COVER SLIDE

Include the following on your cover slide:

- Name of your startup/team

- Team members (names, titles, roles, etc.)

- Photos of team members or technology are allowed

L2M

VALUE PROPOSITION STATEMENT

- Provide a succinct value proposition statement for your product/service that describes (100 words max.):
  - your target customer
  - their problems
  - your product/service
  - How it will benefit them
- **Highlight** how your value proposition statement has changed based on the results of the last sprint

L2M

MARKET SIZE

Estimate the size of your market, and the justification for your estimates

TAM:

- Type here

SAM:

- Type here

Target Market:

- Type here

Total Addressable

Sales Addressable

Target
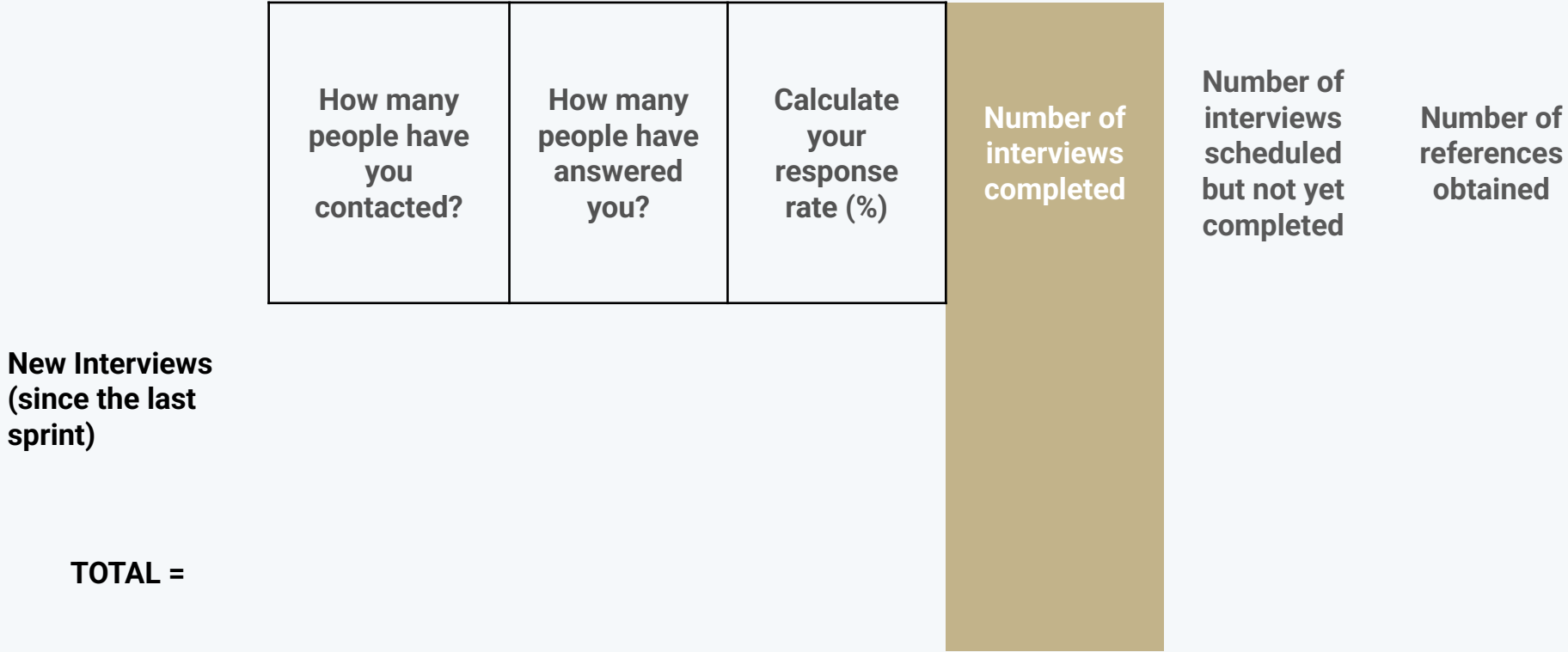
L2M

Objectives for Sprint #1

For Example:

- Hypothesis to be tested
- Experiments or key questions
- Outreach plan

What I did to Achieve Them

For Example:

- Tools used for outreach
- Events attended
- Updates to invitation message or interview script

L2M

NUMBER OF INTERVIEWS

How many people have you contacted?	How many people have answered you?	Calculate your response rate (%)	Number of interviews completed	Number of interviews scheduled but not yet completed	Number of references obtained

New Interviews (since the last sprint)

TOTAL =

L2M

INSTRUCTIONS FOR HYPOTHESIS SLIDES

- Complete at least one of the following hypothesis test learning slides for the interviews completed during sprint #1:
    - Identify your customer segment (be as precise as possible)
    - Identify the application area or industry related to the customer segment
    - Provide the number of interviews conducted related specifically to testing this hypothesis
    - Describe the hypothesis that was tested
    - Indicate using a circle whether the hypothesis was validated
    - Discuss your learnings and any insights gained; feel free to add quotes directly from your interviews
    - Discuss the impact of what you have learned on your next steps (e.g. new hypotheses, different customer segments, etc.)
- An example is provided of what is expected
- Make a copy of the blank template before completing if you plan to present more than one hypothesis

L2M

Customer Segment: Nurses in medium-size hospitals	# of Interviews = 2	Industry: Healthcare

Hypothesis:

We believe that nurses struggle to measure the patient's vital signs due to the bulkiness of hospital equipment.

Validated ✓	Invalidated X	Comments: *For this customer segment the **user** of my solution is not the same as my **customer***

Learnings or Insights :

1. Nurses approx spend the first 10 minutes of their interaction with a patient moving around equipment to be able to take a patient's vital signs.
2. The equipment currently available only allows the nurse to check the patient's vital sign directly from the equipment connected to the patient.
3. One nurse said: *"when I come see a patient the first thing I need to do is take their vital signs, usually I need to check the equipment and I make sure I have easy access to the patient. That always takes some time! It is very annoying… and some of the equipment we have here is quite outdated…"*
4. Nurses are not the decision maker for the solution I am building.

Next Steps:

I will contact 20 hospital administrators to validate if the problem is important enough for them as it is for the nurses

Customer Segment: Type here   **# of Interviews=** n   **Industry:** Type here

Hypothesis:

Add hypothesis here

| Validated ✓ | Invalidated ✗ | Comments: Type here |

Learning or insights:

1. ...
2. ...
3. ...

Next Steps:

Discuss next steps here

INSTRUCTIONS FOR BMC

- Using the template on the next slide, provide an updated version of your business model canvas

- Updates should be based on the interview results from the last sprint

- Focus on the sections of your canvas related to the hypotheses you tested

- **Highlight** areas that have changed from the last iteration of your canvas

L2M

BUSINESS MODEL CANVAS

NAME: Type name

ITERATION #: Type #

Key Partners

Type here

Key Activities

Type here

Key Resources

Type here

Value Proposition

Type here

Customer Relationships

Type here

Channels

Type here

Customer Segments

Type here

Cost Structure

Type here

Revenue Streams

Type here

PLAN FOR SPRINT #2

- List your next hypotheses, the stakeholders you must interview to test them, and what questions you will ask

Hypotheses	Stakeholder	Questions

L2M