






lets make great!

**Shahbaz Abdullah Magsi** • 3rd+
Building Protect | Prev. NASA, EA Sports
3d • 

I cold emailed **Mark Cuban** — he actually responded. ...more

Mavs fan / International UH student reaching out 

**Shahbaz Abdullah Magsi** shahbazabdulmagsi@gmail.com
to  Sat, Mar 1, 11:04 PM (2 days ago) ☆ ↻ ↵ ⋮

Hey Mark,

I'm an international student at the University of Houston and a huge Mavs fan.

I've always admired your stance on immigration and the impact you've made by using your platform to reach millions. I'm aiming to do the same with my startup, Protect — a platform that helps immigrants understand their legal rights and stay informed about their surroundings.

Since launching two weeks ago, we've:

- Gained 60,000+ users
- Received 250,000+ emails

“CLARITY OF WRITING
INDICATES
CLARITY OF THINKING.”

Tim Ferriss

✓ DJIA 40823.40 -3.32% ↓ S&P 500 5445.36 -3.98% ↓ Nasdaq 16703.09 -5.10% ↓

☰ THE WALL STREET JOURNAL.

SUBSCRIBE SIGN IN

TECHNOLOGY | ARTIFICIAL INTELLIGENCE | ESSAY

How I Realized AI Was Making Me Stupid—and What I Do Now

Backers of the new tech say it will free us to be creative, but studies show that avoiding mental effort can cause your brain to atrophy.

By [Sam Schechner](#) Follow

April 3, 2025 10:30 am ET

Entrepreneurial Project: 07

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REVIEW THESE TEXT “PITCHES”

Discuss

- Would you click? ←
- What drove that action for you?
- How might you improve it? **(be specific)**

10-30
seconds

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REFLECT ON THESE "PITCHES"

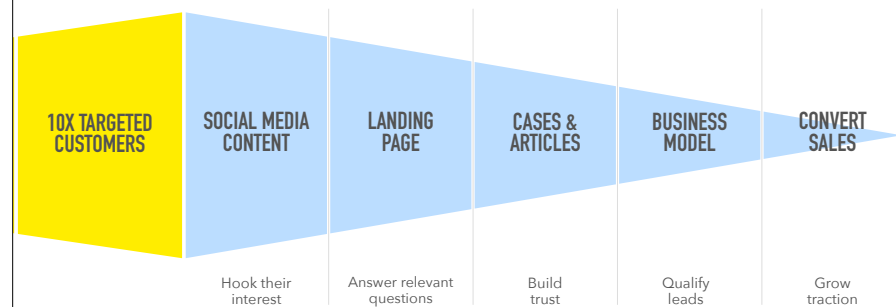
Discuss

- What made a pitch good?
What was a must-have?
- Why is it difficult to write a good pitch?

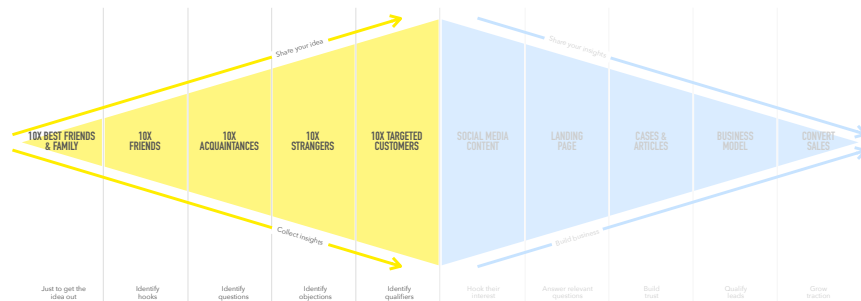
PITCH: HOW TO PRACTICE?

Discuss

- How do you develop your pitch?
- What's your strategy?



PITCH: HOW TO PRACTICE?



Brian Tam

CEO, Let's Make Great!

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TASK: PITCH BRIAN

Work by yourself:

- Email pitch your startup to Brian
- Actually send it (brian.tam@novasbe.pt)
- 5 minutes



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DURING THE BREAK

Pitch a stranger

- Test out your pitch (Don't read it)
- Ask them to repeat the pitch back to you **in their own words**
- 5 minutes



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"YOU'RE ALMOST ALWAYS BETTER OFF MAKING YOUR BUSINESS BETTER THAN YOUR PITCH BETTER."

