



Entrepreneurial Project: 04 lets make great!

## WEEKLY REFLECTIONS: OBSERVATIONS

**What I noticed:**

- Write your **group name!!!**
- **More hands on**
  - More interviews
  - Actively reaching out to people
  - Learning new platforms/tools
  - Starting to prototype
  - **Less "lost" & frustrated teams** 🙌
- **Many are Pivoting** (good, but why?)
  - B/c of new user insight?
  - B/c of competition?
  - B/c of personal uncertainty?
- **A lot going on**
  - Hackathons, sickness, travel...
  - Life, school, work...
  - Everything is connected
  - Early on, the founders are the startup
- **Brian is wrong**
  - I shared my criticism
  - They did it anyway! 🔥


Brian Tam CEO, Let's Make Great! www.letsmakegreat.com @letsmakegreat © Let's Make Great!

lets make great!

## “GOOD INVENTORS AND DESIGNERS DEEPLY UNDERSTAND THEIR CUSTOMER.”

**They spend tremendous energy developing that intuition.** They study and understand many anecdotes rather than only the averages you'll find on surveys. They *live* with the design.

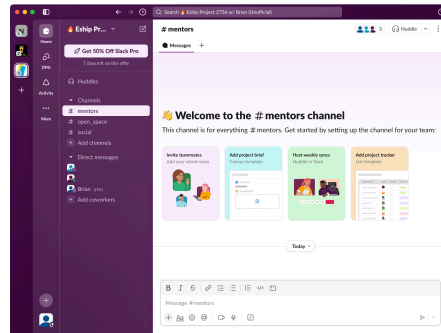
I'm not against beta testing or surveys. But you, the product or service owner, must understand the customer, have a vision, and love the offering. Then, beta testing and research can help you find your blind spots. A remarkable customer experience starts with heart, intuition, curiosity, play, guts, taste. You won't find any of it in a survey.

  
**Jeff Bezos**  
"It is always Day 1"

## AS REQUESTED: SLACK

### Connect here

- Unofficial
- Self-organized by you
- Moodle for weekly assignments



## SEAN'S NO-CODE EVENT: MARCH 4TH

### Register here:

- [nocodelisboa.com](https://nocodelisboa.com)

Sean Tierney

Live cooking an app from scratch using various AI builder tools

Tuesday March 4th 6:30pm-8:30pm

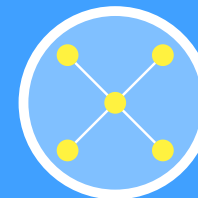
Hosted by Tribe Social Club | Praça Luis de Camões 22 Lisbon

# CASE

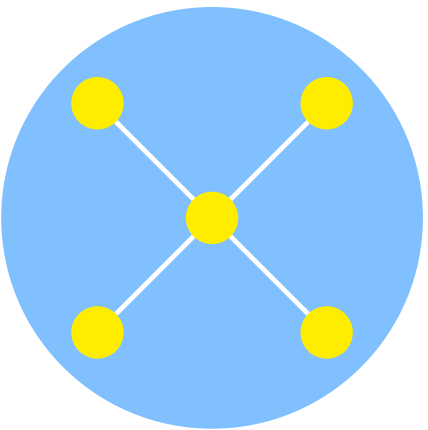
Peer to Peer Mastermind Exchange

“ YOU ARE THE AVERAGE OF  
THE FIVE PEOPLE YOU SPEND  
THE MOST TIME WITH. ”

Jim Rohn



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## MASTERMIND: ONLY FOUNDERS TRULY UNDERSTAND FOUNDERS

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**Use phone timer to stay on track**

## MASTERMIND: AN OVERVIEW

1) Set Context	2) Share Challenges	3) Focus on Action
<ul style="list-style-type: none"> <li>▶ <u>Remind/Introduce project</u></li> <li>▶ What is the idea?</li> <li>▶ What's been done so far?</li> <li>▶ What's the status?</li> </ul> <p>▶ <b>1 minute per person</b> (5 min total)</p>	<ul style="list-style-type: none"> <li>▶ <u>A) Focus on one founder</u></li> <li>▶ That person shares:</li> <li>▶ Goal for the week</li> <li>▶ What's stopping them?</li> <li>▶ What help do they need?</li> </ul> <p>▶ <b>1 minute:</b> present challenge</p> <ul style="list-style-type: none"> <li>▶ <u>B) Add value</u></li> <li>▶ Help however you can</li> <li>▶ Ask questions</li> <li>▶ Share tools or ideas</li> <li>▶ Brainstorm actions</li> </ul> <p>▶ <b>9 minutes:</b> discuss</p> <p style="text-align: center;"><b>Rotate &amp; repeat</b> (40 minutes total)</p>	<ul style="list-style-type: none"> <li>▶ <u>Conclude:</u></li> <li>▶ Summarize your thoughts</li> <li>▶ What resonated most?</li> <li>▶ What will you <u>do</u>?</li> </ul> <p>▶ <b>1 minute per person</b> (5 min total)</p>

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“ **FOR GOOD IDEAS  
AND TRUE INNOVATION,  
YOU NEED  
HUMAN INTERACTION,  
CONFLICT,  
ARGUMENT, DEBATE.** ”

— Margaret Heffernan

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# TEAM

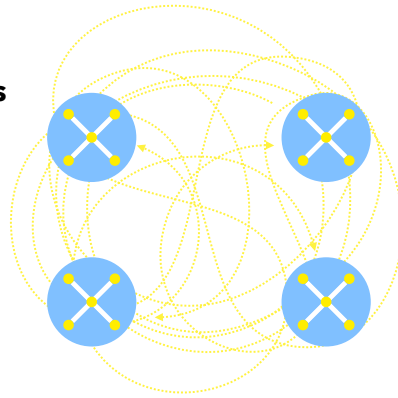
Co-Working Time

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## CROSS-POLLINATION

### Share mastermind's insights with your group

- ▶ What did you discuss?
- ▶ What resonated most?
- ▶ Relevant insight for everyone?
- ▶ Prioritize actions
- ▶ 20 min total



## ALL GREAT INVENTIONS EMERGE FROM A LONG SEQUENCE OF SMALL SPARKS;

THE FIRST IDEA OFTEN ISN'T ALL THAT GOOD, BUT THANKS TO COLLABORATION IT LATER SPARKS ANOTHER IDEA, OR IT'S REINTERPRETED IN AN UNEXPECTED WAY.

COLLABORATION BRINGS SMALL SPARKS TOGETHER TO GENERATE BREAKTHROUGH INNOVATION.



— Scott Branson  
Co-founder, Behance