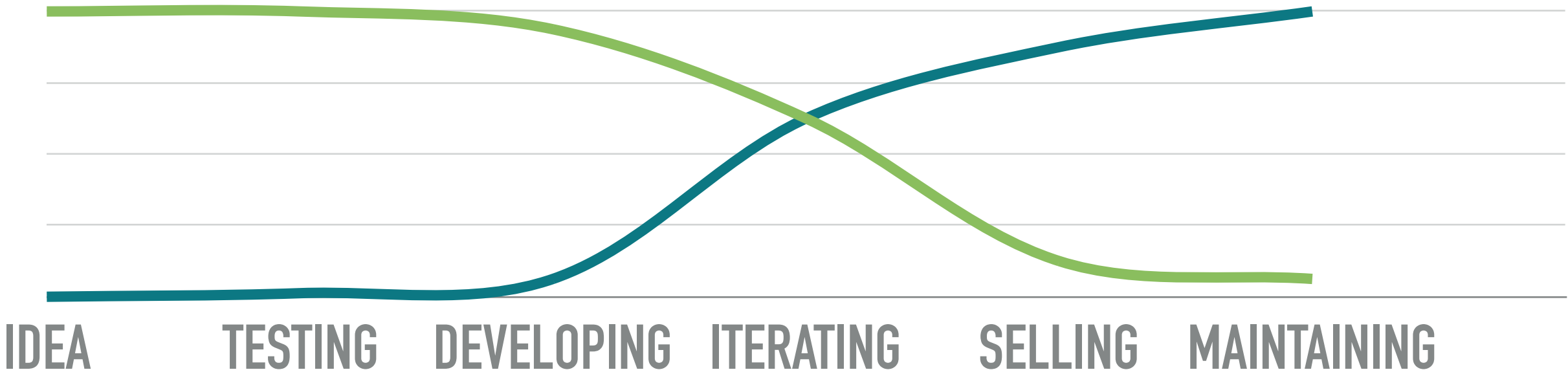


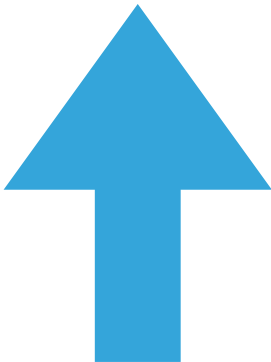


WE WANT YOU TO LEARN ME THROUGH OUR IDEAS

— Validated learning

— Customer value





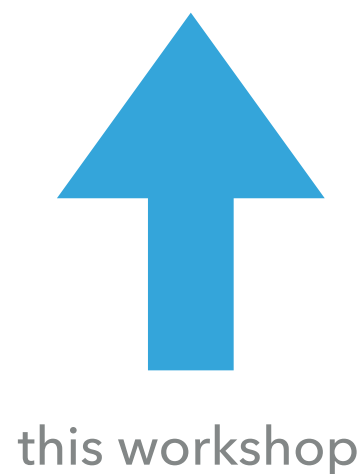
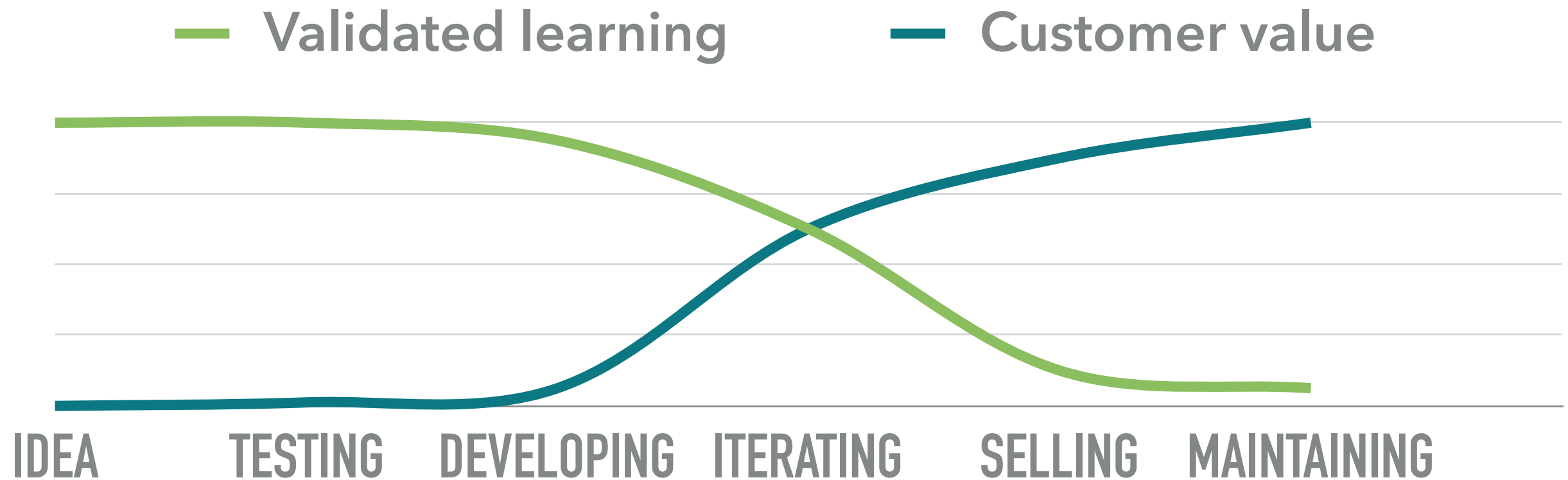
this workshop

VALUE CREATED IN A PRODUCT LIFE CYCLE:

We want you to leave this workshop
with a powerful insight about your startup.

WE WANT YOU TO LEARN SOMETHING CRITICAL ABOUT YOUR IDEA

VALUE CREATED IN A PRODUCT LIFECYCLE:



**We want you to leave this workshop
with a powerful insight about your startup.**

RECALL:

- ▶ The specific type of people that you hope to serve
- ▶ The concrete problem you're trying to help them solve
 - ▶ "buying a better card" is better than "deepening relationships"

