

# founderschool

WEEK 1: THE  
PROBLEM & USER  
RESEARCH

# What Inside Out character are you?



# The Founderschool Team!!



**Dafne**



**Mari**



**Drew**



**Sunny**



**Kyle**

# Our Focus

01

Learn the key tenants of entrepreneurship, including the basics of founding a company.

02

Gain a better understanding of the entrepreneurship ecosystem on the national scale.

03

Brainstorm, prototype, and follow through with an idea from idea to execution.

# Outside of our Focus

- “I already have an established company with revenue and want to take it to the next level.”



**Almaworks**

- “I have questions to ask a lawyer about investment, visa status, etc.”



**Almaworks,  
LionLaunch,  
Columbia Startup  
Law Studio**



We'll provide you with  
a network of diverse  
Columbia and non-  
Columbia students all  
interested in  
entrepreneurship.



## Session 1: The Problem

### Identify the Problem:

- List existing problems that you see
- Are these problems being solved currently?
- Are these problems big enough?

### The Solution & Customer Interviews:

- Identify populations/groups that you may conduct User Interviews with
- Come up with 5 productive (passes the mom-test) questions that you could ask

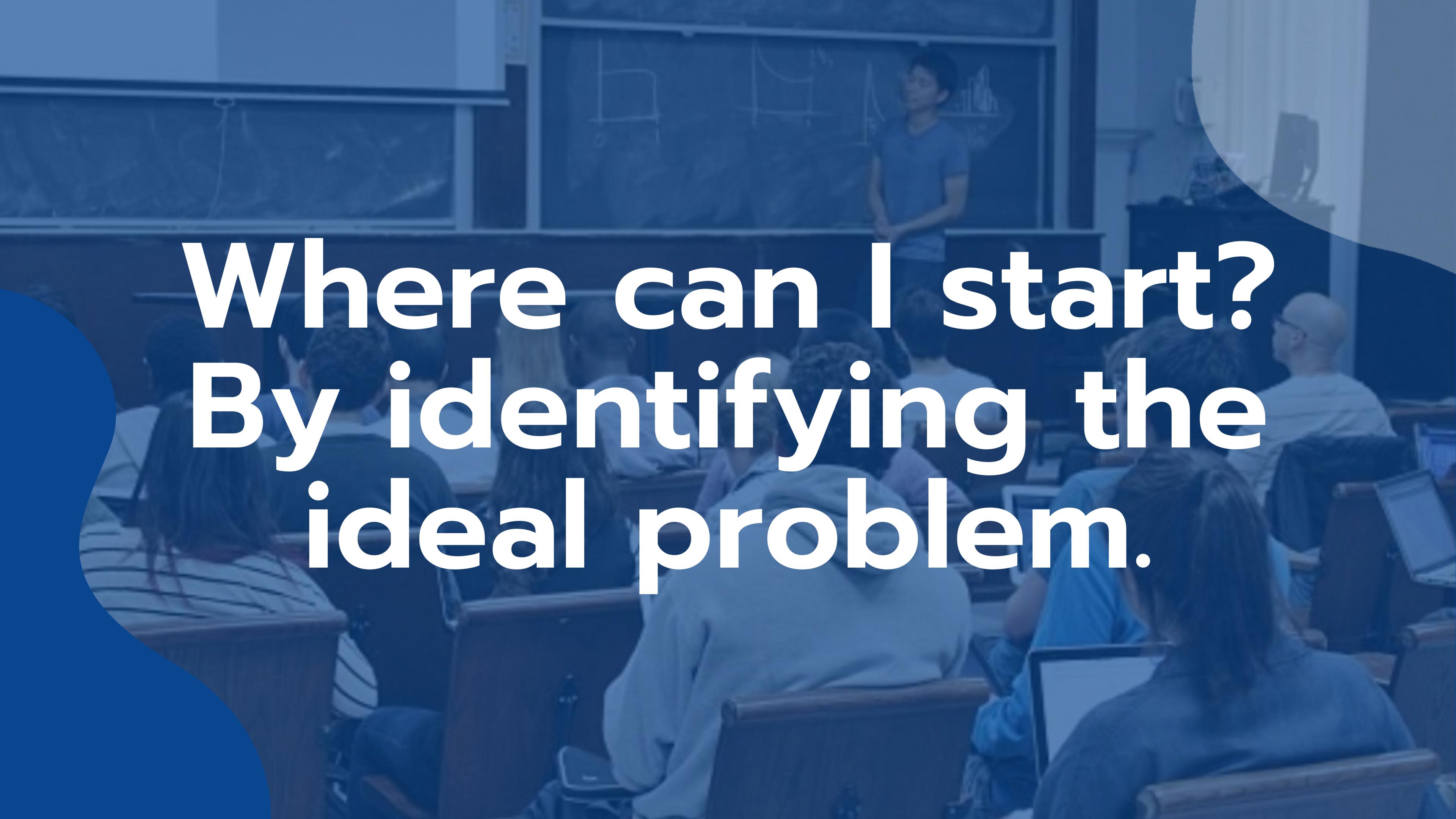
You will keep  
your ideas up-  
to-date on  
the Ideas  
Board.

