

LEARNINGS FROM WEEK 2

THINK HARD



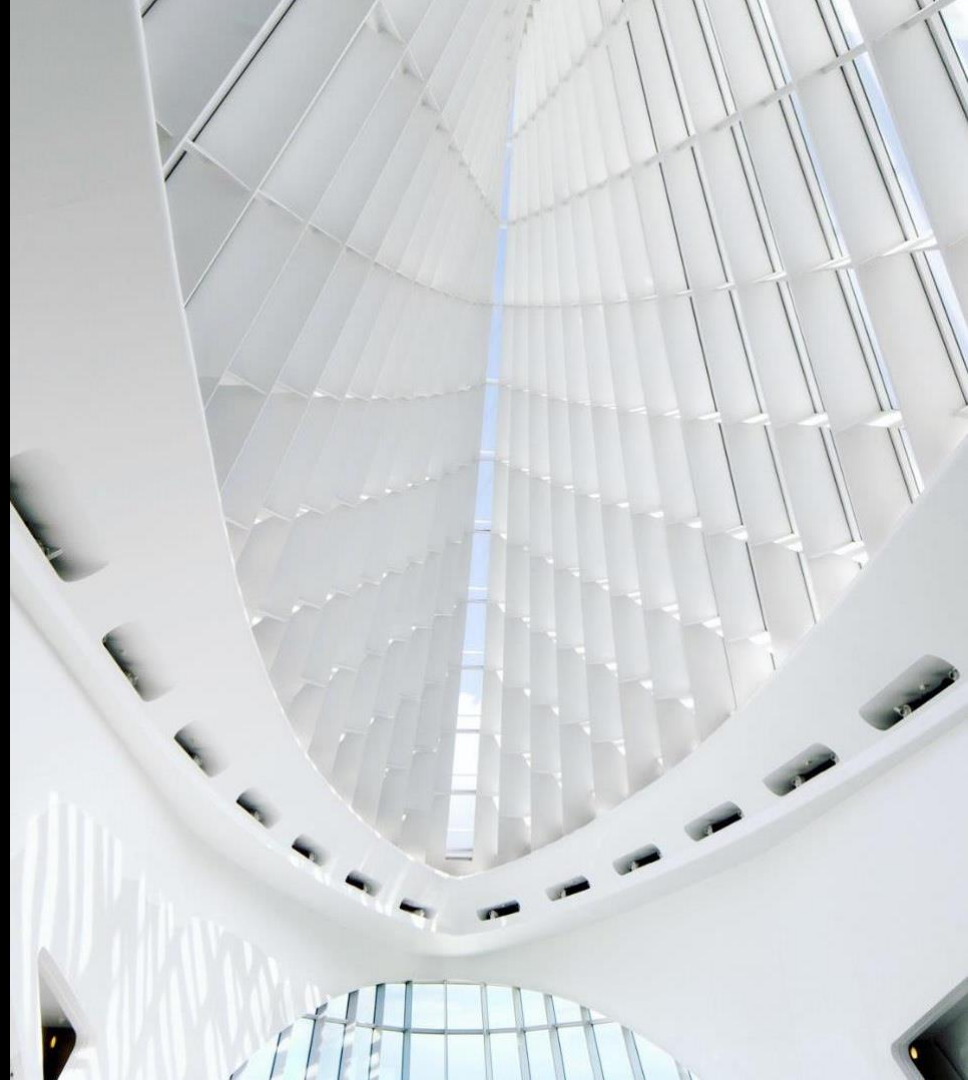
DIFFERENCES WITH OPEN SOURCE/API



Value Proposition Problem Solution Fit

WORKSHOP

GET YOUR THINKING HATS ON

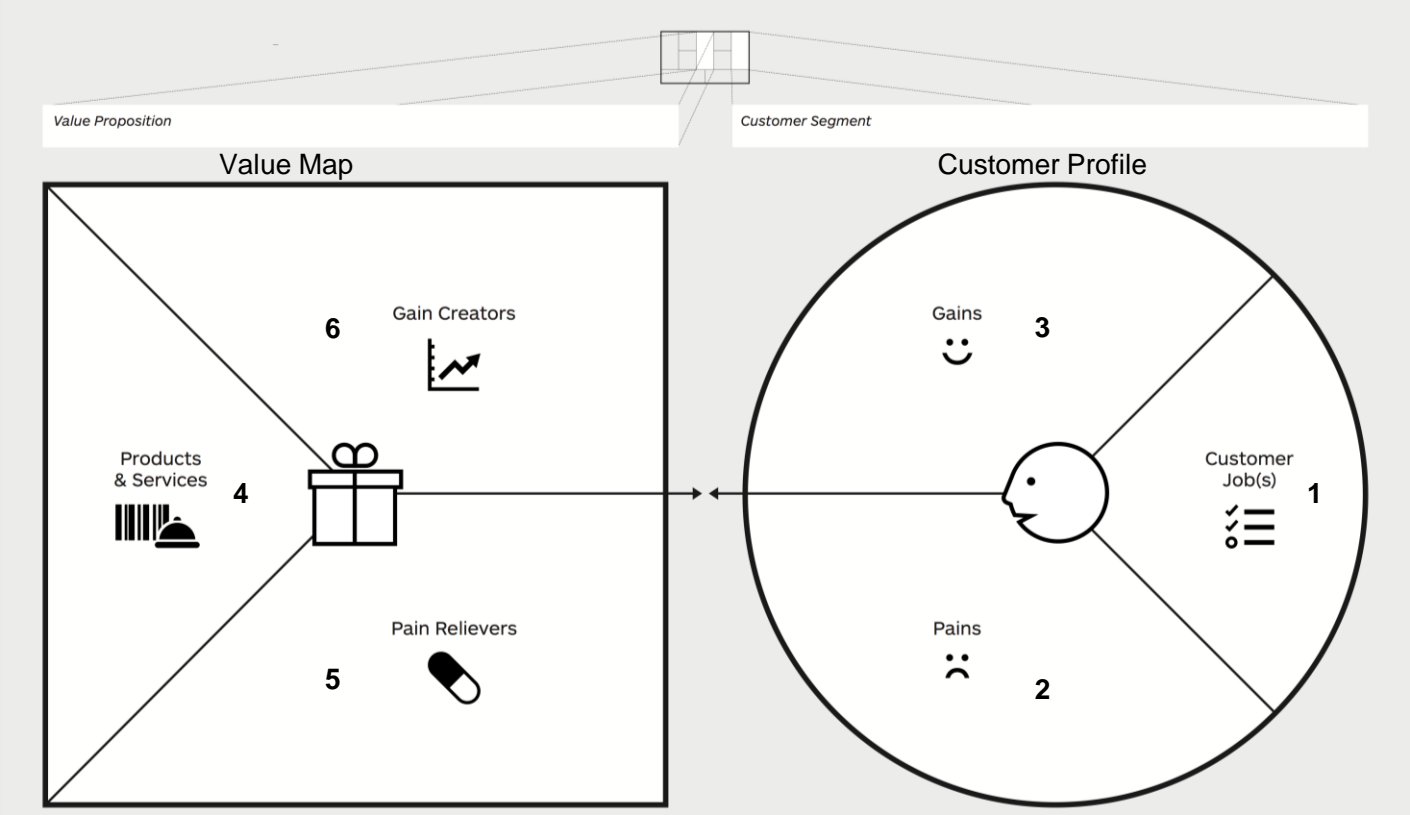


LEAN CANVAS

<p>PROBLEM</p> <p>Top 3 problems</p> <p>1</p>	<p>SOLUTION</p> <p>Top 3 features that solve the problem</p> <p>3</p>	<p>UNIQUE VALUE PROPOSITION</p> <p>One clear sentence on why your solution is worth buying and different</p> <p>2</p>	<p>UNFAIR ADVANTAGE</p> <p>Why competition can't buy or copy you</p> <p>7</p>	<p>CUSTOMER SEGMENTS</p> <p>Target customer</p> <p>1</p>
<p>KEY METRICS</p> <p>Key activities you would measure, your success</p> <p>6</p>		<p>CHANNELS 4</p> <p>Path to customers Don't Forget Awareness, Evaluation, Purchase, Delivery and After Sales</p>		
<p>COST STRUCTURE</p> <p>Customer acquisition cost Distribution cost Hosting People etc.</p> <p>5</p>			<p>REVENUE STREAMS</p> <p>Revenue model Life time value Revenue Margin</p> <p>5</p>	

WHAT IS VALUE PROPOSITION?

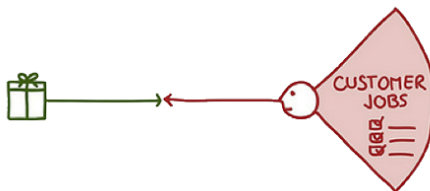
PRODUCT PAIN MARKET/ VP CANVAS



CUSTOMER JOBS *(to be done)*



A common mistake is assuming you are the average customer



Don't ask “what job are people hiring my product for”,

rather ask, “what job is the customer trying to get done”,

and then ask “Why is he doing this”?

