

## OBSERVATIONS: FINALLY TALKING TO USERS

1.62  
(Week 2)

2.77  
(Week 3)

5.92  
(Week 4)

## WEEKLY REFLECTIONS: OBSERVATIONS

### What I noticed:

- **Progress!**
- **Talking to more users!**
  - Less emphasis on experts
  - Real insights
  - Motivation
- **"Slower than expected"**
  - Deliveries
  - Team absences
  - Out of our control
  - Distractions
- **Some overthinking**
  - Iterate imperfect solutions
  - Action over discussion
  - Let data decide
- **Taking ACTION** 🔥🔥🔥
  - Build days
  - Test days
  - Cooking in the kitchen
  - Organizing events

THIS IS NOT EASY.  
**CELEBRATE YOUR PROGRESS!**

## WHAT'S THE DIFFERENCE BETWEEN:

### Prototype

focuses on the *product*  
tangible  
tests user feedback

### Minimal Viable Product

focuses on the *solution*  
conceptual  
tests an assumption

### Both

invites users to *engage*  
are *iterative*  
aim to use *minimal* resources

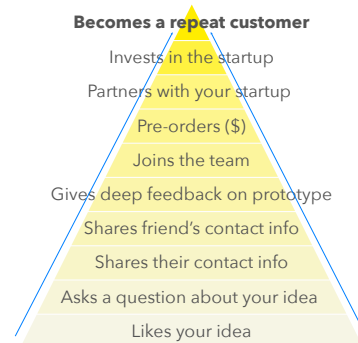
## WHICH MVP BEST FITS YOUR SITUATION?

- **User Interview**
  - explores user's world view and pain points
- **Survey**
  - identifies user-segment with strongest pain point
- **Landing Page**
  - gauge interest before building a product
- **Smoke-test / Fake door**
  - measures demand (sign-ups) before building
- **Crowd-funding (pre-sales)**
  - tests user demand and gathers initial funding
- **Concierge test**
  - manually deliver the service before automating it
- **Wizard of Oz test**
  - secretly deliver service manually, before building
- **Paper prototyping**
  - early feedback on usability before development
- **Fake demonstration video**
  - test if people understand and are excited about idea
- **Community MVP**
  - cultivates user base first before building product

## WHAT INDICATES USER VALIDATION?

### Rank the following

- Invests in your startup
- Says they "like" your MVP
- Shares their contact info
- Asks a question about your MVP
- Pays money
- Shares their friend's contact info
- Wants to join your team
- Wants to partner with your startup
- Comes back to buy again
- Fills out a survey



# CASE

Mastermind Peer Exchange

Use phone timer to stay on track

## MASTERMIND: AN OVERVIEW

### 1) Set Context

- Remind/Introduce project
- What is the idea?
  - What's been done so far?
  - What's the status?

► **1 minute per person**  
(5 min total)

### 2) Share Challenges

- A) Focus on one founder    ► B) Add value
- That person shares:
  - Goal for the week
  - What's stopping them?
  - What help do they need?
  - Help however you can
  - Ask questions
  - Share tools or ideas
  - Brainstorm actions

► 1 minute:  
present challenge

► 9 minutes:  
discuss

**Rotate & repeat**  
(40 minutes total)

### 3) Focus on Action

- Conclude:
- Summarize your thoughts
  - What resonated most?
  - What will you do?

► **1 minute per person**  
(5 min total)

“OUR EDUCATIONAL SYSTEM IS NOT PREPARING PEOPLE FOR THE 21ST-CENTURY.”

## FAILURE IS AN ESSENTIAL PART OF ENTREPRENEURSHIP.

IF YOU WORK HARD (IN SCHOOL), YOU CAN GET AN 'A' PRETTY MUCH GUARANTEED, BUT IN ENTREPRENEURSHIP, THAT'S NOT HOW IT WORKS.

Entrepreneurial Project: 05 *let's make great!*

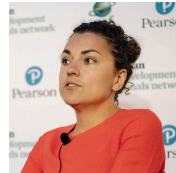
# TEAM

Co-Working Time


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## GUEST MENTORS JOINING TODAY




**Teodora Berkova**  
• Head of EMEA Sustainability Solutions & GTM @ AWS



**Uriel Padilla**  
• Co-Founder, Open Roads Enterprises



**Pavel Liser**  
• Senior Data Scientist, The Knot Worldwide  
• Le Wagon



**Sara Almeida**  
• Mom  
• Com.passo Consulting  
• Former, Nike

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## DEEP DIVE W/ MENTORS + TEAM WORK

### Sign up

- ♦ **Add your name in the queue**  
on the white board
- ♦ **Who do you want to talk to?**  
Be clear with your question

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**“FOCUS ON YOUR CUSTOMERS' NEEDS,  
NOT WHAT YOU WANT TO BUILD.”**

  
**Robert Schlaff**  
Executive Director at JPMorgan Chase