Marc Andreessen

Brian Tam

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CASE

Your Weekly Reflections

CASE STUDY: NEW PROCESS

3 cases picked from your reflections

- **Read through situation**
(next slide, anonymized)

- **Discuss with a partner**
10 minutes

- **BT will pick someone randomly**
to share their thoughts

1. What problem do you identify? Why is it happening? The root cause?
2. How is this similar or different to your project's situation?
3. How would you approach it? Why?

CASE (1)

We've been interviewing and have talked with 10 potential users. We're planning to do more, but it already looks like we may have to pivot away from our initial idea.

The thing is we started building a prototype before finishing our interviews. It might've been premature if the target group doesn't actually need or want this. So now, I'm afraid it was for nothing.

We also reached out to a potential manufacturing partner, but still haven't heard back yet. I don't know how to follow up or what to do next. Kind of stuck.

CASE (2)

I'm excited that we finally have our idea. But also it's getting real and I'm concerned about the cost.

We need to place a minimum order with a supplier, and that's money we don't have. Fronting hundreds of euros feels risky. Plus, there's no guarantee we'll sell enough to recoup that cost.

My biggest fear is that we'll invest and get stuck with boxes of unsold stock. I feel we're falling behind other teams and I want to keep momentum, especially since my partners are so enthusiastic.

CASE (3)

Our latest interviews have been enlightening. It showed us a few different user groups and pain points that we could focus on. We really get into it in our meetings, which go on for hours. No one's arguing, but we debate so much and so many ideas are thrown around that we never finalize anything.

Also, we found a new competitor with a similar solution in our research, so we want to differentiate and spend more time talking about that. While I appreciate the team's creativity and ambition, I wonder if we are moving too slowly.

I really do enjoy the teamwork, but is this normal?

WEEKLY REFLECTIONS: OBSERVATIONS

What I noticed:

Midterms

- Chaos with scheduling
- Slowed everyone's progress
- Everyone felt frustrated

Team dynamic

- Internal conflict / discussion
- Too much alignment?
- Not enough action
- Let data decide

There's hope!

- Talking to users helped 🔥

Thesis / Work project

- Further confusion
- Thinking about the end
- **Uncertainty about future**
- What happens after?

What would make this so exciting that you couldn't walk away?

- It's still early! You're in control.

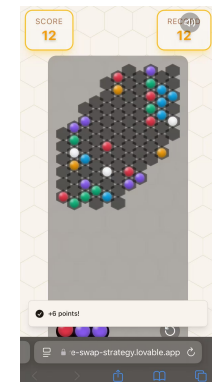
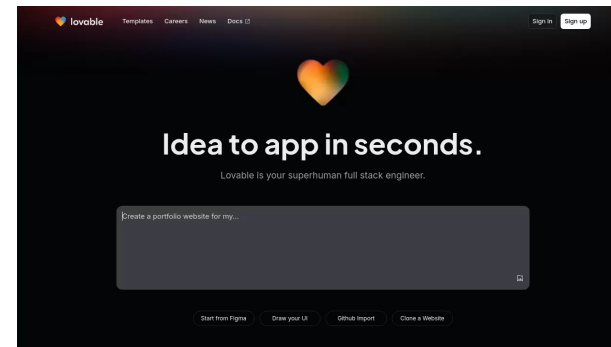
“WORKING HARD FOR SOMETHING WE
DON'T CARE ABOUT IS CALLED STRESS.”

WORKING HARD FOR SOMETHING
WE LOVE IS CALLED
PASSION.



Simon Sinek

WEEKLY REFLECTIONS: VIBE CODING



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TEAM

Co-Working Time

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Entrepreneurial Project: 07 *lets make great!*

GUEST MENTORS JOINING TODAY



Ana Santiago

- Lisbon City Council, Communications
- Founder, Ralhenta
- Founder, You Got Shop



Mariana Pereira

- VP @ Darktrace,
- Co-Founder @ Ben's Muffins

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RECRUIT USERS MANUALLY. NEARLY ALL STARTUPS HAVE TO.

YOU CAN'T WAIT FOR USERS TO COME TO YOU.
YOU HAVE TO GO OUT AND GET THEM.

Paul Graham
Founder of Y Combinator

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DO THE 16 PERSONALITIES TEST FOR NEXT WEEK

 16 Personalities