# What We'll Cover

- 10.16 Problem & Idea
- 10.23 Customer Discovery & Markets
- 10.30 KPI & Market Sizing
- 11.6 Business Model + Student Speaker
- 11.13 Industry Speaker Session
- 11.20 Financing & Pitch Decks
- 11.27 THANKSGIVING BREAK -----
- 12.04 Pitch Day!

*Today we will focus on identifying a problem, brainstorming solutions, and considering unique value propositions.*

# WEEK 1: THE PROBLEM & USER RESEARCH

A group of people, likely students or professionals, are gathered in a classroom or lecture hall. They are seated in rows, facing a front where a presentation is being shown on a large screen. The room has blue walls and wooden desks. The overall atmosphere is focused and educational.

Where can I start?  
By identifying the  
ideal problem.

# Problem Should Be:

- Popular



- Growing



- Urgent



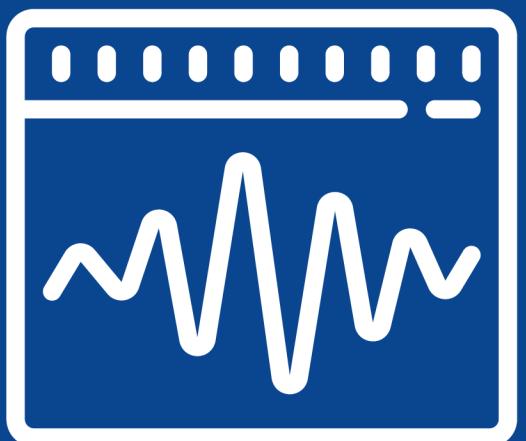
- Expensive



- Mandatory



- Frequent





# The Solution:



# The Solution:

Do NOT start  
from here

# User Research

- The "mom" test
  - Talk about their life instead of your idea
  - Ask about specifics in the past and not generics or opinions about the future
  - Talk less and listen more
- There are "good" and "bad" questions



**"How often do you go on your phone a day for 10+ mins?"**

**"Would you use this app that helps with time management and productivity when we launch in 3 months?"**

**Scenario:**  
**You're interested in improving eating habits for college students in America.**

- 1. Are you looking to eat healthier?**
- 2. Walk me through what and where you eat in a day?**
- 3. How much do you spend on food each week?**
- 4. Would you like to save money on meals?**
- 5. Do you feel like you don't have enough time or money to eat healthier?**
- 6. What external factors are affect your eating habits?**