CUSTOMER PAINS



What costs too much?

What is frustrating/annoying/painful?

What is missing from the current solutions?

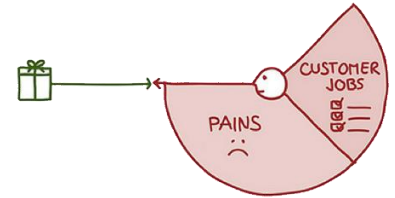
What are the main difficulties?

What risks do they fear?

What keeps them awake at night?

What mistakes do they keep making?

What are the barriers to adopting new solutions?



CUSTOMER GAINS



What savings would make them happiest?

What are their expected outcomes?

What outcomes would (pleasantly) surprise them?

How do the current solutions make them happy?

What would make their job easier?

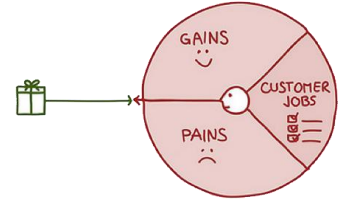
What positive social consequences would they enjoy?

What do they care about most (simplicity, security, SLAs)?

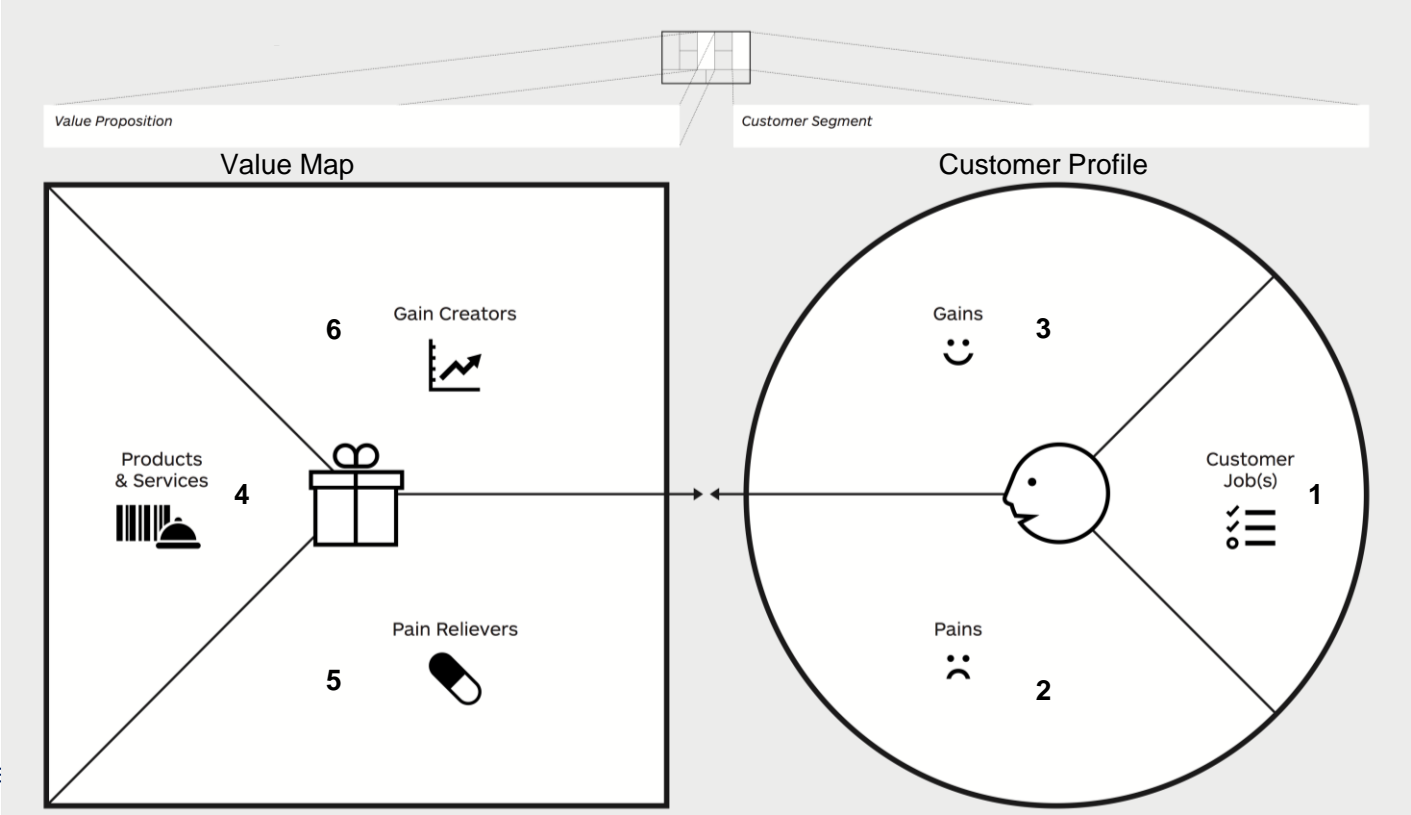
What are their big dreams?

