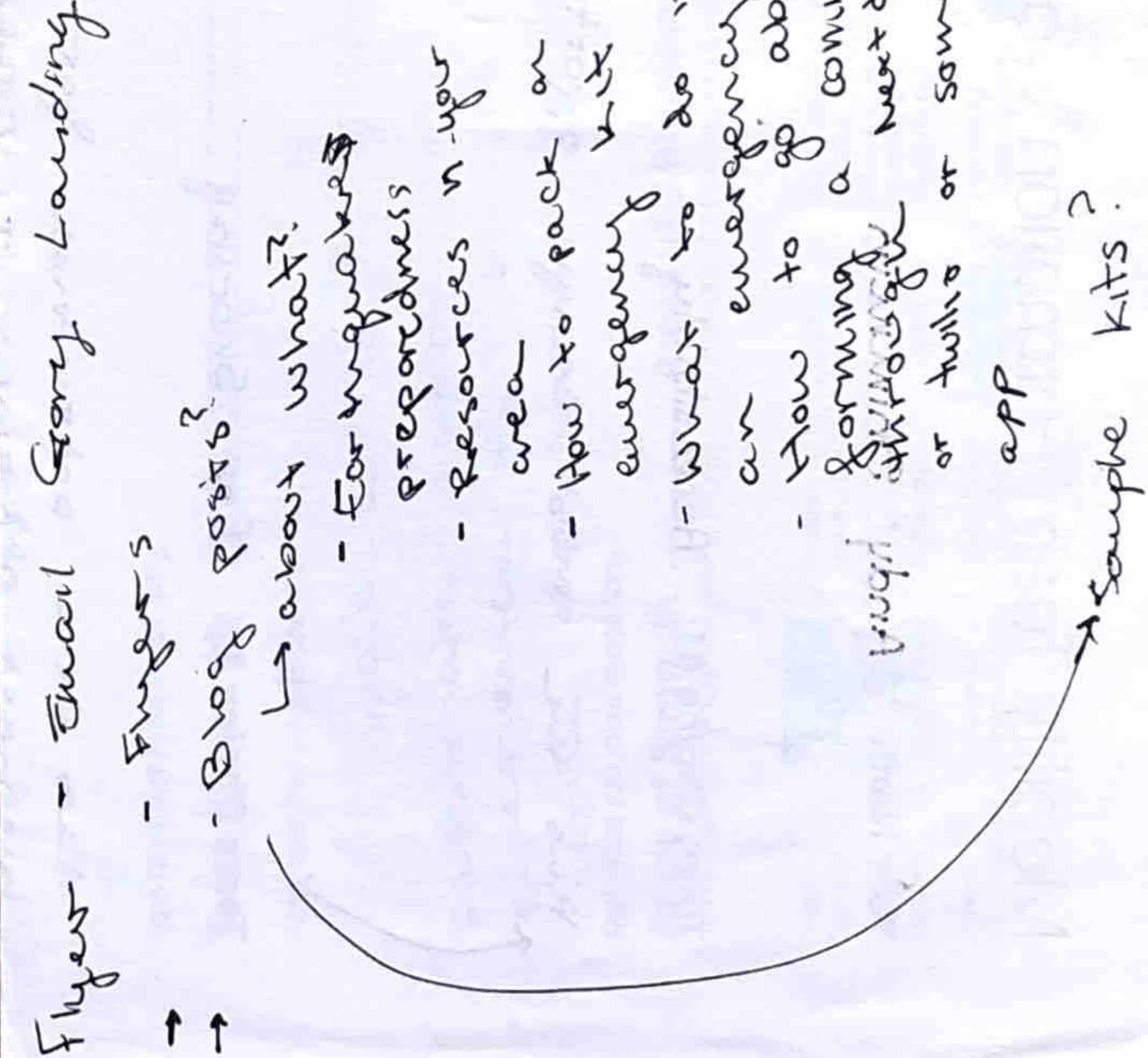
Tomorrows Plan

- Getting the talk out of the way.  
↳ Write out PIP w/ Hbavle
- Share what we have
- What to we do with these emails/experiments
- Slide deck

all of

Gary interview

Landing page



can we  
get free  
press on this!

- Send inspo to Objects →  
~~Space team~~
- Make process book for  
keychain project
- Bring stories  Blog post  
~~Value prop~~ ~~Bargain~~
- Email newsletter
- Flyer
- Synthesize w/ Access-  
ibility team
- Date @ 12:00 pm
- Date @ 10:30 am

Tangible benefit?

more tangible the benefits better.  
Community involvement  
way of getting eg insurance  
frightened that...

"I'm helping, but what am I getting  
back?"

Vitamin / painkiller?

↑ wonderful Vitamin

FIND PAIN

"we'll make sure you  
taken care of."

kids safe?

that's a pain

Things we want  
people to feel

- motivated to  
start using  
- Empowered  
that they  
have the  
skills to take  
it on.

- Pressure that  
their neighbors  
are waiting for  
them.

- Urgency that  
this is truly  
important.

"Your neighbors are waiting  
for you, start preparing  
for an earthquake with  
them today!"

together  
"Prepare for the big one  
with ~~the help from~~  
your (community/neighbors)"

Title → Info + link to flyer? revenue?

Email title

"A warm welcome from ur neighbors..."

— Your neighbors need  
ur help!"

Take this 2 minute survey  
to help us know the  
best way to plan for

vessel model? send us specs we send you back a plan consulting needs to be much larger on the list. have them do it for you.

