



## **CIE Level 2**

### **Building A Lean Startup**

### ***Weekly Team CD Dashboard Template***

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## CIE Level 2 - Building a Lean Startup

### Instructions

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1. Every week, update this deck using naming convention & and post it on CIE-L2 MS Teams  
L2-<TeamNumber>\_<TeamName>\_ CD-Dashboard\_<date>\*  
*Example: L2-T10\_Excaltbur\_CD-Dashboard\_Aug24.pdf;*
2. 'Get-out-the-Building': 25\* cust interviews per wk & relevant experiments using suitable *pretotypes* (no need to build prototypes just yet)
3. Analyze the data, capture your insights, etc in the dashboard (see following slides)

\* Note: This is very reasonable: 5 interviews per team member x 5 team members 😊

# CIE Level 2 - Building a Lean Startup

## Team / Opportunity Overview

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<Team# - Team Name>  
Team Tag line

Product/Service Opportunity Name: XXX

Updated: <YYYY-MM-DD>

Photo

<NAME>  
<Role>

Photo

<NAME>  
<Role>

Photo

<NAME>  
<Role>

Photo

<NAME>  
<Role>

Photo

<NAME>  
<Role>

Slide #1

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## Problem / Opportunity Statement

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Slide #2

Latest version of your opportunity  
(use the Positioning Statement Format)

Sample:

- **Possible Positioning Statement for Tesla**
  - **For** *wealthy individuals & car aficionados*
  - **Who** *want an environmentally friendly & high-end sports car*
  - *The Tesla Roadster is a an electric automobile*
  - **That** *delivers unprecedented performance without damaging the environment*
- **Differentiation**
  - **Unlike** *Ferraris and Porches,*
  - **Our** *product has fantastic mileage, unparalleled performance and no direct carbon emissions.*

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### Customer Interviews Conducted



<Team # - Team Name>

<Short Description of Team's Startup Idea>

Slide #3

|        | Total<br>Interview Count<br>(sum of all types) | Interview count by type |           |                  |
|--------|--|-------------------------|-----------|------------------|
|        |  | Face-to-face            | Telephone | Video Conference |
| Week 1 | XX   | XX                      | XX        | XX               |
| Week 2 |  |                         |           |                  |
| Week 3 |  |                         |           |                  |
| Week 4 |  |                         |           |                  |
| Week 5 |  |                         |           |                  |
| Week 6 |  |                         |           |                  |
| Week 7 |  |                         |           |                  |
| Week 8 |  |                         |           |                  |
| Week 9 |  |                         |           |                  |
| TOTAL  | XX   | XX                      | XX        | XX               |

Note: "Surveys" (online/offline) don't count!

