

General Information

Description

This three-month skills development program is designed for those who are excited to solve problems through entrepreneurship. Combining design thinking and lean startup methodologies with in-market testing, this program will cultivate entrepreneurial confidence and identify human-centered problems and opportunities. Participants will also receive an introduction to product design, growth, sales, business development, and traction role competencies to accelerate new idea generation and demonstrate the idea represents a monetizable problem.

Expectations and Activities

Participants will learn and apply how to evaluate market opportunities, get educated on the growing segment, assemble into teams, and formulate a business hypothesis together. Teams will then capture their business case on a lean canvas, share ideas and gather feedback to validate their problem with real customers, refine their business model story, and culminate by pitching their idea and test plan. After initial customer testing, teams will formulate validation plans and continue testing in the market. The program concludes with a showcase presentation.

Course Materials and Requirements

Participants should have the following capabilities configured and texts read in advance of class.

Required Materials

- A professional medium, twitter, and linkedin account set up
- Access to laptop or desktop computer with reliable access to internet (personal, library, friend, etc.)
- Notebook (digital or paper)
- Register for the following application accounts: Tech-Portal, Zoom, Slack.

Recommended Text

[Running Lean], [Ash Maurya]

[Designing for Growth], [Tim Ogilvie & Jeanne Liedka]

[Value Proposition Design], [Alex Osterwilder]

[Talking to Humans], [Giff Constable]

[Entrepreneurs Guide to Customer Development], [Brant Cooper and Patrick Vlaskovits]

Schedule

Topic		Exercises	Learning Objectives
Welcome		Onboarding 3 Minute Introductions	Introduction to the Course & Online Platform Cohort Introductions Common Operating Language
Assess the Opportunity: Problem Worth Solving	Find a	Why How What Five Whys	Root Cause Analysis Motivating Factors Why This Business?
Assess the Opportunity: Who are Your Customers?	Who are	Hero's Journey	Introduction to Empathy & Customer Discovery
Assess the Opportunity: Forces at Play	Forces at Play	Porter's Five Forces Competitor Analysis	Market Challenges for New Entrants Evaluating Messaging, Strengths & Weaknesses
Assess the Opportunity: What Do Your Customers Do Now?	What Do	Journey Map	ID Market Type ID Existing Alternatives
Peer Review			Share Insights & Questions Build Founder Relationships
Formulate a Hypothesis: What Affects Your Success (Direct or Indirect)?	Ecosystem Map (external)		Introduction to Cost & Revenue Structures, Supply Chain, Channels & Risk
Formulate a Hypothesis: Who Affects Your Success? What Do They Care About?		Ecosystem Map (internal)	Introduction to Value Proposition & Messaging Benefits vs. Features
Formulate a Hypothesis: How Do People Relate to Me?		Strengths and Values Brand Archetypes	Customer and Messaging Alignment Introduction to Company Culture & Team Building
Formulate a Hypothesis: Put it on One Page		Lean Canvas	ID Riskiest Parts of the Plan ID Metrics to Test Against Prioritize Business Models
Peer Review			Share Insights & Questions Build Founder Relationships
Test Your Assumptions: Approaching the Customer Discovery Process		Building a Test Plan Building a Problem Interview	Bias Removal Techniques Measurable Outcomes as a Process ID'ing the Right People

Schedule

Topic	Exercises	Learning Objectives
Test Your Problem Assumptions: Get out of the Building	15 in-person Interviews	Is this the problem that needs to be solved?
		Do I have the right early customers identified?
		Does my messaging resonate?
		Was I correct about existing alternatives?
		How do I reach more early customers?
Peer Review		Where is there risk? Share Insights & Questions
Mapping Your Evidence: Building a Customer Profile	Customer Profile	Build Founder Relationships Organizing Customer Segments
Pitch Idea	Three Minute Pitch + Slides	Value Proposition Alignment Present Narrative of Findings to Live Audience of Stakeholders
What's Next	Make or Break Assumptions Test Plans	Introduction to Digital Marketing Who Does the Team Need Next?
Test Your Problem/Solution Assumptions: Get out of the Building	5 in-person interviews	Unlocking humble. home. Does my feature set address the problems that need to be solved?
		Does my messaging resonate?
		Was I correct about existing alternatives?
		Are there enough customers willing to pay?
		Where is there risk?
Mapping Your Evidence: Building a Demo	Landing Page Mockup Design	Prioritizing Features Buy vs. Build
Test Your Assumptions: Cont.	15 in-person interviews	Communicating Value Cont.
Mapping Your Evidence: Building Your Deck	Slideshow Presentation	Presenting Coherent Evidence to the Right Audience
Mapping Your Evidence: Telling Your Story	Three Minute Verbal Pitch	Using Brevity, Clarity & Force to be Compelling
Mapping Your Evidence: Final Presentation	Three Minute Pitch + Slides	Present Narrative of Findings to Live Audience of Stakeholders
Networking	humblehang	Build Meaningful Relationships in a Relaxed Environment.