1, 2, 1, 1, n/a, 1, 2, 2, 3, 2, 2, 2, 1, 1, 3

## BURN RATE

### List

Engineer, Software (make app)	\$13/h, 40 hrs, 20 days
Partnership w/ consultants	
Advertising cost	\$40/week
Marketing costs	
Printing cost	\$30 ream, 5k pages, 100 flyers/day
Server, domain	\$15 monthly
Postage	\$20 weekly

2080  
30  
15  
80  
180  
\$2365

\$1500/month	1720 - 1.5 → 2655 → <span style="border: 1px solid black; padding: 2px;">31860</span>
\$200/month	
\$50/month	
5k/month	121k
phone \$40/month	
data \$100/mo	
tran 200/mo	
hair 35/mo	
2k/mo → insurance	
275 - 1.5 → 3262.5	
research 500	
recruit users \$2500	
social \$600	

Are our features hashed out enough?

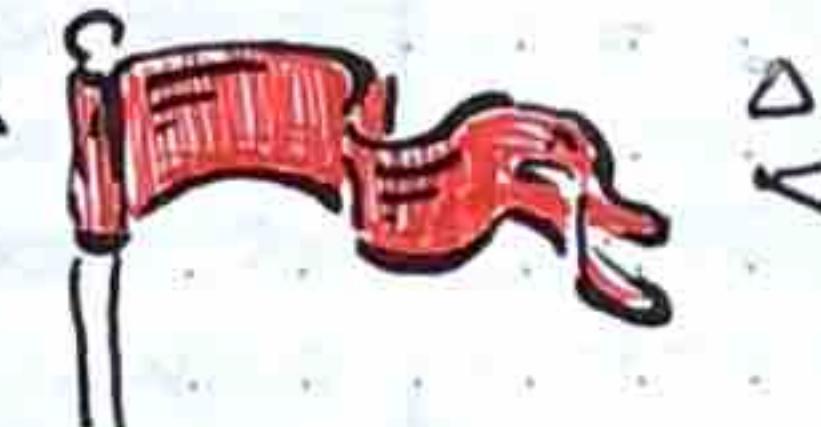
\$520/week  
\$2080  
\$40/mo

Traction/validation

Market SOW/SAV/TSM

- How long could it be #
- Where will you start?

Problem



- Is it real
- Is it painful

Product

Revenue Model

Team

- Why you?

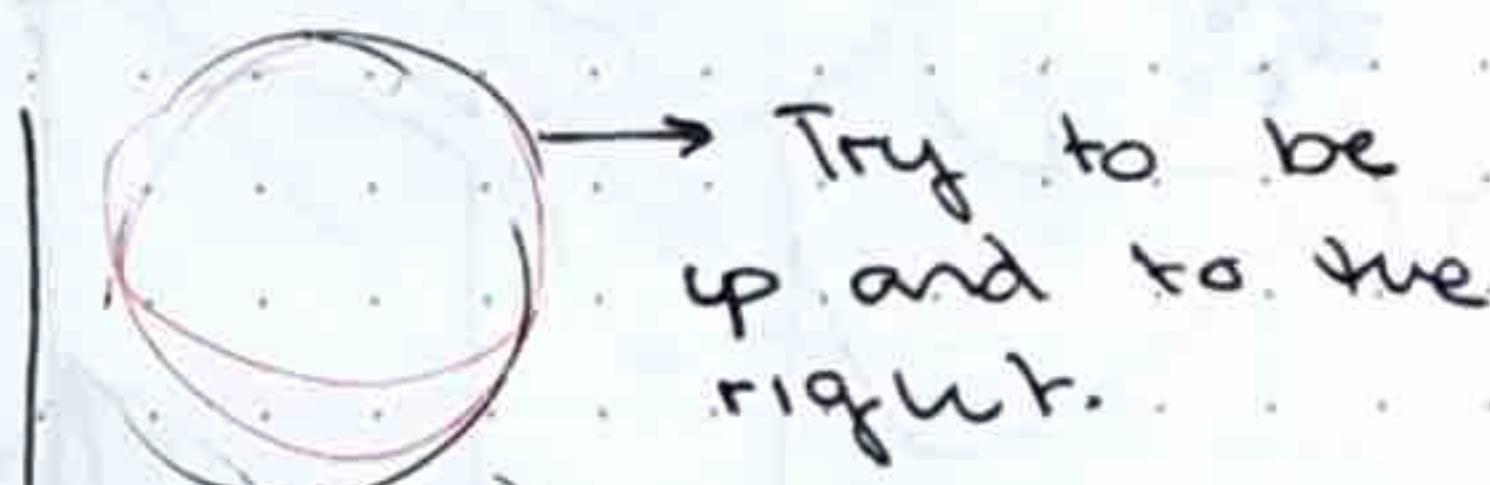
Financials (cost)

Competition

Ack

How much to ask for? \$15

"The pitch is about making sure you have all of these elements!"

