

CIPTA Guideline

Weeks 2-4



What is this for?

This document is a **guideline** of what you can do between now and the Meet Your Mentor event at Week 5 as well as providing **details of our 1st screening stage**.

It is a suggestion on specific tasks you can do to validate your idea.

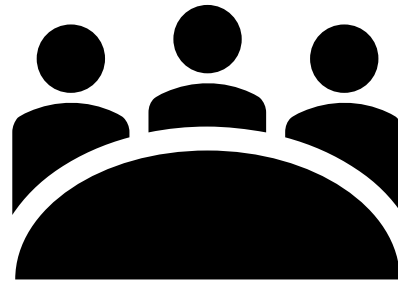
We want to provide participants with the freedom to follow what they believe is the best path for their startup. As such, the tasks listed in this document will not specifically be assessed during our 1st screening stage.

They are **strictly optional**. The details on the **compulsory** screening stage can be found at the end.

Where should you be by Week 5?

Week 5 is the Meet Your Mentor physical event, where you will have your first meeting with your personal mentor.

These mentors have experience in entrepreneurship and this is an opportunity for you to seek advice and bounce ideas off them



To make the most of this, ideally by week 5 you should have:

- Have done sufficient market research on your idea and adjust or pivot accordingly
- Have an idea you want to start the mentorship period with
- Ideally have a basic MVP, laying out the specifications of your product or service

Structure

Week 2

- Complete a BMC on your idea
- Identify your target consumers and where to find them

Week 3

- Submit analysed data on your customer research
- General progress report
- Create a short presentation of your idea (video pitch)

Week 4

- Define product or service details or specifications
- Create a PowerPoint presentation to present to mentor

Week 2

Objective

Answer the question : “Will my idea actually work?”



Tasks

- Complete a Business Model Canvas (BMC) or follow the steps taught by Alessandro during the workshop to validate your current idea
 - Link to a video on BMC
<https://www.youtube.com/watch?v=IP0cUBWTgpY>
- Identify your consumers (part of BMC) and list out where, when and how you are going to carry out market surveys

Week 3

“Liking a product and buying it are two very different things.”

Objective

Answer the question : “Do my target consumers exist in my target market?”

Tasks

- Based on your analysis done in week 2, conduct market surveys in the field
 - This can be done both physically and digitally through feedback forms
- Think about what you want to achieve from the survey
- Record and analyse the data in a meaningful way

Note:

This is the same week as the deadline for the video pitch used in our 1st Screening Stage. As we are looking out for progress we suggest you include the findings of the above tasks in the video.

Week 4

Objective

Accelerate your idea to the MVP stage to make the best of the mentorship period

Tasks

- Define your product or service specifications to the Minimum Viable Product (MVP) level
- Outline your sales model; how do customers find your product and purchase it
- Prepare a short presentation of your idea and progress made over the past 3 weeks to present to your personal mentor during the Meet Your Mentor event

1st Screening Stage - Timeline

Submission of
video pitch by
23:59 February
23rd 2019



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graph LR; A[Submission of video pitch by 23:59 February 23rd 2019] --> B[Results of screening available by 2nd March 2019]; B --> C[Teams that make it move on to Meet Your Mentor event on 9th March 2019];
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Results of
screening
available by 2nd
March 2019

Teams that
make it move
on to Meet Your
Mentor event on
9th March 2019

1st Screening Stage - Details

You will be required to submit a 3-minute video pitch by 23:59 23rd February 2019

Submission will be done through the **Google Drive** platform. Each **team leader will receive a link via email to a folder** they can upload their video to by 18th February 2019. Please check your spam folders if you do not initially receive them. If you still have not received an email with the link please contact us.

We are looking for **progress done** over the past 2 weeks, **not the actual idea itself**.

What we are looking for?

As mentioned we are looking for **signs of progress**. You need to show this to us in the video.

e.g carrying out primary research such market surveys to actually validate the idea instead of just outlining the basic model shows effort compared to a team which has only done secondary research

A startup team who is serious about their idea would have an MVP ready and has used it in conducting their primary market research, reaching out to a large number of people through the survey

These are just examples of what successful startups go through and different teams may differ in approach.

Ultimately, your desire to turn your idea into reality will determine if it will succeed or not.

People are more important than ideas in the long run.

Contact Details

If you have any questions regarding the content of this document please ask it in the CIPTA 2019 Community Facebook group.

If you haven't received the email by the 18th please contact

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Address all emails starting with 'CIPTA Participant'