

---

# **Venture Proposal Workshop**

February 5, 2026



# What You Should Have with You...

---

- » Refined problem statement (Jan 27)
  - » Idea notes + prototype sketch (Feb 3)
  - » Observation notes so far
  - » Optional: Rough VCP components
-

# Today's Deliverables

*By the end of class/Exit Ticket*

---

1. 1-paragraph venture concept summary
2. Draft VCP structure (bullet outline)
3. Ready for Founder's Memo (due Feb 10)

Since I know you have a lot to work on for this course, I am making today's Exit Ticket OPTIONAL

---

# What Makes a Strong Venture Concept?

*A strong concept is...*

---

- » **Specific:** Who + what + where
- » **Coherent:** Problem → solution makes sense
- » **Grounded:** Connected to your observations
- » **Testable:** Assumptions are visible

---

## Core Components

---

- |                           |                                    |
|---------------------------|------------------------------------|
| » Need                    | » Value Created (“Why It Matters”) |
| » Target User/Stakeholder |                                    |
| » Solution Concept        | » Key Assumptions                  |
-

# Venture Concept Summary Paragraph

*Your paragraph MUST include...*

---

- » The problem + who experiences it
- » What contributes to/causes the problem
- » Your proposed solution
- » Why the solution is promising
- » At least 2 assumptions you need to test

See example in today's Canvas Module

---

# Activity 1: Individual Drafting

*10 minutes*

---

**Task:** Draft your 1-paragraph venture concept summary

## Rules:

- » Don't over-polish
- » Be concrete (specific people, specific barrier, specific action)



## Activity 2: AI Pre-Critique

*10 minutes*

---

Paste your paragraph into an AI assistant with this prompt:

Act as a critical but constructive early-stage venture mentor. Give feedback on:

1. Clarity (problem + solution understandable?)
2. Logic (any leaps between problem and solution?)
3. Missing info (what's undersold or absent?)

**Human value-add:** Identify the 1–2 most useful points you hadn't considered.

---

# Activity 3: Peer Review Round 1

*20 minutes*

---

1. **Partner up**
2. **Share (3–4 min each):**
  - » Read paragraph aloud
  - » Show prototype sketch (if you have it)
  - » Share 1 useful AI critique point

## **Listener feedback prompts:**

1. **Clarity:** Do I understand problem and solution?
  2. **Fit:** Does solution actually address the problem?
  3. **Stakeholder view:** Would the target user value this?
  4. **Assumptions:** What must be true for this to work?
-

# Activity 4: Quick Revision

*2 minutes*

---

- » Replace vague words with concrete nouns/verbs
- » Add the missing link between problem → solution
- » Make assumptions explicit



# Activity 5: Build the VCP Structure

*15 minutes*

---

Draft your Venture Concept Proposal outline (bullets are fine for now)

1. Need (what barrier? for whom?)
  2. Target user / stakeholder (who exactly?)
  3. Solution concept (what do you do?)
  4. Value proposition (what changes? why it matters?)
  5. Assumptions to test (top 3–5)
-

# Bridge to Assignment 2: Founder's Memo

*Due Feb. 10*

---

Your memo must include:

1. **Grounding the problem:** Connect to your origin story and observation work
  2. **Venture concept and value proposition:** Why it resonates with the target community (empathy/perspective-taking)
  3. **Personal risk and mitigation:** Your most personally worrisome risk and one action to investigate/mitigate
  4. **Stakeholder landscape and power:** Stakeholder map (5–7 stakeholders) and reflection on power and your positionality
-

# Peer Review Round 2 + Exit Ticket

*10 minutes*

---

## **Peer Review Round 2 (new partner):**

- » What still feels unclear/weak?
- » What feels strong/promising?

## **Exit Ticket (due 11:59PM tonight):**

Submit your updated 1-paragraph concept summary, including:

- » Problem + who
  - » Causes/contributors
  - » Solution
  - » Why promising
  - » 2 assumptions to test
-

# What To Do Next...

*Before Feb. 10*

---

- » Pick 2 assumptions → design 2 quick tests
  - » Update stakeholder map (power + relationships)
  - » Identify your personal risk → plan your field research action
-