How to build a startup by mistake

Building an MVP

Our Startup Idea

ice cream making cats!

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Validation

Did your team get out and **talk to customers?**

Are you actually **solving a problem?**

Have you identified a specific **target market?**

Execution and Design

Do you have
an **mvp or prototype?**

How functional is
your **technical demo?**

Design matters!
Is your product easy to use?

Business Model

How do you plan on making this a **successful business?**

Are you solving a problem? (**value proposition**)

Is your idea **unique?**

Pitching Process

1. get in line to pitch

2. 60 sec pitch

3. Say outloud the name of your idea

super important!

Anatomy of a Pitch

hi, I’m [name]!

the problem I want solve is [problem].

my solution is [solution].

to do this, we’ll need [team].

Time to Pitch!

time to vote

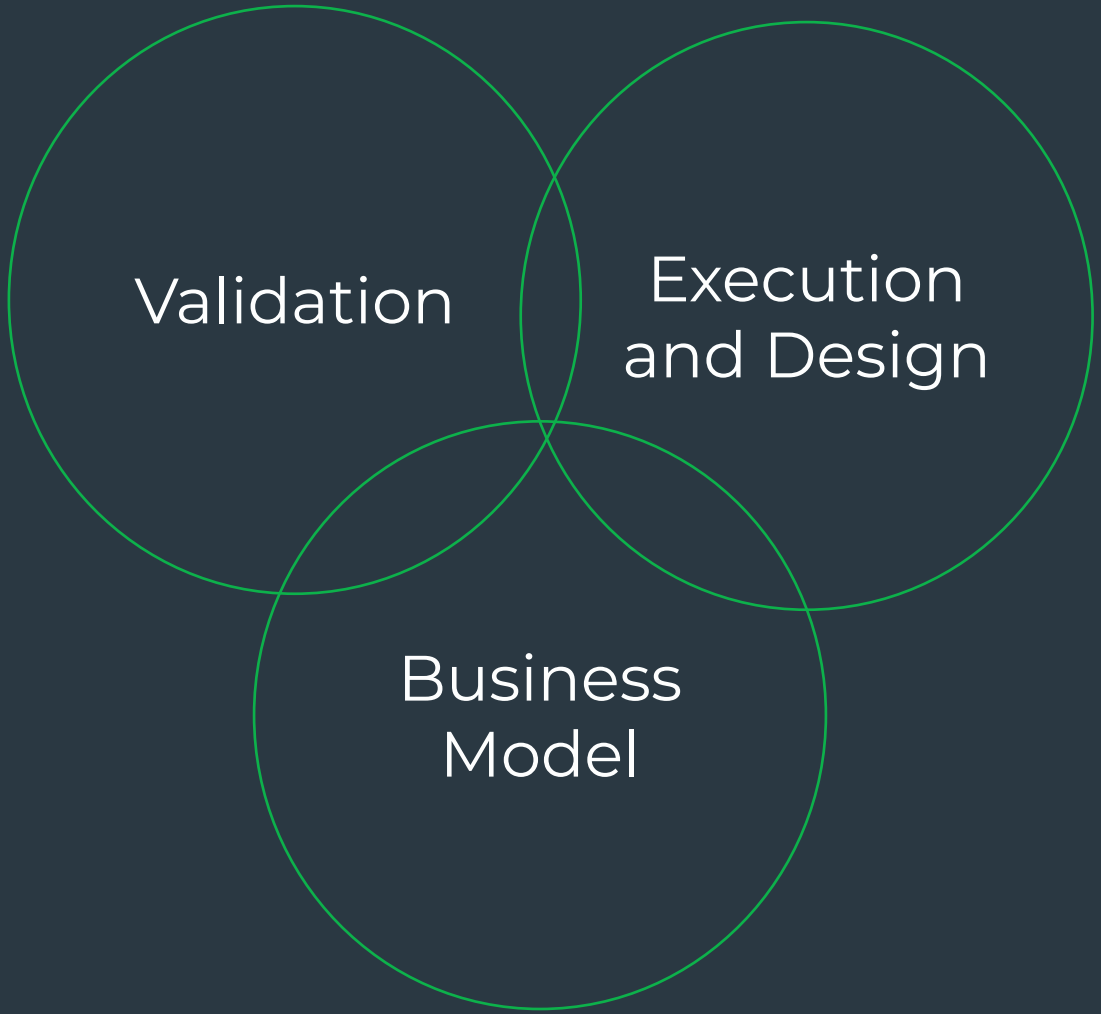
Your Idea
still need devs!
i've got icecream!
vote for my idea!
let's rock this!
you got my vote!

Building the Team

65% of all startup failure is due to team issues

have diverse skill sets and perspectives

no one is CEO! everyone wears as many hats



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