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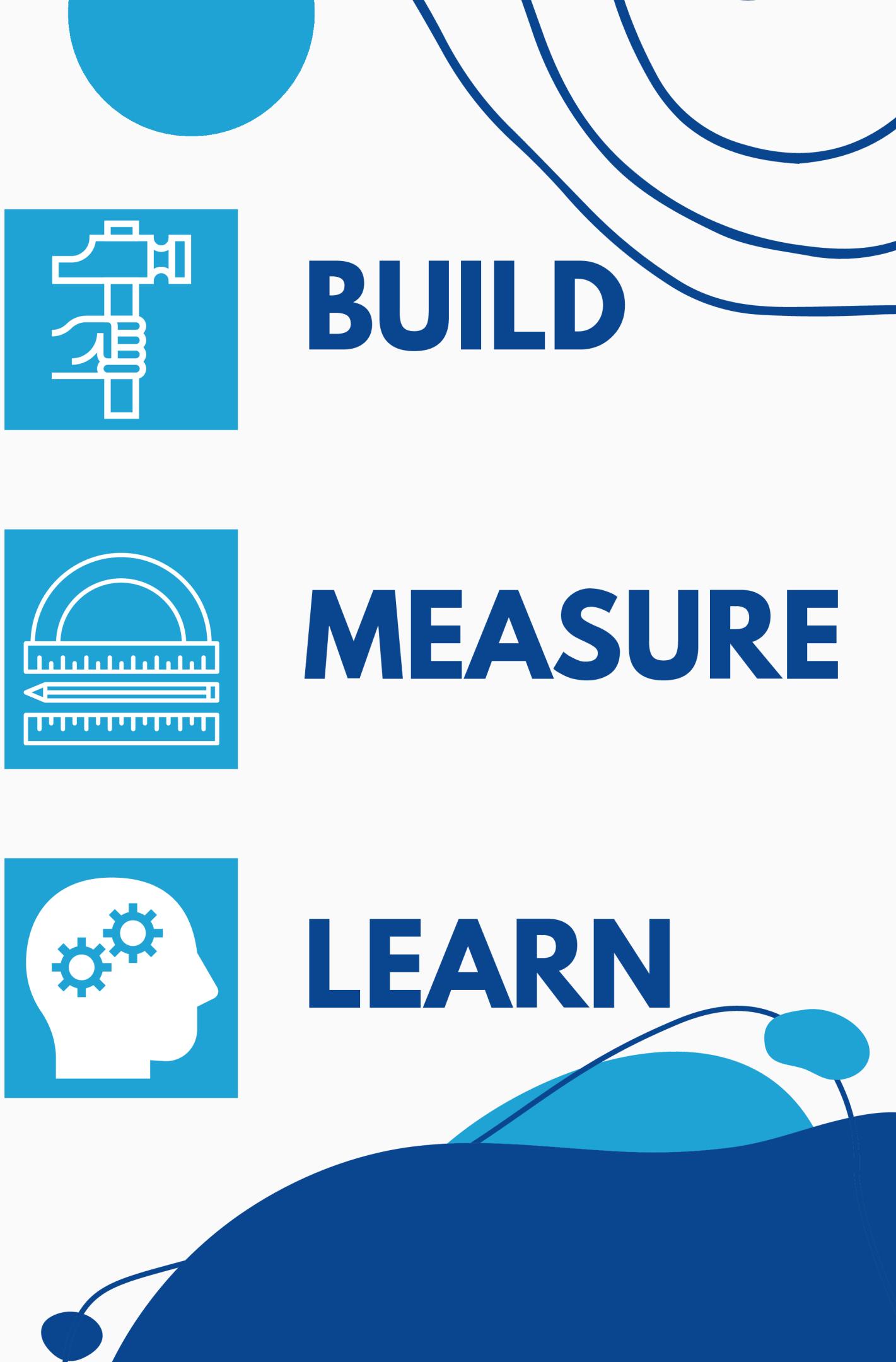