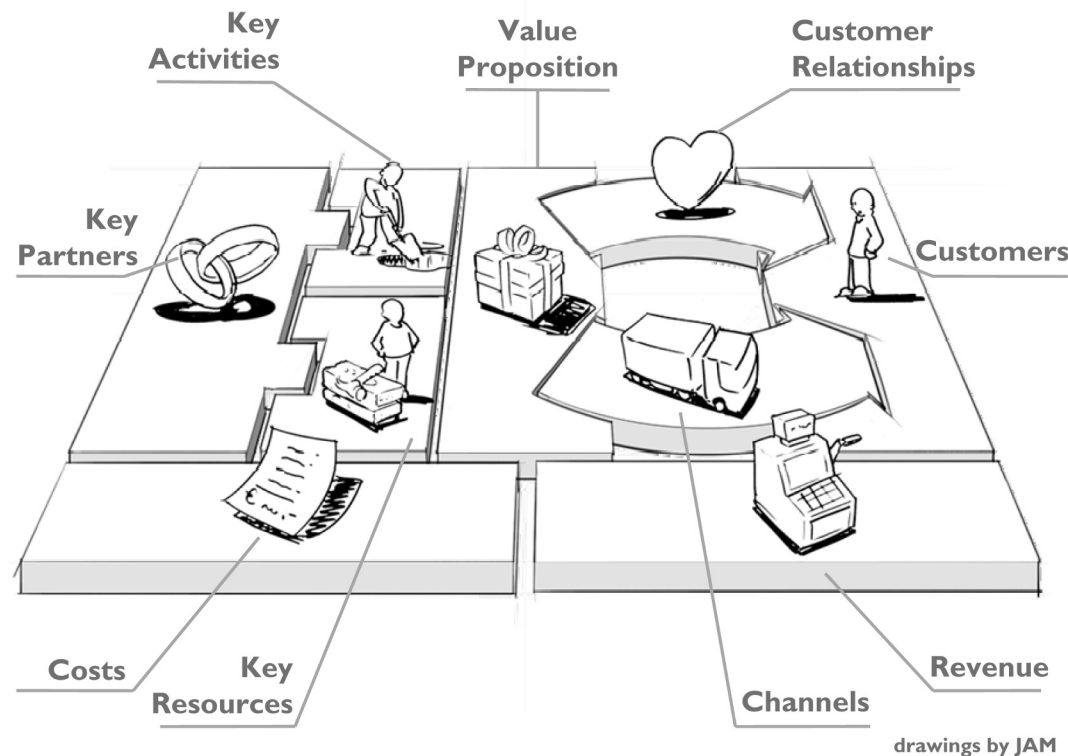
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### Updated Lean Canvas (LC) / ~~Business Model Canvas (BMC)~~

Slide #4

*Insert your Lean Canvas (LC) / ~~BMC~~ here*

*What changes have you made to the LC / ~~BMC~~ based on your learnings and insights?*



#### Tips:

1. Try to not delete content on LC / ~~BMC~~ (use strikethrough and replace with new content)
2. Use color-coding to show what has changed
3. If there are too many changes, place older versions of LC/BMC in backup & create a brief 'change history'

Above will help you track how the LC / MC has evolved ☺

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### Progress Summary Template



Capture Hypotheses Validation/Status for each of the below :

1A. Problem 1B. Customer 2. Value Proposition 3. Solution 4. Mkt Size 5. Mkt Type 6. Channel

Slide #5

| Hypothesis                | Test/Experiment<br>(‘English’)                                  | “Build”<br>(Expt / Pretotype)                              | “Measure”<br>(after experiment)  | “Learnings”<br>(Insights/Decisions)                              | Progress  |
|---------------------------|---|--|--|--|---|
| List the hypothesis below | What test(s) do you plan to perform to validate the hypothesis) | What pretotype do you need? What experiments will you run? | What can you measure in the test/experiment that can help you validate/invalidate? | Learnings and Insights (quant/ qual) from analyzing test results | Classify as (any one):<br>- <b>Invalidated</b><br>- <b>Unclear Results</b><br>- <b>Validated,</b><br>WIP (work-in-progress) |
| 1                         |   |  |  |  |   |
| 2                         |   |  |  |  |   |
| 3                         |   |  |  |  |   |
| 4                         |   |  |  |  |   |

Note: see example in Reference section

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### Customer Discovery - Key Learnings from Customer Interviews

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#### 1. In your customer discovery journey so far:

- Slide #6
- a) What are your top insights related to *problem*?
  - b) What are your top insights related to *customers / customer segments*?
  - b) What are your top insights related to *solution / value proposition*?
  - c) What are your top insights related to *other areas* (market size, type, channel, etc)?
  - d) Overall *process* - what (did/did not) work? What would you do *differently next week*?

#### 2. At this stage, do you think your startup opportunity is viable?

- a) *Yes; Why?*
- B) *No; Why? What needs to change?*

For sample hypothesis template, see:  
*CIE-L2-Template - Hypotheses Capture and Testing*



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### Plans for Next Week: What We/Team Will Do Next

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Slide #7

**Indicate what you'll do next based on your learnings and insights from this week:**

*Example: add/modify hypotheses, talk to different customer archetype, iterate or pivot, etc*

1.

