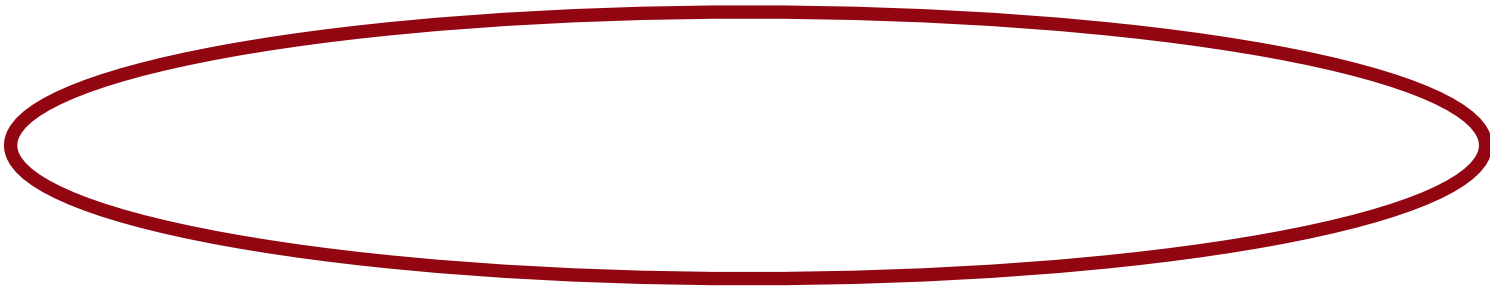


FRSSTSVORRSHORP

GOALS OF THE WORKSHOP (QUICK REVIEW):

- ▶ I totally need to do this idea! Here's some data to apply to pitch comps, courses, funding, etc.
- ▶ This isn't going to work
- ▶ It's a good idea but needs to change in some fundamental ways.





Have to be open to this one

Users

600

↓28.5%

Revenue

\$0.00

-

Conversion Rate

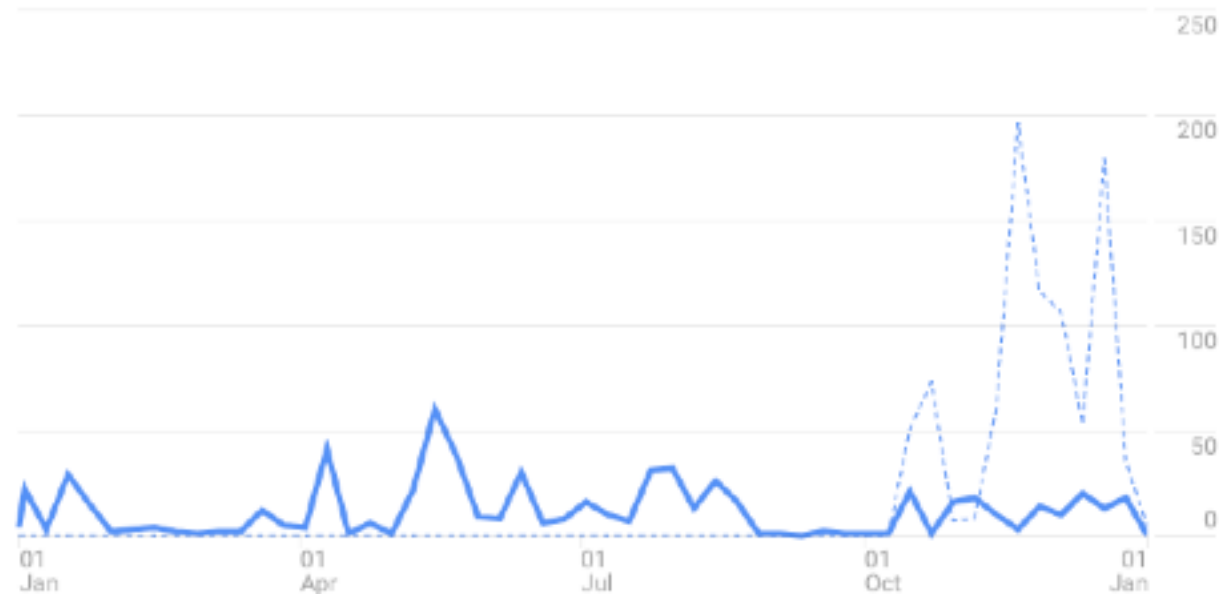
0%

-

Sessions

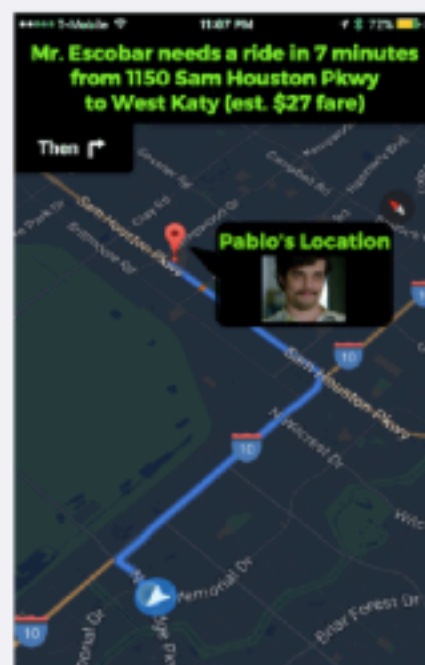
1K

↑0.6%



We think drivers shouldn't have to wait between rides. Imagine there is an app that works similar to a booking service, allowing you to be the first driver to the pickup location. Assume that the app could get information from thousands of users before they make ride requests. Would an app like this help you while driving?

427 out of 434 people answered this question



1 Yes

414 / 97%

2 No

13 / 3%

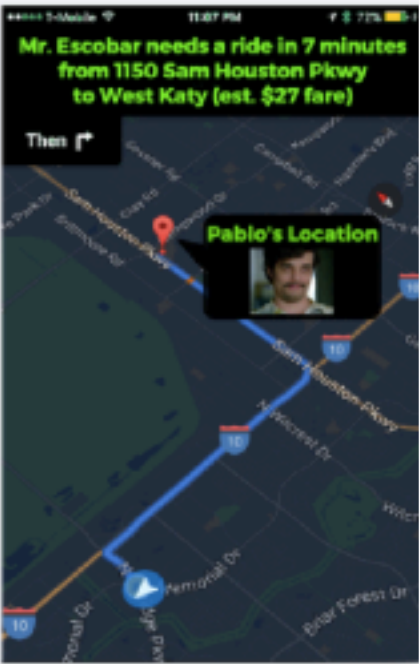
GOALS OF OF

- ▶ I totally
- data to
- fund
- ▶ This
- ▶ It's a
- some



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2	No	13 / 3%

Here's some courses,

to this one

change in

A QUICK WORD ABOUT PROTOTYPES

- ▶ Minimum possible effort
- ▶ SHOULD throw it away after the test
- ▶ DOESN'T mean offering the actual product

Hi name,
I'm the founder of Bone Broths Co. I wanted to reach out to say I'm really excited you ordered our bone broth. However, we don't have the product in stock at the moment. So, I'm happy to refund you in full, or give you a 50% discount and we'll ship in just a few weeks.
Thanks, Justin

