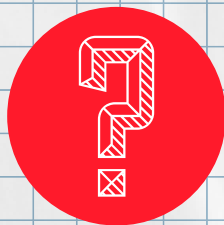
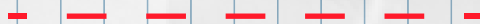


# WELCOME TO Startup Weekend



From This



To This

# GLOBAL SPONSORS

Ewing Marion

**KAUFFMAN**  
Foundation



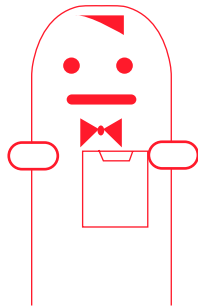
**DOMAIN.COM**



**SendGrid**<sup>TM</sup>

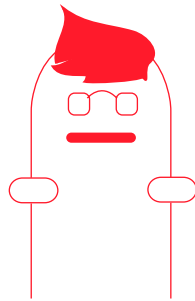


# TEAM BUILDING



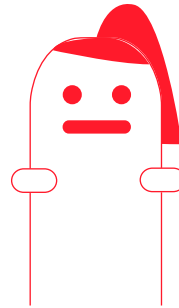
## TECHNICALS

Computer Engineering, ability to construct.



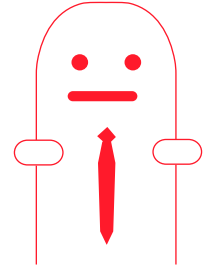
## CREATIVES

Graphic Design, Illustration, Advertising, Media, Entertainment, Development.



## BUSINESS

Business Development, Marketing, Sales, Production, Strategy.



## ADMINISTRATORS

Project Management, Planning, Organization, Coordination, Finances.

## BEST PRACTICES

### CHOOSE PEOPLE WITH:

complimentary skills

clear & aligned interests

energy & enthusiasm

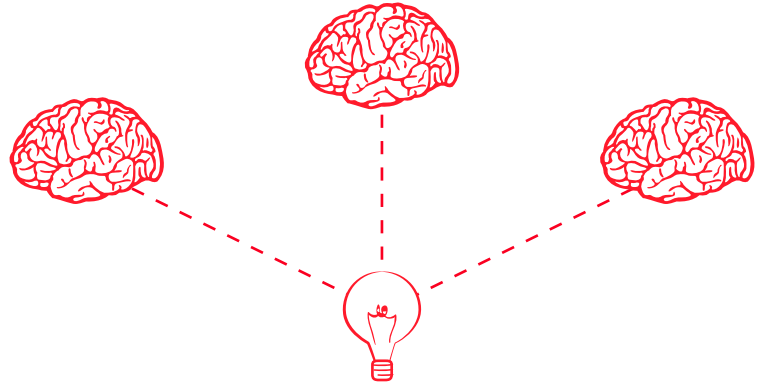
**BE OPEN TO CO-OWNERSHIP AND BE PREPARED TO PIVOT**  
**THE TEAM IS EVERYTHING**

# PROJECT MANAGEMENT

1

## BRAIN DUMP IDEAS

Throw everything on the table as early as possible.



2

## PRIORITIZE & REFINE

Choose only core features and determine MVP for Sunday.

3

## ALLOCATE AND SET DEADLINES

Ownership  
=  
Empowerment!

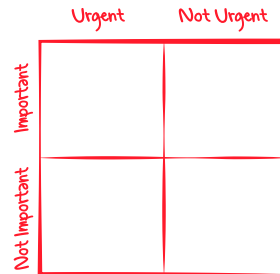
| Day 1 | Day 2 | Day 3 |
|-------|-------|-------|
| Due!  |       |       |
|       | Due!  | Due!  |
|       |       |       |

# TEAM TOOLS

## TIMERS

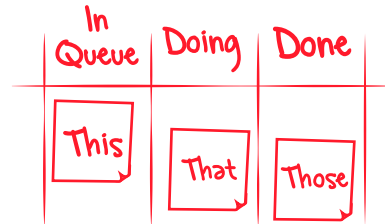


Set timers for each decision to manage your time wisely



## MATRIX

Urgent and Important Matrix to help Prioritize your tasks.