2.

3.

**What help do you need?**

1.

2.

# **Reference**

(Useful Templates, etc)

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### What Hypotheses / Assumptions to Test?

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- Based on the *Customer Profile* (jobs, pains, gains), list assumptions tested by below areas:

1. *Problem: (a), (b), (c) etc*
2. *Customer Segments: (a), (b), (c) etc*
3. *Value Proposition: (a), (b), (c) etc*
4. *Market Size: (a), (b), (c) etc*
5. *Market Type: (a), (b), (c) etc*
6. *Channel: (a), (b), (c) etc*

*Note: Call out any key highlights (e.g. insights gained, pivot/changes made, etc)*

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### SAMPLE - Progress Board Template for Problem Hypothesis

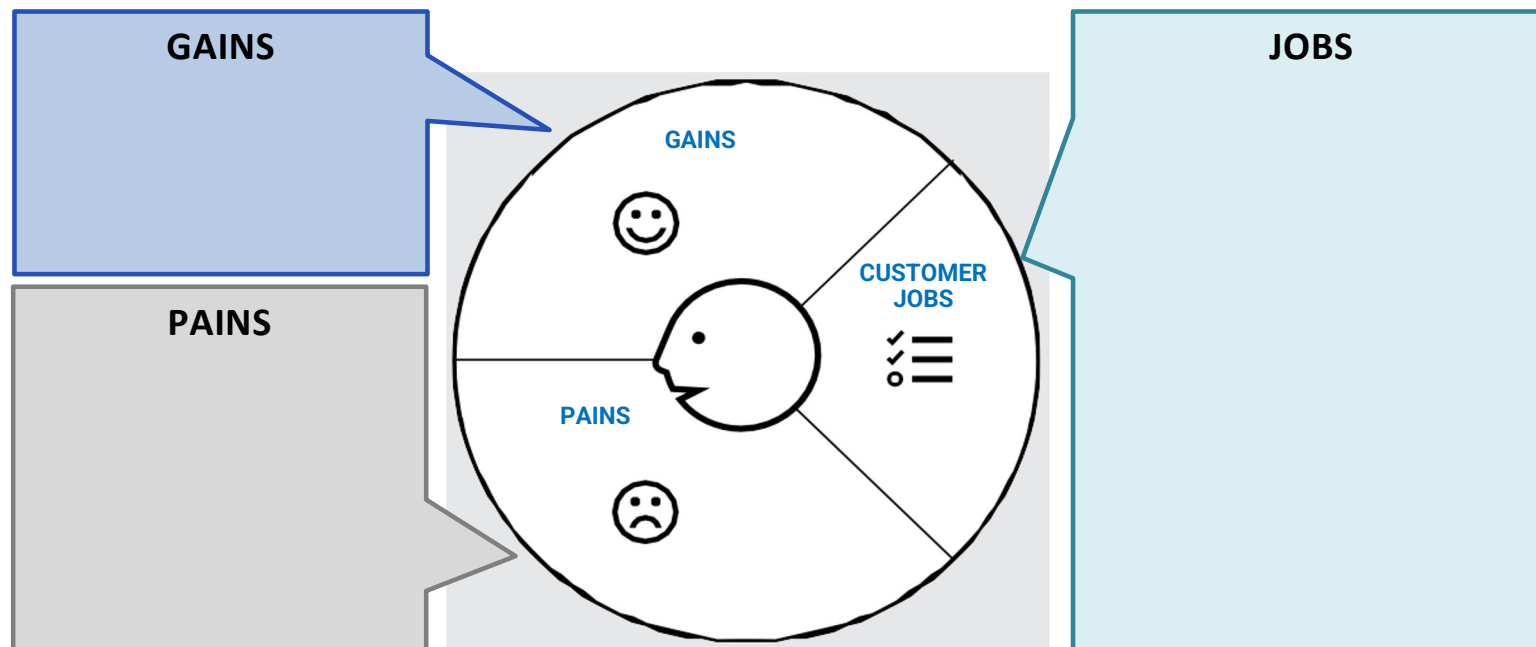


| PROBLEM Hypothesis<br>(where xxx is problem, cust, etc)   | Test/Experiment<br>(What test(s) do you plan to perform to validate hypothesis)  | “Build”<br>(How do you go about doing it)   | “Measure”<br>(What outcomes can you extract)  | “Learnings”<br>(What are the learnings – quant and qualitative)  | Progress Done (Invalidated, Validated, Unclear) , Work-in-Progress   |
|---|--|---|---|--|--|
| <i>List the hypothesis below</i>  | <i>What test(s) do you plan to perform to validate the hypothesis)</i>   | <i>Plan/Design/Build the tests and experiments</i>  | <i>What can you measure in the test/experiment that can help you validate/invalidate?</i> | <i>Learnings and Insights (quant/ qual) from analyzing test results</i>  | <i>Classify as (any one):<br/>- Invalidated<br/>- Unclear Results<br/>- Validated,<br/>WIP (work-in-progress)</i>  |
| <b>Example:</b><br>[Prob Hypothesis] H1.<br>People having garden in an Apt or Independent Home, don't have time to water their garden | T1. Is free / leisure time an issue in deciding to have a garden?<br>T2. Is free / leisure time a determinant for having a good/healthy garden?<br>T3. Is water availability an issue?<br>T4. Is ease of watering an issue?