Week 6: Peer-to-Peer Brand

What can you learn from other people's brands?
What can you learn from other people seeing your brand?

Let's dig into your brand - you have spent some time thinking about it, and working on it? Your logo might still be rough, you may still be refining your colors and fonts, but what do other people think? You should be asking your potential customers as well, but why not start by asking your peers? (Go to the final page to see the questions to get the conversation starting👇)

Come prepared with *(& ready to screen share)***:**
- Your name;
- Your logo;
- Your slide template with branding / colors; and
- Your favorite brand.

When working with other teams, please remember:
- You are all here to share and obtain feedback - be honest;
- Share your responses with the same tone you would like them to respond to you;
- Be kind - a name, logo and branding are very personal and people may be sensitive to your comments;
- Be open - people are here to help you and they are not criticizing you or the work you have done; and
- You are not here to question their business proposition or viability, you are here to help them make their startup stronger.

Time	Activity	Comments
start - 5min	ZOOM break-out groups formed	
5 min	Introductions	Spend no more than 30 seconds each: - Your name - Your physical location - One thing that makes you happy
10 - 25 min	First person	Decide on roles- who starts first and how do you choose the questions? Be ready to share your screen and your brand and logo
25 - 40 min	Second person	Repeat process
40 - 55 min	Third person	Repeat process
55 min - close	Final reflections	Open discussion

Taking it to the next level:
After the Peer-to-Peer session, schedule a debrief with your team to share your learning and the feedback. What did people think you did, just hearing the name and seeing the logo.

#Questions that will help you get started on conversations:

👩 Name of your startup
- What makes your startup's/ brand's name unique?
- (ask your peers): If you hear the name ... what comes to your mind first?
- What does your startup name mean in your local language?
- (ask your peers): What does my startup's name mean in your language?
- Do you think it has a positive or negative meaning and/or sound?
- Explain, what do you want your startup's/brand's name to be resonated with?
- If you started all over, what would you do differently?

🏅 Logo
- Do you have a logo that aligns with your brand and appeals to your ideal
- customer? (if so, then who is your target audience and what are your brand values?)
- Do you have a colour scheme that sets you apart from others? Explain
- What feeling does your brand's colors come together with?
- What do you want your ideal customers to think/ feel when they see your brand and logo?
- Explain what complements your product and makes it attractive to your ideal customer?
- What does your color choice say about your brand? (Also ask your peers' opinions)
- Have you tested your logo's colors on color-blind people? Share results, if you have

🖼️ Fonts and images
- What font will you use and when? (If you have, show to your peers and ask for their feedback)
- Will there be different fonts for headers and for the main text? (If you have, show to your peers and ask for their feedback)
- Test on your peers: are your fonts easy to read on a cell phone and/or desktop view?
- Do you have images you can use on materials showcasing your product, your customers, and your team? Show or describe which are these images and what do they symbolize?
- Do you have ready to go templates for slides, one-pagers, e-mails, that can easily be used, shared and replicated? If you have, share.

🦌 Varia topics
- Share a story of how you came up with your startup's name.
- Tell a story of how and why you decided to found the company/ go work for this company?
- Share things with your peers that were already not covered but you think are important.

- Share your favorite brand. What is it that you like that stands out for you and makes it unique
- What makes a brand a 'good brand'?
- Which well-known brands do you like? What makes them stand out?
- Describe what you think/ feel when you see some well-known companies' logos/ colors?
- Discuss what makes a powerful brand (look at both B2C and B2B startups and established companies)
- Are there brands that you do not understand, or like? Why?