## SCRUM

Urgent and Important Matrix to help Prioritize your tasks.



## ROMAN VOTING

Use roman voting for quick and painless decision making.



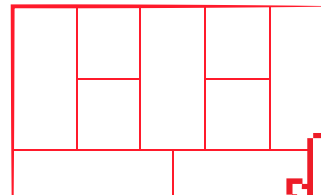
## SW COURSES

[Lean Customer Development part 1 with Steve Blank](#)

[Lean Customer Development part 2 with Steve Blank – 3 tools for startups](#)

[Lean Customer Development part 3 with Steve Blank – Customer Development in action](#)

## Business Model Canvas



## BIZ MODEL CANVAS

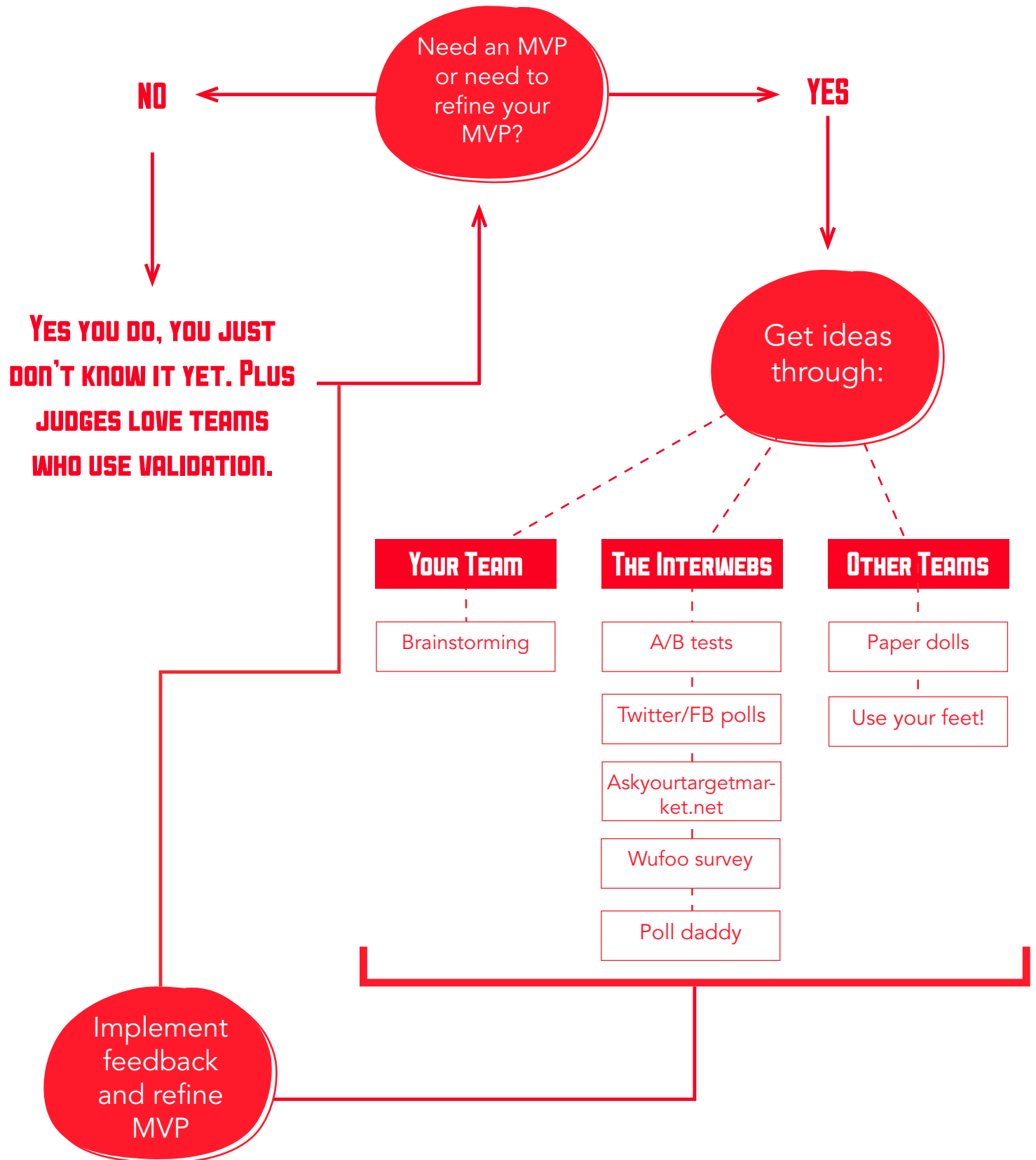
Business model strategy and management.