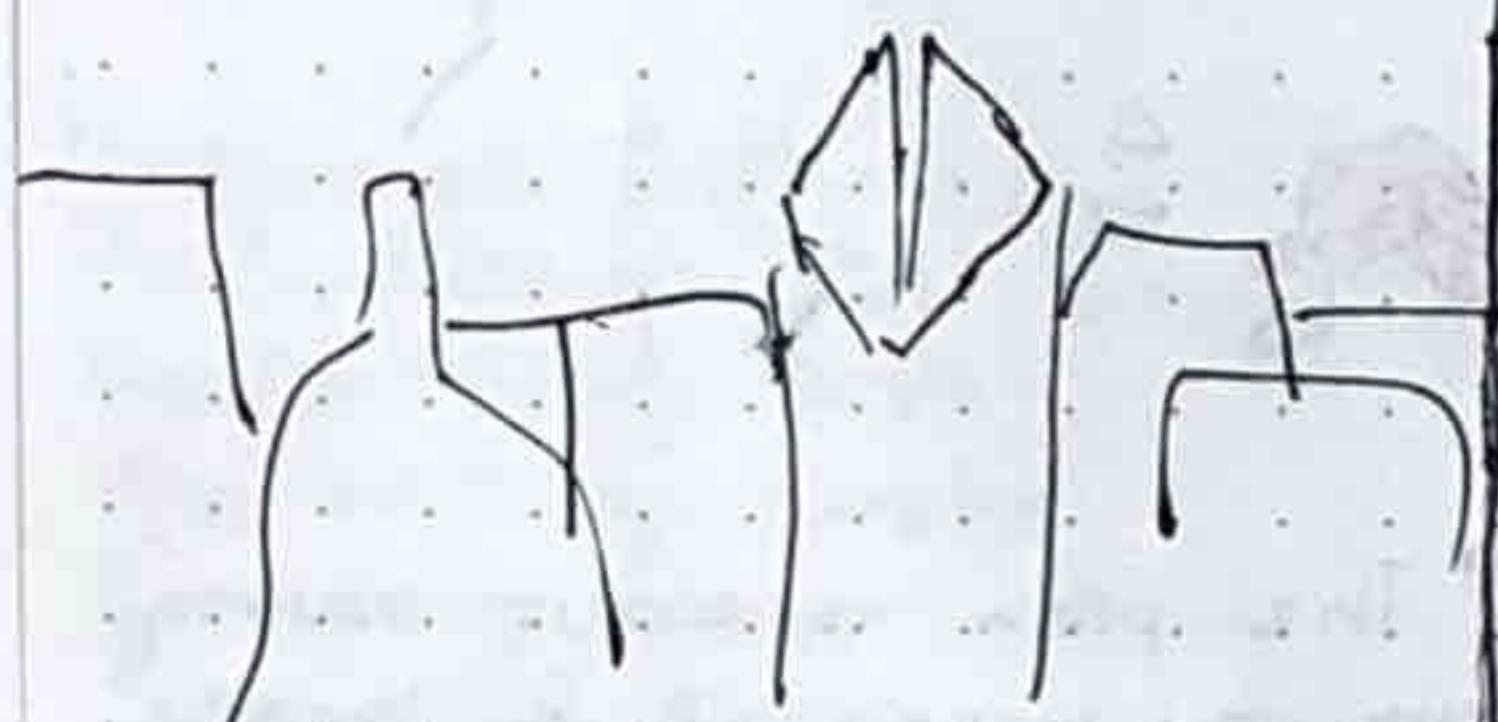


Enough \$ to show you can get ppl to build and use product (18 months usually)



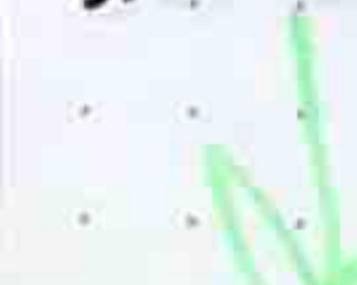
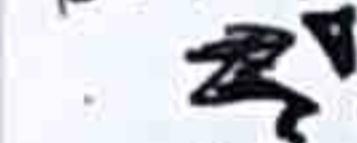


Jennifer is on a business trip to Chicago.



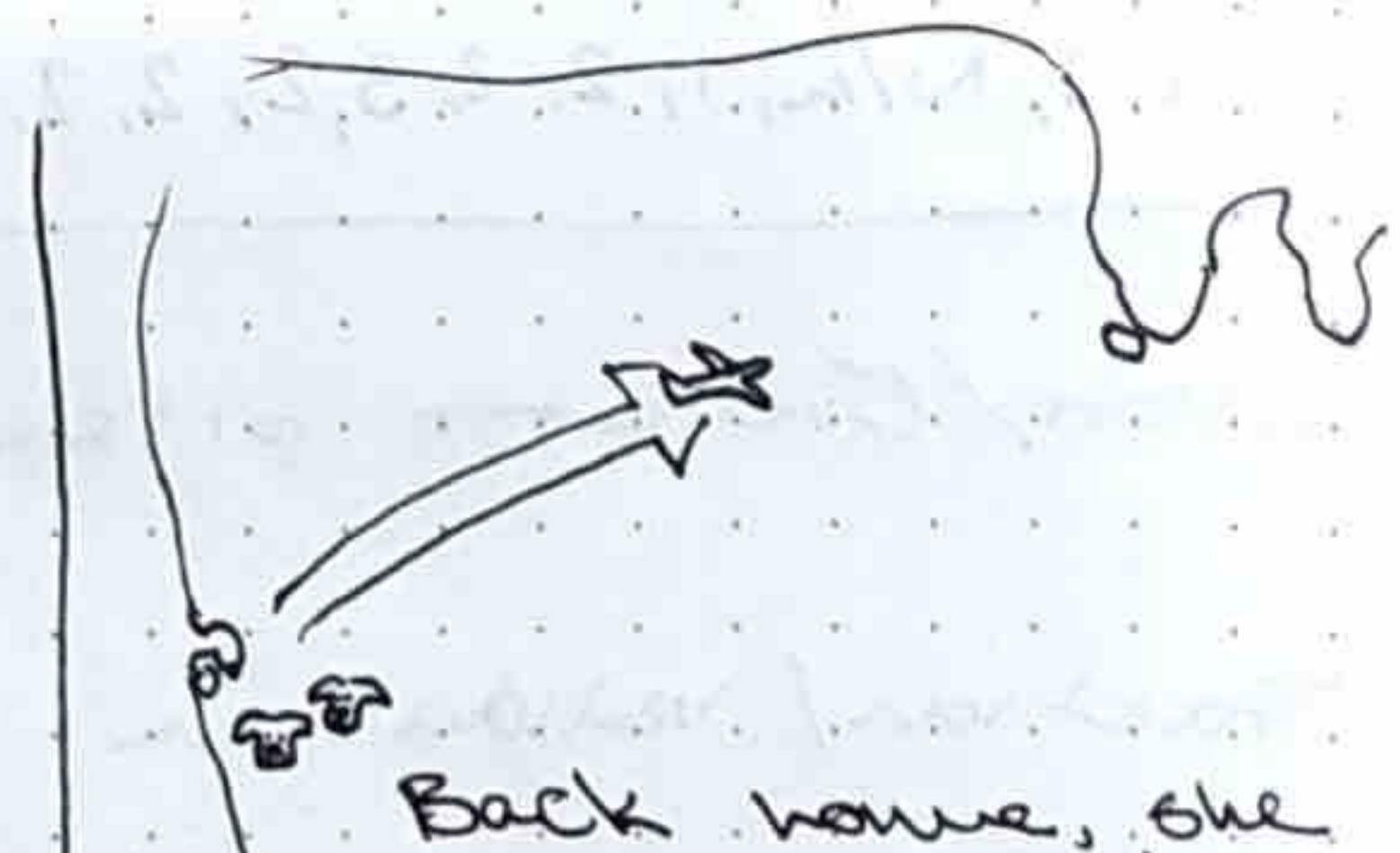
She is enjoying Chicago so much until she over hears a convo abt

