WATCH THE Lean Start-up Video by Steve Blank

https://www.udacity.com/course/viewer#!c-ep245/l-48745133/m-48271940

The Business Model Canvas:

Watch Alexander Osterwalder’s video regarding the Business Model Canvas

http://www.youtube.com/watch?v=2FumwkBMhLo

Critical Questions to Address Over the Weekend:

**Value Proposition**: What is the problem your team is solving? What is your solution?

**Customer**
Who are you building it for? Where do they live, who are they, and what are they doing when they experience the problem the

**Product-Market Fit**
What is the minimal product or service that begins to address this problem and can be used to test your assumptions about the market *pains* you are solving or the market *gains* you believe you can deliver?
## FRIDAY NIGHT

### Define problem you are solving

... do they have to have a solution or is it just nice to have?

Begin thinking about the minimal solution you can sketch out, spec, or prototype tomorrow.

- What advantages (gains) do you believe you will deliver to the market or problems (pains) are you solving with this solution?

<table>
<thead>
<tr>
<th>What does the competition offer?</th>
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### Who is your customer?

Can you draw a picture of them? Where do they live, work, play?

- What are they doing when they experience the problem your team is solving?

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<th>How big is the market, how fast is it growing, what trends support its growth?</th>
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### Before You Wrap Up Tonight, Watch this Video!

#### Get Ready for your Customer Discovery Interviews!

Don’t Assume You Know What your Customer Wants

[http://startupweekend.wistia.com/medias/tao3s8hf71](http://startupweekend.wistia.com/medias/tao3s8hf71)

#### Conducting a Great Customer Interview

[https://www.youtube.com/watch?v=KZYntTU3JW4&list=SPPENX6qYXRfGujO-4D-tozIkkkK9L30IoH&index=1](https://www.youtube.com/watch?v=KZYntTU3JW4&list=SPPENX6qYXRfGujO-4D-tozIkkkK9L30IoH&index=1)

### What are you key assumptions about your customer and their problems?

Test these assumptions on Saturday AM:

1. How does your customer solve their problems today?
   Confirm that you heard what they said by repeating back

2. What is the stereotype of the person or business that is your customer? Humanize your market by developing a stereotypic description of your initial customers and the problems they are experiencing.

3. Are your assumptions regarding your customer’s problem shared by this customer?

   DO NOT ask them what they think of your solution at this point.

   **Get out of the building in the morning!**
# Kickstart Weekend Checklist

### SATURDAY MORNING

| ✓ What are the biggest problems your customers face? | What have you learned? |
| ✓ What are the biggest gains you can offer? | |
| ✓ Supporting online research | |

✓ Prioritize your customer ‘pains’ and ‘gains’ according to:
- Most to Least Critical
- Difficult vs Easy of delivery

Translate into a Solution

![Criticality Chart](image)

### SATURDAY EVENING: PSU KICKSTART PITCH FORMAT

**5 Minute Powerpoint Pitch**

✓ **Develop a mock-up or prototype** of the product/service solution: how will it work, or how do you envision the user experience?

✓ **What is the problem you are solving? How important is it? (Size, Urgency)**

✓ **Who is your customer?**

✓ **What is your solution**
  ✓ How will revenue be generated?

✓ Who are you competing against?

✓ What is your critical advantage?