

Entrepreneurial Project: 01

lets make great!

WARM UP: WHAT DO YOU STILL REMEMBER FROM JOHN'S CLASS?

Aim for 10 key ideas

- ♦ Recall as much as you can by yourself
- ♦ Exchange with someone next to you
- ♦ Find missing ideas from others in the room

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COLLECTIVE INTELLIGENCE

All of us know *more than* any one of us

- ♦ One big team
- ♦ Collaborative learning
- ♦ Startup culture

(including Brian)

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01: TIME ESTIMATES

Agenda



INTRO

About the Course + Q&A

WHAT'S OUR GOAL?

Build & launch an impact startup,

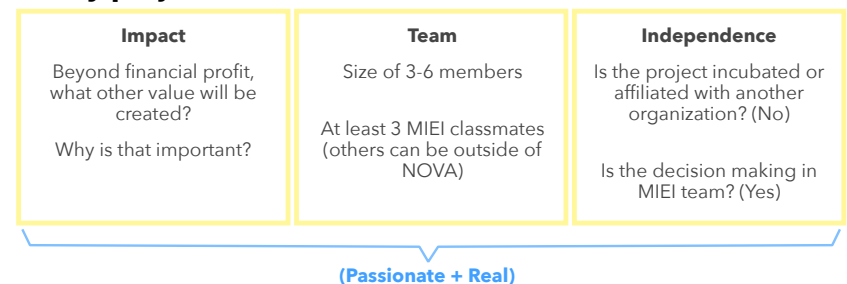
- ▶ Full course load
- ▶ 20s - 30s
- ▶ New city, country or continent
- ▶ Work part time
- ▶ Want to launch a project
- ▶ Balance physical + mental health

This won't be easy!

- ◆ Learn by doing
- ◆ Mindset
- ◆ Skills
- ◆ Techniques

PROJECT CRITERIA

Every project / team must consider:



PROJECT CRITERIA — EXCEPTIONS

Email me and include:

- ◆ Project Concept
What is it? What's its status?
- ◆ Reason
Which criteria cannot be met & why?
- ◆ Plan
How will you overcome this barrier?

Every request will be *considered*, but **exceptions will be limited.**

HOW ARE YOU EVALUATED?

Grading:

- ◆ Weekly assignments - 30%
- ◆ Final pitch - 20%
- ◆ Final exam - 20%
- ◆ Participation & attendance - 30%

Focus on relative progress;

- everyone is starting from their own unique point
- entrepreneurship is *less linear* & more agile

WEEKLY ASSIGNMENTS

(Email us until Moodle is set up)

10 Written Reflections

- ◆ **Metrics:**
Track user engagement, sales & impact (as a team)
- ◆ **Activity:**
What did the team work on?
- ◆ **Progress:**
What worked / still stands in your way?
- ◆ **Insight:**
How do you personally feel about this? Why?

Submit on Moodle

- ◆ 150-300 words
- ◆ Deadline: Tuesdays, 6pm

POSITIVE EXAMPLE (1)

Users Engaged: 0

Sales Made: 0

Impact Created: 0

Activity: We worked on creating a user journey for the platform. I think it looks good, but we didn't test it with any users this week. We'll probably test it later. We also started brainstorming ideas for the landing page but haven't decided on anything yet.

Progress: This week, our team made some progress. We talked to two vendors and did some work on the platform design. Things are moving forward, but it's taking longer than expected to see results. We hope to onboard more vendors next week.

Insight: I feel okay about the project. I think it has potential, but it's hard to tell right now if it's going to succeed. I've been feeling a bit frustrated because I think our team could move faster, but I'm not sure how to address that.

NEGATIVE EXAMPLE (2)

Users Engaged:	5	Activity: We were supposed to work on the user thing, but I don't know what the status is. It wasn't my responsibility, so I am waiting for my teammate to complete it.
Sales Made:	0	Progress: We had our meeting but it's unclear what the conclusion was. Progress is slow.
Impact Created:	0	Insight: I'm okay. Don't know what else to write. It's all good, I guess.

HOW IS THIS EVALUATED?

3 potential points per assignment

- ◆ 1 point for submitting on time
- ◆ 1 point for completion (includes all four sections)
- ◆ 1 point for depth of reflection
 - **Thoughtfulness:** Are you digging into the "why" behind successes or setbacks?
 - ▶ **Perspective:** Do you consider alternative approaches or future plans?
 - ▶ **Authenticity:** Do you reveal frustrations/uncertainty or just give a "perfect" update?