an eq in SF



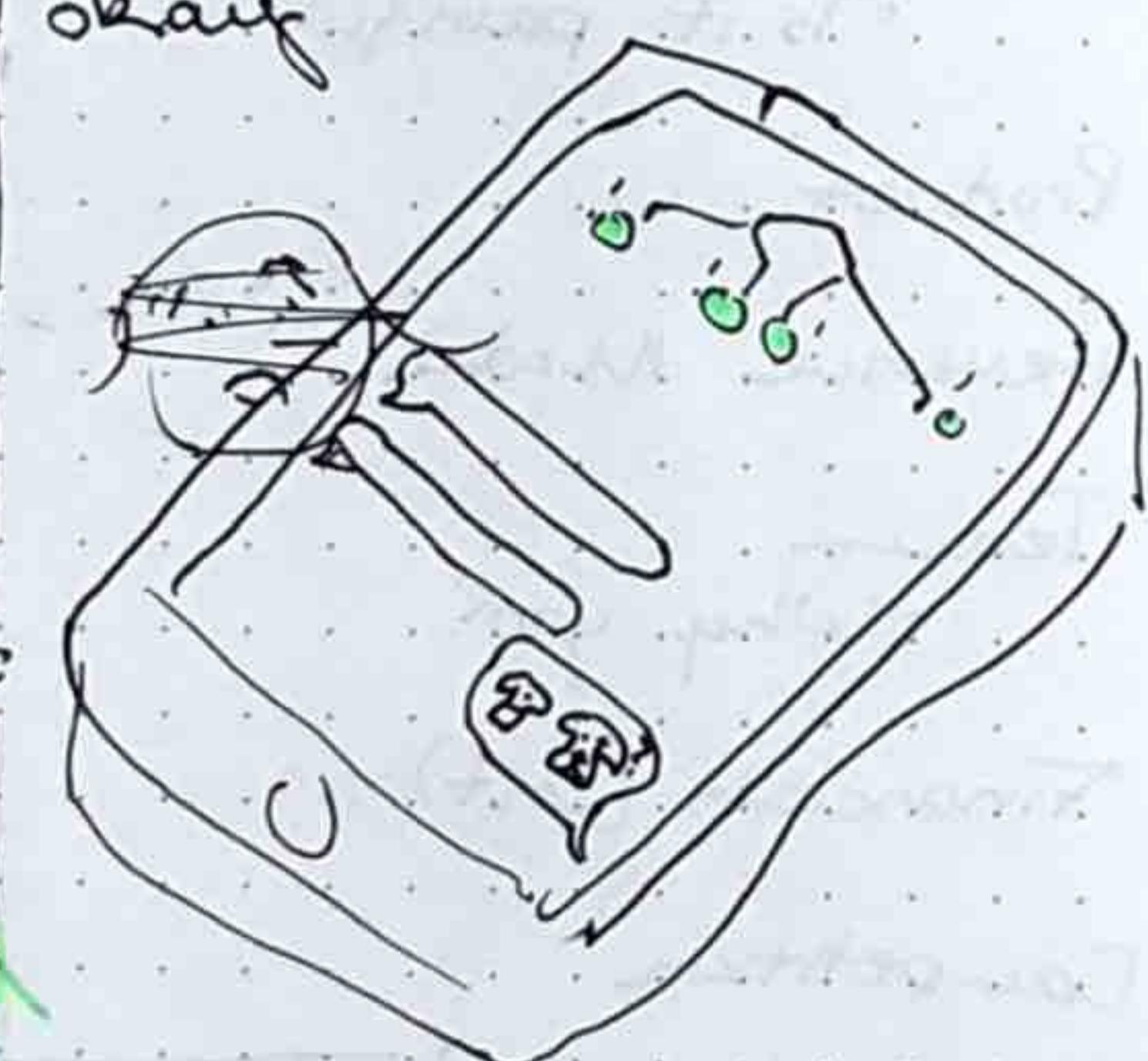
101	102	103	104
0	0	0	0
201	202	203	M6
0	0	0	0
301	302	303	304

The checks house status and sees her apt and her neighbors were affected.