How do they measure ROI?

What would reduce barriers to adoption?



PROBLEM SOLUTION/ VP CANVAS



PRODUCT AND SERVICES



What product and/or service am I selling to my customer?

PAIN RELIEVERS



Is my product relieving customer pain points?

- Is the customer job becoming easier?
- Am I reducing frustrations?
- Am I reducing negative outcomes?
- Am I saving him any money/time/resource?

Can I quantify any of them ?

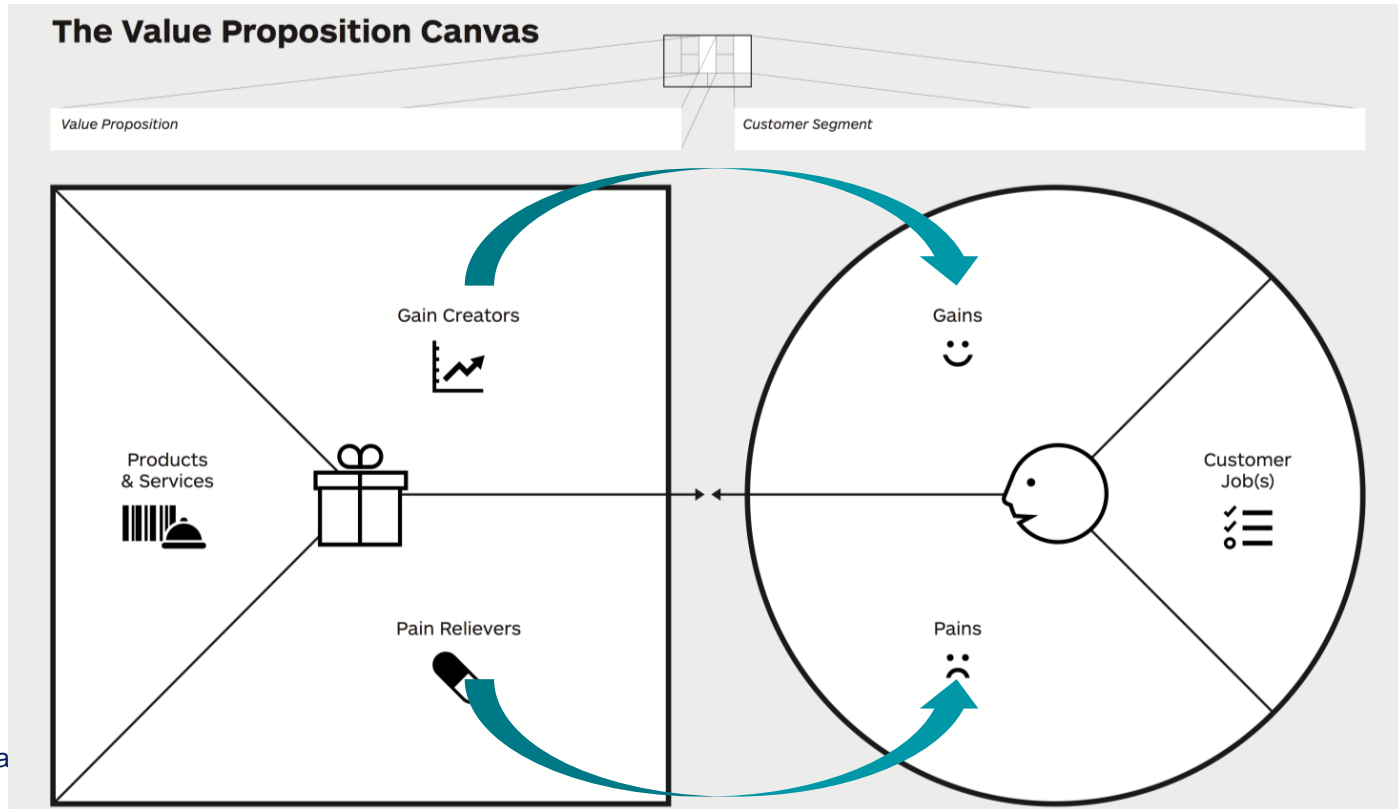
GAIN ENHANCERS

Is my product enhancing the gains the customer has?

