**Startup 101
Session 3**

Energizer

Idea Generation Moment

What is something that bothered you last week or sth you wanted?

Finding a nice place to work from with nice food

Any complaints / wishes of your friends, family any other...?

Finding great local food if you are not from Dar es Salaam

Buying items which are only in Dar and sending the to Arusha

Why is this (product/service) hard to get?

Buying internet as a tourist when you don't understand Swahili

Why is this (product/service) expensive?

Finding a place to stay in Dar

Customer Care / Service in Restaurants / Hotels / Supermarkets

Why is noone doing…?

Value addition to Cashew Nuts for export

Reflect on all these problems... which ones could be a business opportunity?

Write them down.

Presentations

Team Presentations
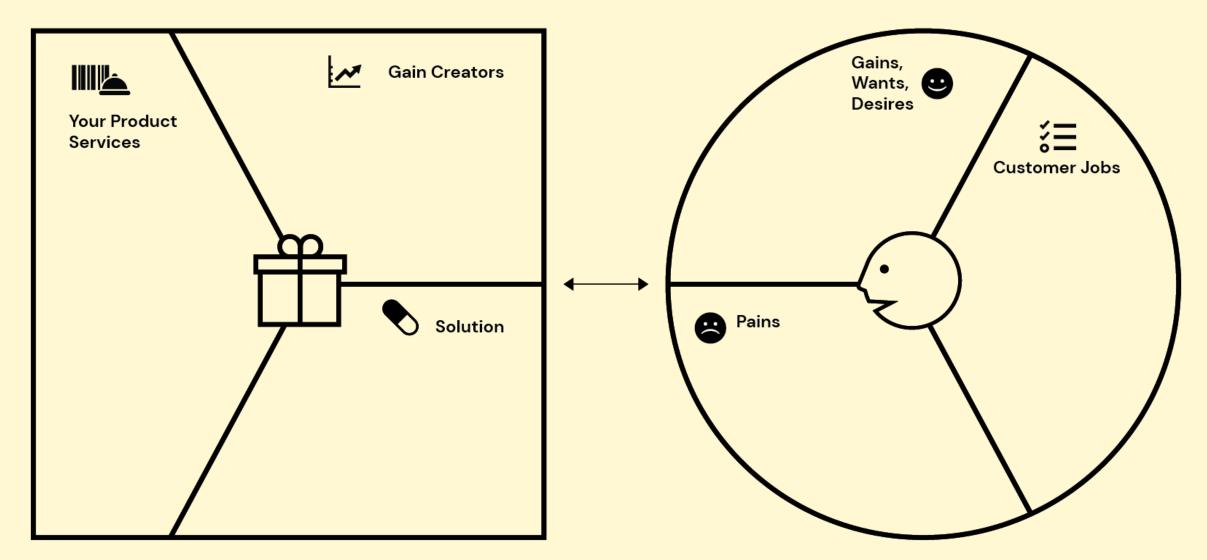
Value Proposition Canvas

https://www.youtube.com/watch?v=ReM1uqmVfP0&t=56s&pp=ygUYdmFsdWUgcHJvcG9zaXRpb24gY2FudmFz

https://www.youtube.com/watch?v=sfdnBOtA_dY

Value Proposition Canvas

Your Product Services

Gain Creators

Solution

Gains, Wants, Desires

Customer Jobs

Pains

Demand Testing

Prototyping & Testing

Right now our idea is full of assumptions and we need to test our assumptions.

We do this through prototypes.

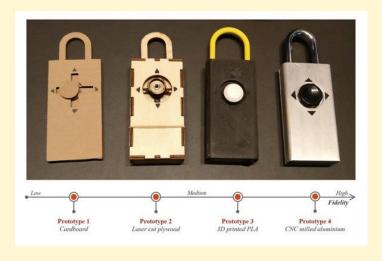Watch this video until minute 4.

What is a prototype?

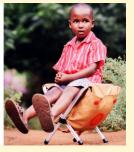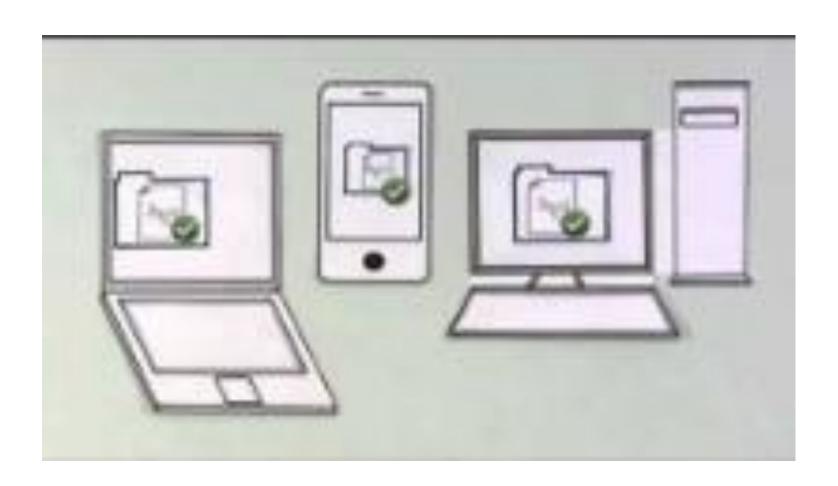Anything visual that explains your idea.

Model – SeatPack

StartHub Africa

Flyer

MA'S BAKERY

FOR ORDERS: 0702626168

ENJOY HANDMADE CINNEMON STARS

Start the Christmas Season with traditional German Zimtsterne (Cinnemon Stars),

Home-made, Glutenfree & simply delicious.

GLUTEN FREE

HAND MADE

Video

Prototyping & Testing

1. Does our target group like our solution?

2. Does our target group pay for your solution?

3. Are we able to implement the process?

- Decide **which of the three questions** is the most important to test
- How you **can test the question** (make a flyer, make a landing page, make a drawing + show it to your target group and collect their feedback)

Check out

Either do demand test or more interviews to confirm value proposition