Back home, she is leaving behind her two dogs Rover and Cranberry.

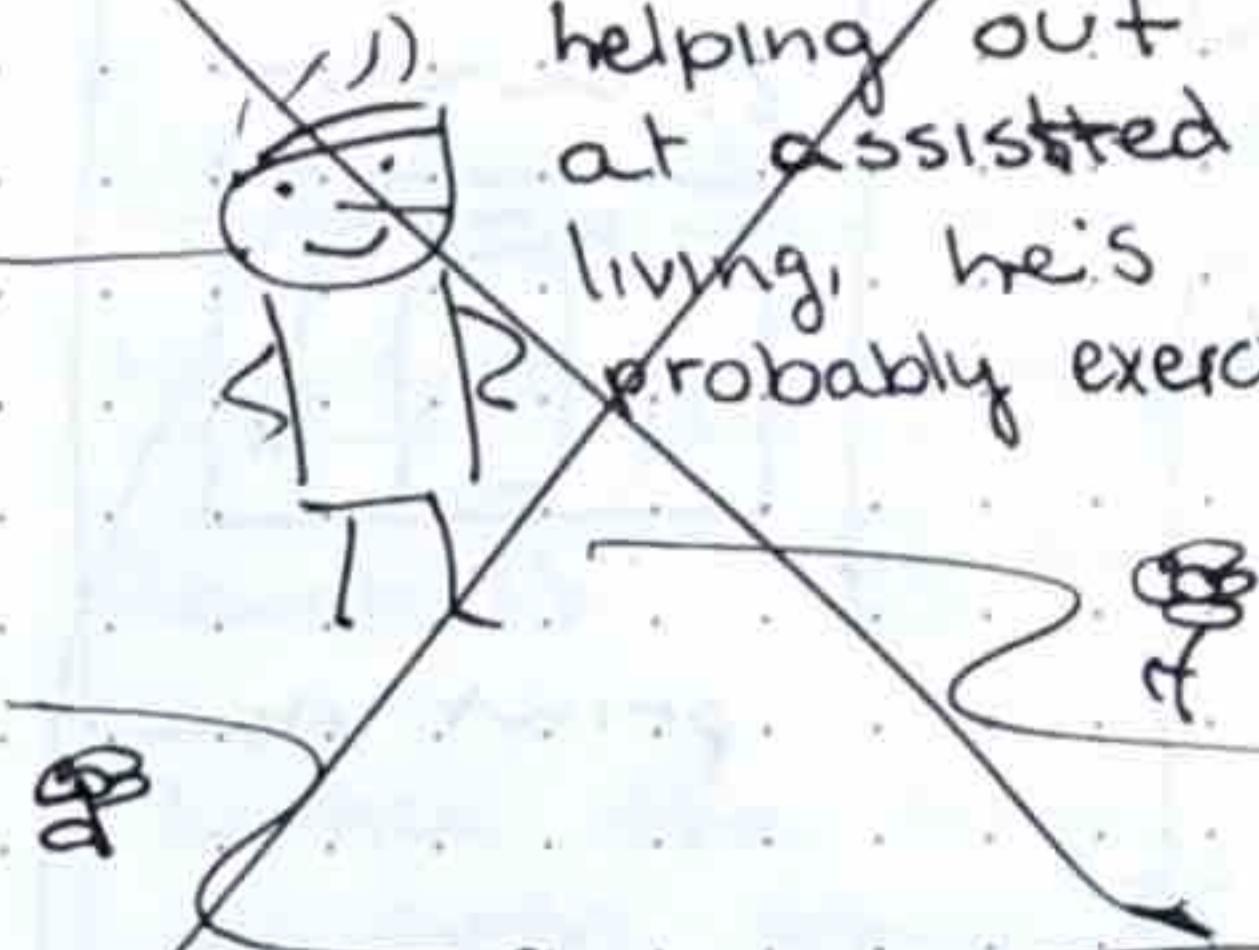
Panicked, she goes on buildingblocks and checks sees a lot of activity in her building. She asks if her dogs are okay.