[Lean Customer Development part 4 with Steve Blank- Closing](#)

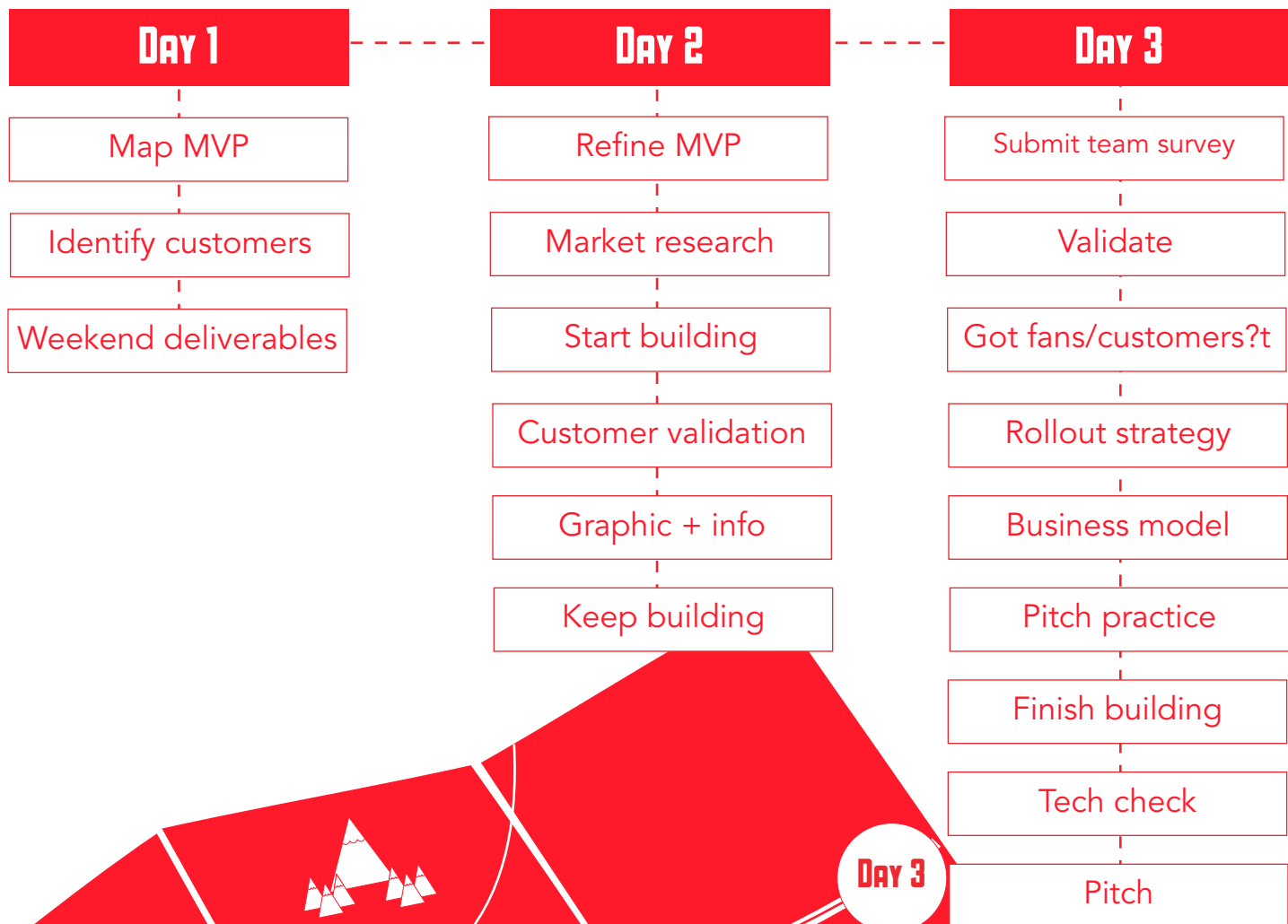
[Inbound Marketing vs Interruption marketing – Rand Fishkin, CEO SEOMOZ](#)