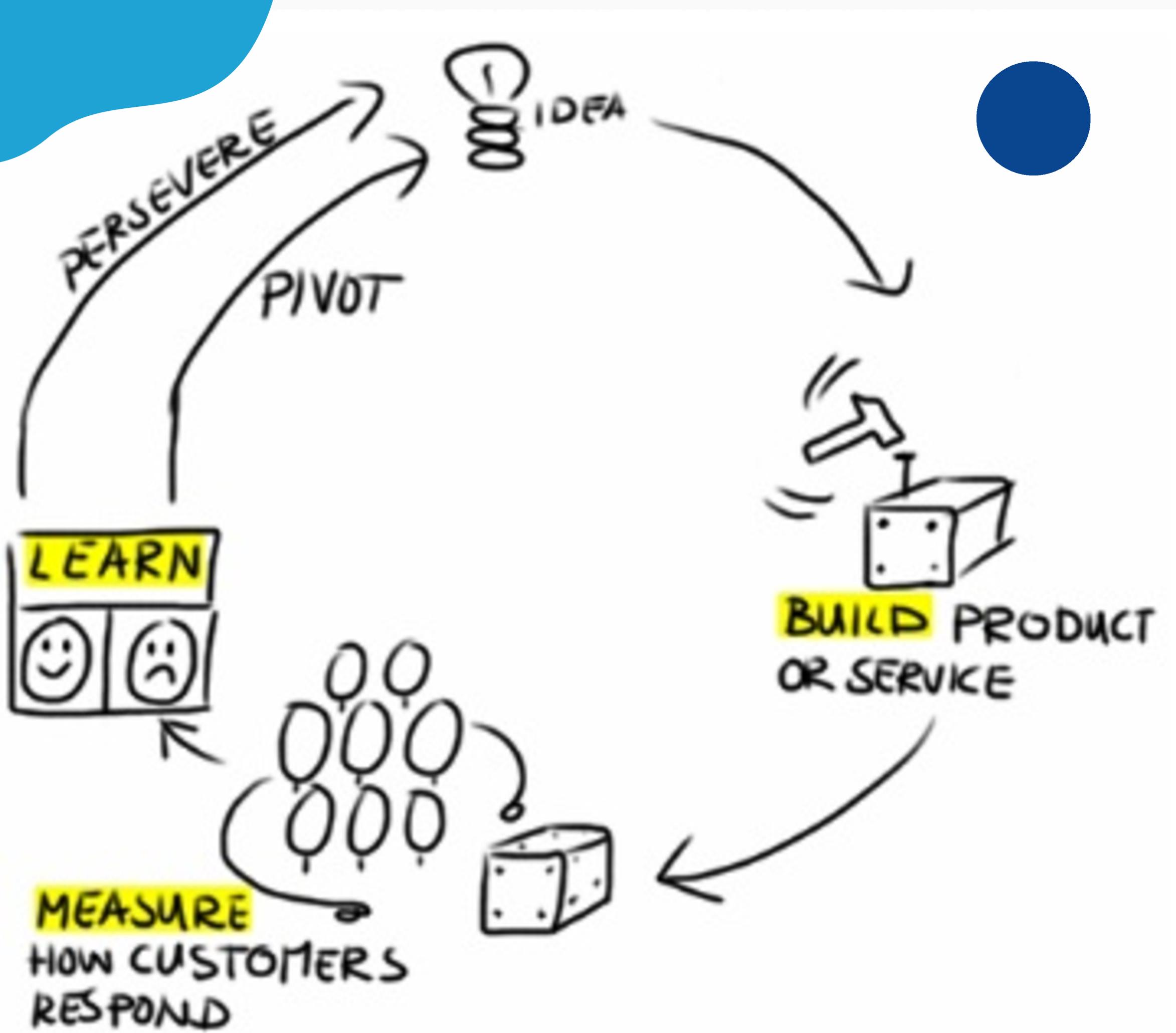
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# Dig, dig, dig.