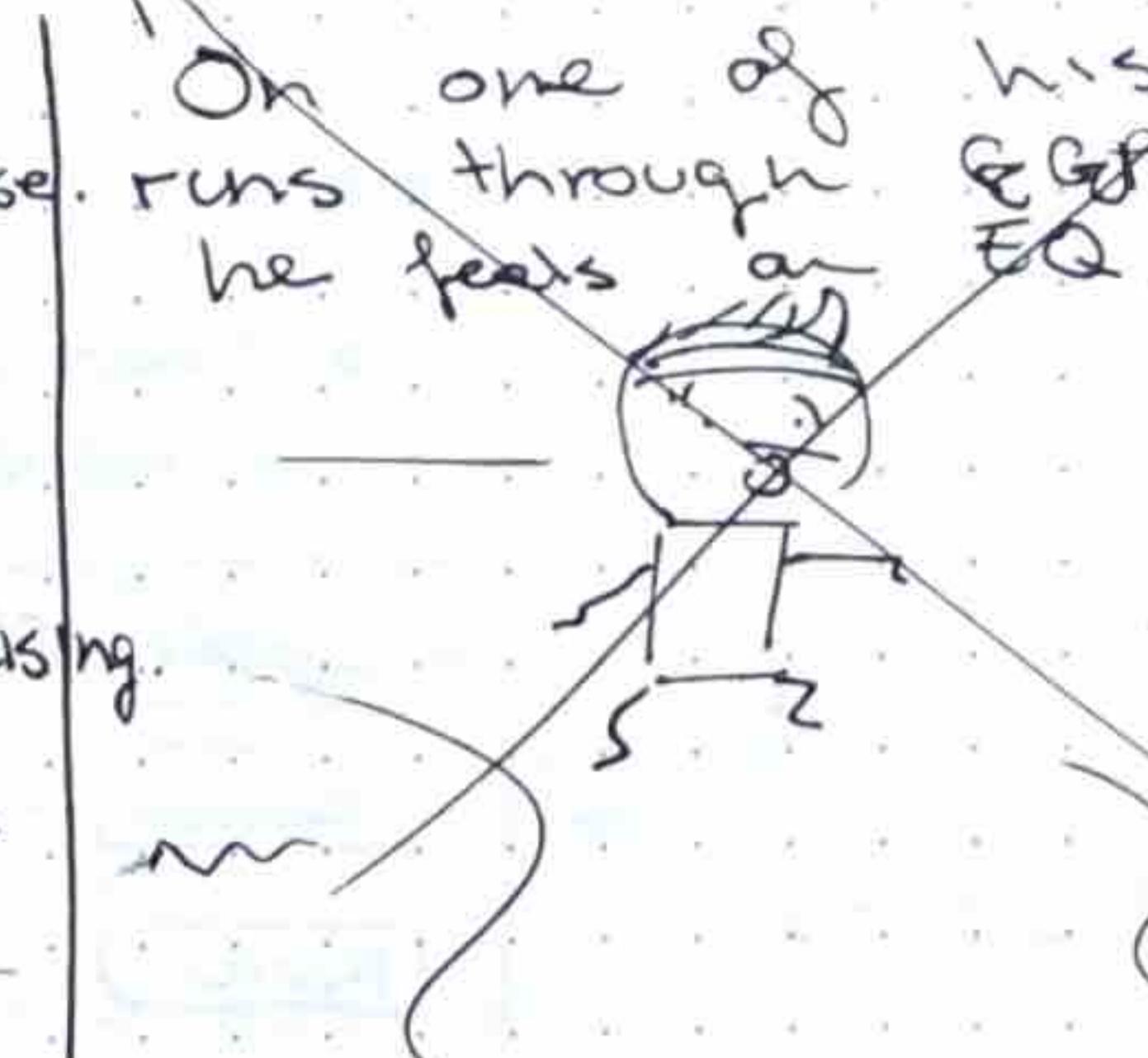
They say her dogs are okay but there were some mild damages to the home.

Relieved, she books her ticket home to tend to her home.

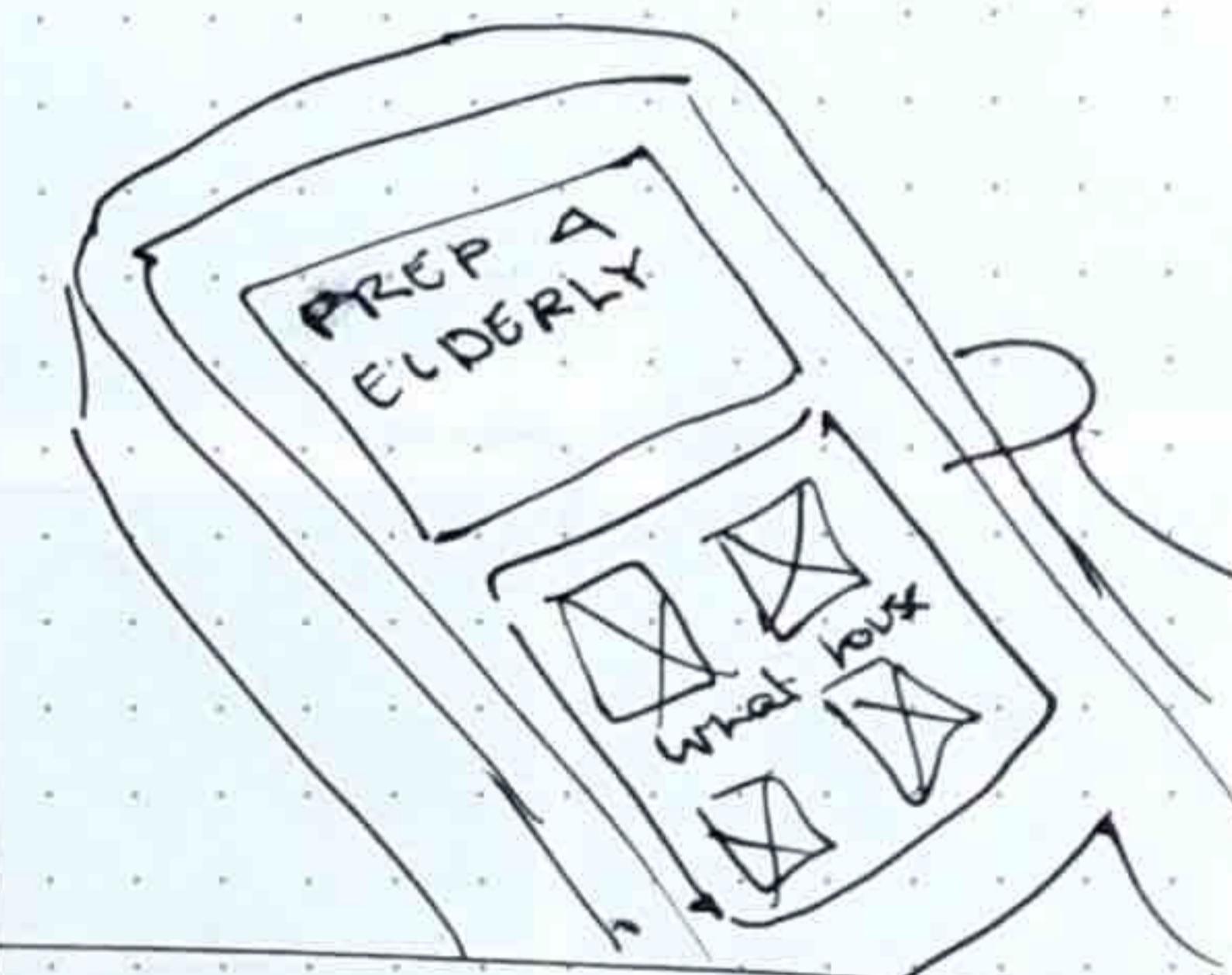
~~Jeff loves to exercise when he's not helping out at assisted living, he's probably exercising.~~