## MORE TOOLS

# IDEA VALIDATION



# WEEKEND ROAD MAP



# SUNDAY PRESENTATIONS

## JUDGING CRITERIA

### CUSTOMER VALIDATION

Interviewed customers?

Integrated feedback?

Build fanbase?

### BUSINESS MODEL

Different from competitors?

Acquisition/rollout strategy?

Clear/realistic revenue model?

### EXECUTION

Built a functional prototype?

Executed well as a team?

## HELPFUL HINTS

Focus on MVP - what you've accomplished

\*\* leave the frills for Q&A

No numbers without justification

\*\* hockey stick growth curve

Save demos locally - wireless WILL crash

\*\* preload all pages in different tabs

TECH CHECK & DRY RUN WITH TIMER!

\*\* set cues to stay on track

Only 1-2 speakers

\*\* saves time

**MOST IMPORTANTLY HAVE FUN!**



## WANT TO GET INVOLVED?

### HERE'S YOUR CHANCE

Thank you so much for coming out to participate! We welcome to you the Start-up Weekend family and hope that this experience has in some way contributed to the pursuance of your passions and goals. If you're interested in further supporting entrepreneurship in your community, join our family of passionate Global Organizers! The entrepreneurial movement is now! Check it out!

**LEARN MORE**



# INDEX OF URLS

## TEAM TOOLS

Lean Customer Development part 1 with Steve Blank

[http://startupweekend.org/Steve-Blank\\_Course\\_Video\\_1](http://startupweekend.org/Steve-Blank_Course_Video_1)

Lean Customer Development part 2 with Steve Blank  
– 3 tools for startups

[http://startupweekend.org/Steve\\_Blank\\_Course\\_Video\\_2](http://startupweekend.org/Steve_Blank_Course_Video_2)

Lean Customer Development part 3 with Steve Blank  
– Customer Development in action

<http://vimeo.com/37365328>

Lean Customer Development part 4 with Steve Blank-  
Closing

[http://startupweekend.org/Steve\\_Blank\\_Course\\_Video\\_4](http://startupweekend.org/Steve_Blank_Course_Video_4)

Inbound Marketing vs Interruption marketing – Rand  
Fishkin, CEO SEOMOZ

[https://www.youtube.com/watch?v=d7pMwzJZNbk&feature=player\\_detailpage](https://www.youtube.com/watch?v=d7pMwzJZNbk&feature=player_detailpage)

Business Canvas Model

[http://sworg.s3.amazonaws.com/Team%20Development%20%20Tools/business\\_model\\_canvas\\_poster.pdf](http://sworg.s3.amazonaws.com/Team%20Development%20%20Tools/business_model_canvas_poster.pdf)

More Tools

<http://startupweekend.org/resources/>

## GET INVOLVED

Learn More

<http://startupweekend.org/organizers/>