<br>T5. Issue in Apt? Home? Which is more severe? | 1. Identify target Customer List dwelling in Apt & Homes<br>2. Conduct interviews<br>3. Also gather other data (size of garden, how often do they water plants, type of plants, etc | 1. Gather responses to each of the tests T1 through T5                                    | What did you learn (both numbers/quantitative as well as qualitative):<br>1. Free time was an issue in households with both husband/wife working while this was not an issue with retired people.<br>(outcomes for T2/T3/etc | H1 – DONE / Validated (partly)<br><br>Validated that this is an issue for home with garden where both wife/husband are working and NOT an issue for retired people |

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### Customer Jobs-to-be-Done (Profile, Pains/Gains)

<Name of Customer Profile>  
(One per customer segment)



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### Customers – Whom do we want to Meet?

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| No. | Whom do we want to meet next?  | Why is it important for us to meet them?                | What are the top 2 things we need to learn from them?                   |
|-----|--|---|---|
| 1   | <ul style="list-style-type: none"><li>• (Name; Role; Company)</li><li>• (Customer Archetype)</li></ul> | <ul style="list-style-type: none"><li>• (add)</li></ul> | <ul style="list-style-type: none"><li>• (add)</li><li>• (add)</li></ul> |
| 2   | <ul style="list-style-type: none"><li>• (Name; Role; Company)</li><li>• (Customer Archetype)</li></ul> | <ul style="list-style-type: none"><li>• (add)</li></ul> | <ul style="list-style-type: none"><li>• (add)</li><li>• (add)</li></ul> |
| 3   | <ul style="list-style-type: none"><li>• (Name; Role; Company)</li><li>• (Customer Archetype)</li></ul> | <ul style="list-style-type: none"><li>• (add)</li></ul> | <ul style="list-style-type: none"><li>• (add)</li><li>• (add)</li></ul> |
| 4   | <ul style="list-style-type: none"><li>• (Name; Role; Company)</li><li>• (Customer Archetype)</li></ul> | <ul style="list-style-type: none"><li>• (add)</li></ul> | <ul style="list-style-type: none"><li>• (add)</li><li>• (add)</li></ul> |
| 5   | <ul style="list-style-type: none"><li>• (Name; Role; Company)</li><li>• (Customer Archetype)</li></ul> | <ul style="list-style-type: none"><li>• (add)</li></ul> | <ul style="list-style-type: none"><li>• (add)</li><li>• (add)</li></ul> |



**THANK YOU**

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