~~On one of his runs through he feels an EQ~~



~~using BB, he is able to reference safety procedures relevant to his building.~~



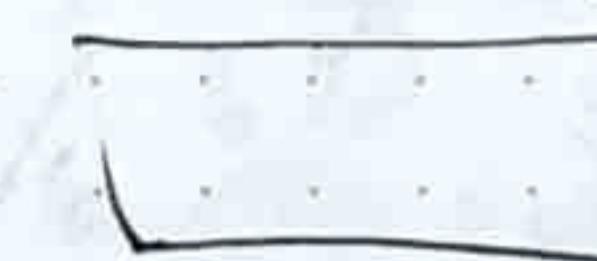
~~We know what to do in case there's an eq.~~



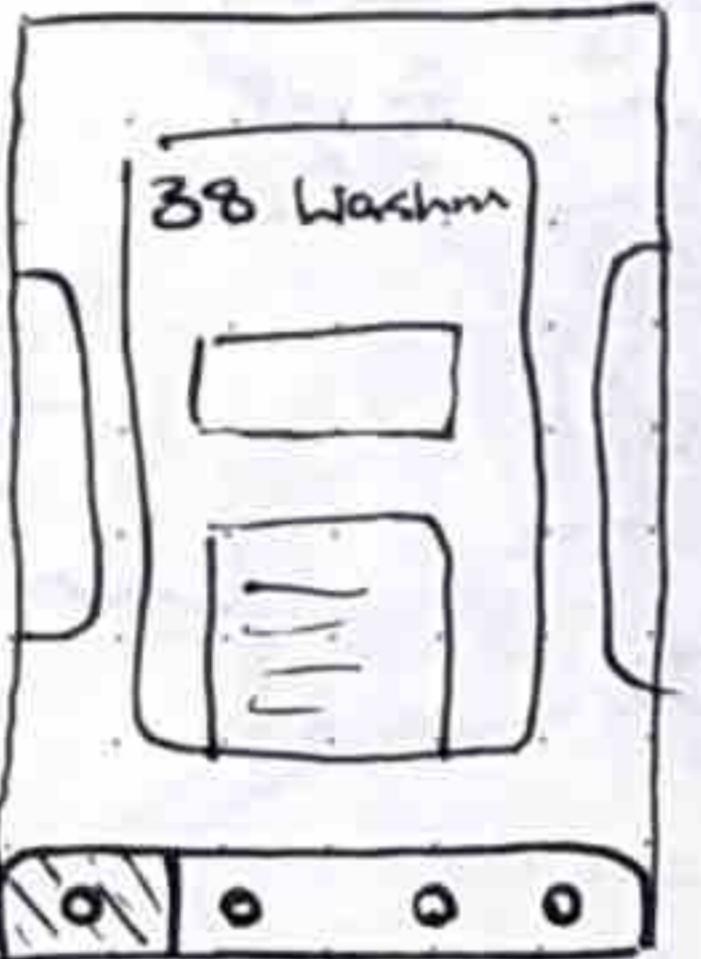
bts of trees?



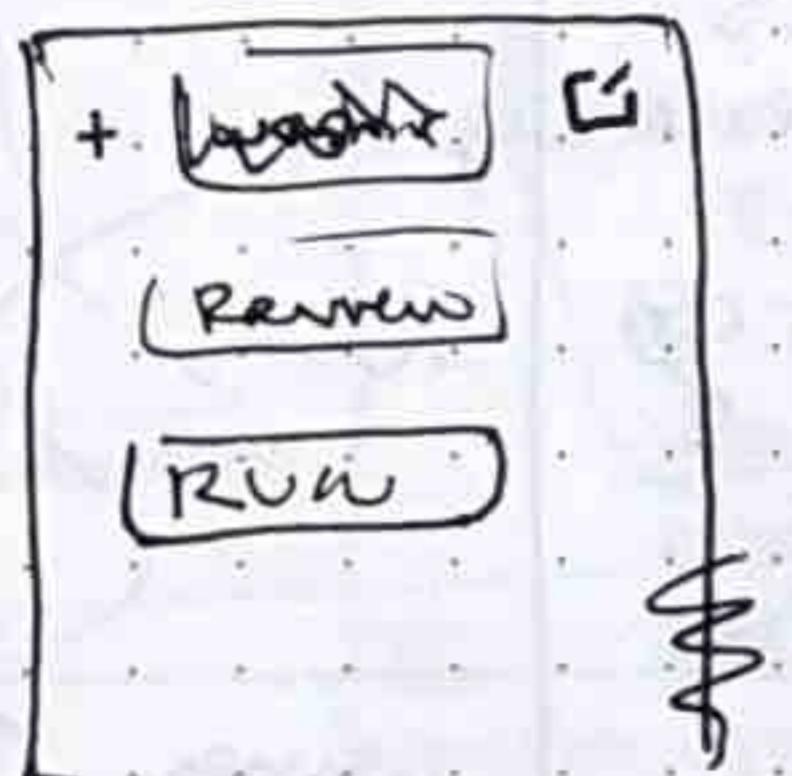
closest object?