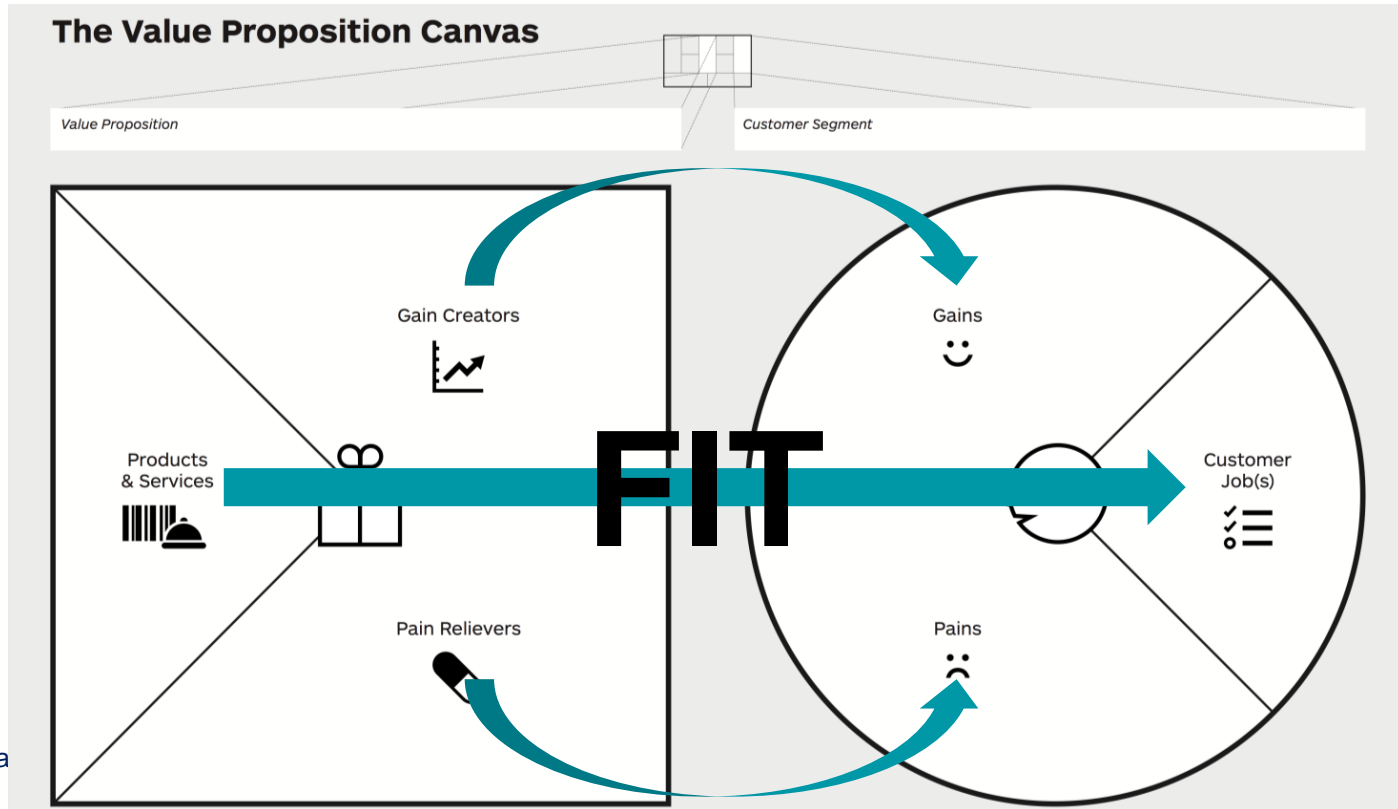
- Is the customer job becoming easier?
- Are success rates of the customer job increasing?
- Am I increasing his output?
- Am I unlocking more gains?

Can I quantify any of them ?

AIMING FOR A FIT



AIMING FOR A FIT



FOCUS ON 1 METRIC...AT A TIME

1.Acquisition	Growth	Paid
2.Activation	Value	Simple UX
3.Retention		Sticky
4.Revenue	Value/Growth	
5.Referral	Growth	Viral



Thank you!

Questions?

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If you think you're
too small to have an

IMPACT



try going to bed with a mosquito in the room

-awesome african quote-