PRACTICAL APPLICATION OF THEORY

Week-by-Week

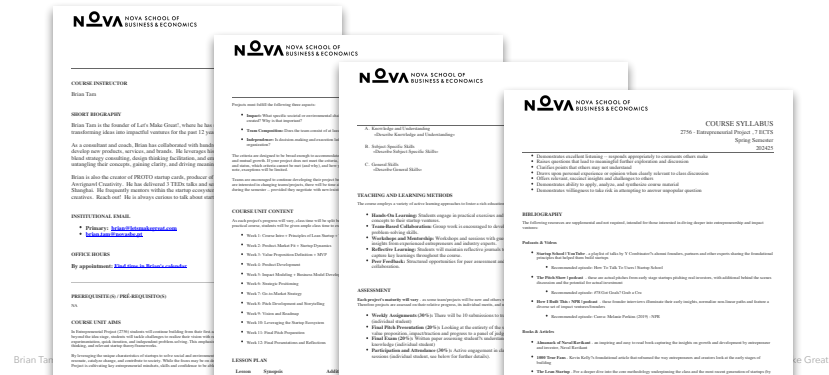
- ◆ 1: Refreshing Principles of Lean Startup
- ◆ 2: Product-Market Fit / Startup Dynamics
- ◆ 3: Value Proposition Definition
- ◆ 4: Product Development
- ◆ 5: Impact Modeling + Business Model
- ◆ 6: Strategic Positioning
- ◆ 7: Go-to-Market Strategy
- ◆ 8: Pitch Development and Storytelling
- ◆ 9: Vision and Roadmap
- ◆ 10: Leveraging the Startup Ecosystem
- ◆ 11: Final Pitch Preparation
- ◆ 12: Final Presentations and Reflections

WHAT WILL EACH CLASS BE LIKE?

Expect:

- ◆ **Theory** - what should we be thinking about? (~10-30 minutes)
- ◆ **Project discussion** - what's happening in our project? (~30-50 minutes)
- ◆ **Team time** - what do we need to work on? (~50-90 minutes)

ALL THIS AND MORE... IN THE SYLLABUS



Brian Tam

CEO, Let's Make Great!

WHAT HAVEN'T WE TALKED ABOUT YET?

Open Q&A time

- ◆ Make it personal/real for you
- ◆ 10-15 minutes
- ◆ Before next section (pitch prep)

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PITCH

Whatever You Got

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PREPARE A SIMPLE PITCH

Brainstorm: What might you pitch?

- ◆ Current project
- ◆ Idea you're passionate about
- ◆ Problem you care about
- ◆ Skill/service you could offer

The goal is practice

1 minute / person

- ◆ What's the idea?
- ◆ Why is it critical?
- ◆ How to help?

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PRACTICE

1 minute

- ◆ **A:** Share your pitch
- ◆ **B:** Give feedback (be nice)
- ◆ Switch & repeat
- ◆ Change partners

AUDIENCE

As you listen...

- ◆ How can I *help*?
- ◆ Does this problem *resonate*?
Why / why not?
- ◆ Would you want to *learn more*?

Take notes:

who might you
want to talk to?

TEAM

Creation + Alignment

CONNECT

Exchange ideas with others

- ◆ Share your feedback + encouragement
(startup culture)
- ◆ Approach interesting people & create teams
 - ◆ Trial period for 3 weeks
 - ◆ Goal: Test team-chemistry as you explore ideas

TEAM TIME

This is your time

- ◆ Use it as a:
 - ◆ weekly meeting
 - ◆ co-work sess
 - ◆ feedback from other teams/Brian

ALIGN

What is the project in detail?

- ◆ Focus on the user / their pain points
- ◆ What's your hypothesis?
- ◆ What needs to be done this week?
- ◆ 30-45 minutes

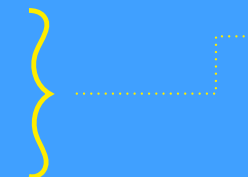
“ **WAIT LONG ENOUGH, AND PEOPLE WILL SURPRISE AND IMPRESS YOU.** ”

— Randy Pausch

MAKE THIS COURSE RELEVANT FOR YOU

Reach out any time

- ◆ Stuck?
- ◆ Confused?
- ◆ Inspired?



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