## PLAN OF ACTION



- Your plans of action
  - ↳ what all to include



print plan

Get to Jackson  
Playground.

Elderly  
need person  
to assist  
c/w

extras  
protoype  
early

a break  
keeping

Contact  
tree

VP of Wu

↳ E pub  
marks + meaning

Resource  
Pool  
DD of my  
life

<sup>extra</sup>  
+ "Almost everyone" presenting w/ passion  
+ Sara presenting w/ passion  
for competitive landscape  
→ If they ask if we were prepared, to show we  
we say yes.  
+ Heather practice the business model of keeping

```
graph TD; A[tree  
VP of Wo] --> B[Plan of Action]; B --> C[Resource Pool  
DD of my life]; C --> D[Profile of home  
neighborhood]
```

Cory Smith, CEO wisdom labs

"Let the beauty you love lead what you do."

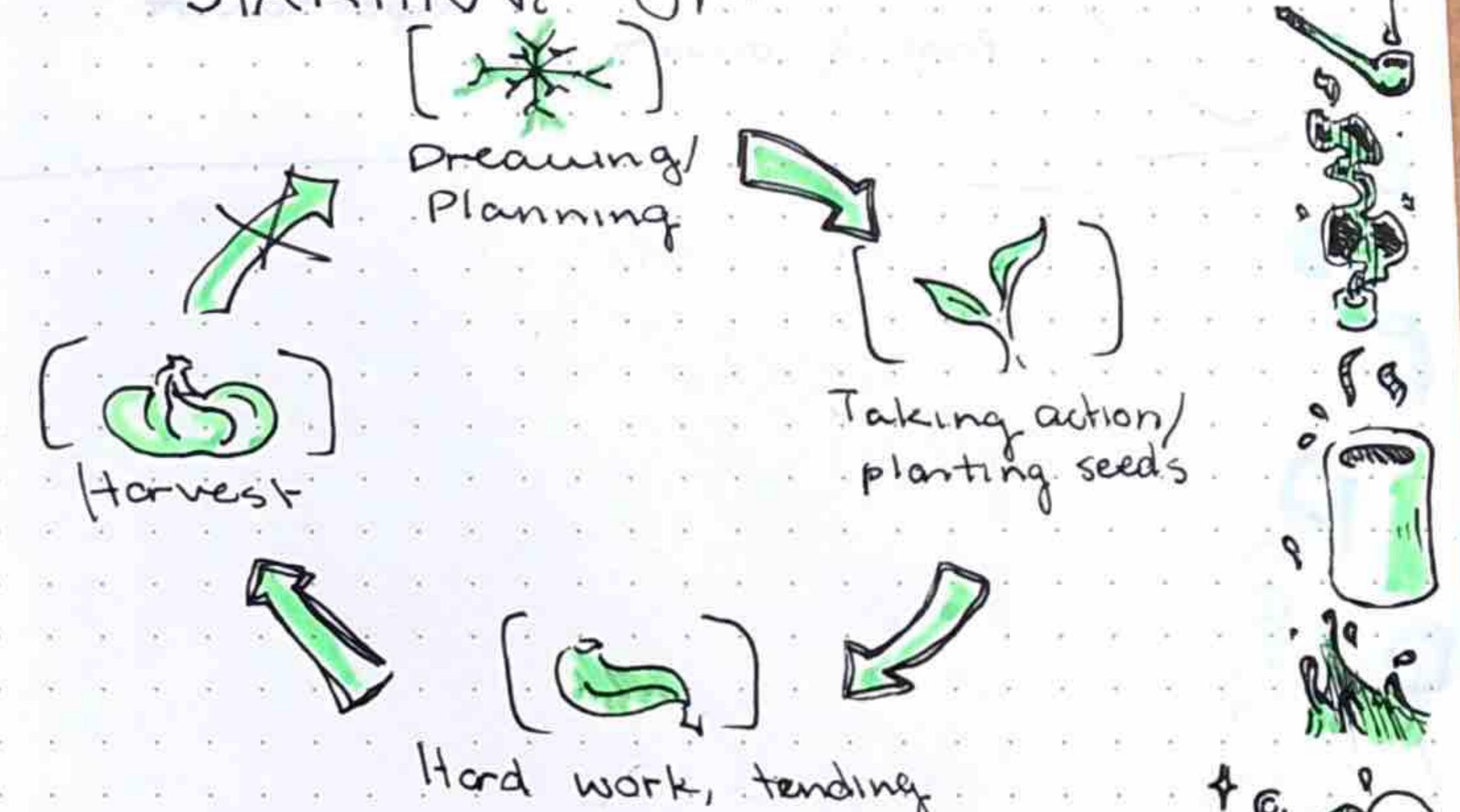
Use free time activities as a sign

## Navigating Energy

Rank it. **1** ← → **10**

Notice the high energies, and gravitate towards them.

# STARTING UP!



## Garden of good & evil small christmas

- Features → Too many words
  - ↳ simple connect and share, don't worry about kbs again
- Put info. in notes
- 123 language "first of all... second... finally"
  - ↳ let them know we moved to a new new point

3 households, not 5

what axis are  
; why they're  
important

✓ Proof of concept

"the shape of Things" - Ph  
lally get at via

