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

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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

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OBJECTIVES FOR SPRINT #1

For Example:

- Hypothesis to be tested

- Experiments or key questions

- Outreach plan

PLAN TO ACHIEVE THEM

For Example:

- Tools to be used for outreach

- Events to be attended

- Invitation message

- Interview script

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SPRINT #1 HYPOTHESES

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

Hypotheses	Stakeholder	Questions

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INSTRUCTIONS FOR BMC

- Using the template on the next slide, illustrate your business model canvas

- **Highlight** the sections of the canvas related to your hypotheses

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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

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

TOTAL =

OUTREACH PLAN

- Discuss the plan to reach your stakeholders

- For example:

  o Who do you need to interview and why?

  o Where will you find interview candidates?

  o What tools will you use to reach out to them

  o What messaging will you use to attract them?

  o To how many stakeholders will you reach out?

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