**When conducting user research, identify the root problem the user faces. Identify why they face that problem. Have they actively searched for a solution? Is this problem big enough that they would pay for a fix?**

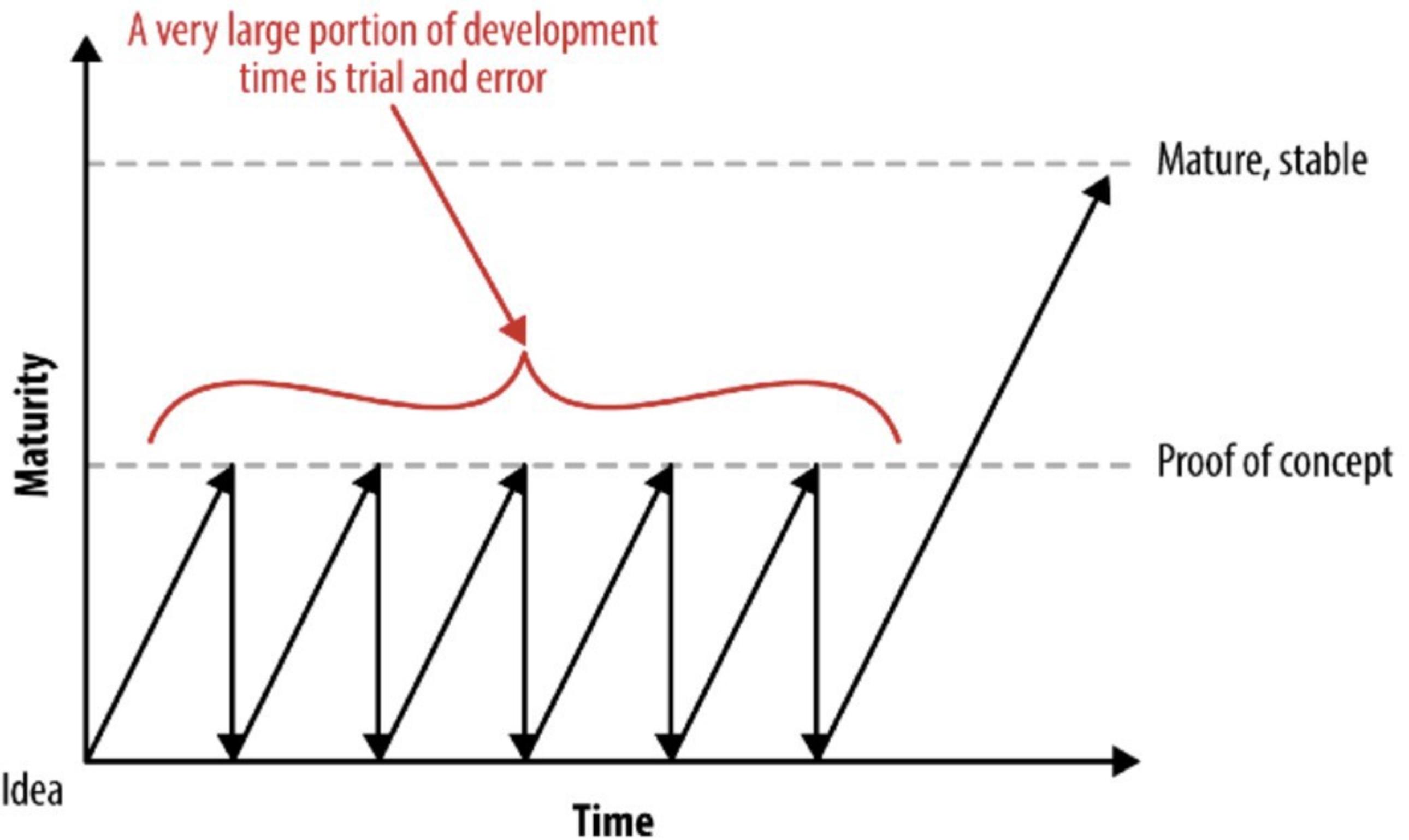


**Minimum  
Viable  
Product  
(MVP)**





**Put your product  
in front of real  
users as quickly  
as possible**



Remember:

# Product-Market Fit

**It is achieved when a product's features align well with the needs and desires of its target customers, leading to high customer satisfaction and sustained growth.**

# Recap: Week 1

- 1. Identifying a problem**
- 2. Effectively surveying people (mom test)**
- 4. Digging: drawing useful from research**
- 5. Introduction to MVPs**

**Start from the problem, not the solution.**

# Resources

Attendance



Join the GroupMe



F O  
=

CORE

# Thank You for Coming!

Resource Google Drive

Feedback Form



@thefounderschool

@coreatcu