**Lean LaunchPad Educators Program**

**Advance Preparation for Monday, April 21st**

For those of you not familiar with the language of the Business Model Canvas and Customer Development, the Monday afternoon sessions will get you up to speed.

**Advance reading:**

***Business Model Generation***

Read pages 1 -120

***The Startup Owner’s Manual***

Read Preface, Who is this book for? Introduction, Chapters 1-4

***Lean LaunchPad Educators Handbook***

Read Section 15 (Detailed Class Curriculum); Skim all.

*Production of this book is underway, and you will receive a hard copy at the Seminar. In the meantime, you can access an electronic copy at* [*nciia.org/llp*](http://nciia.org/llp)*.*

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**Advance viewing:**

***Udacity Course Videos***

Watch all of the lectures. To begin: sign up for an account with Udacity at www.Udacity.com and register for “How to Build a StartUp” This will bring you to the main class page. Click the “take the class” button.

***The Customer Discovery Checklist***

What is it your students need to know before they got out of the building? <http://startupweekend.wistia.com/projects/zt618zz0r7> (multiple video clips here)

***Conducting Customer Discovery Interviews***

One of the critical skills that students/entrepreneurs need for Customer Development is how to conduct a meaningful prospective customer interview. These series of simulated interviews touch on some of the key learning points: <http://startupweekend.wistia.com/medias/tao3s8hf7l>

***Startup Tools Page***

Go to <http://steveblank.com/tools-and-blogs-for-entrepreneurs/> and scroll through the page. We point our students to this resource before they start building products. Note the market research and founding advice sections

***Slides/Video Page***

Go to <http://steveblank.com/slides/> and scroll through the page. The first section is your one stop for links to all available teaching resources.

**Advance Preparation for Monday, April 21st – Continued…**

***Customer Discovery Videos***

To guide students/entrepreneurs on the Customer Discovery Process, these instructional videos should cover the required planning, skills and tips for productive customer interviews.

**Pre-Planning Customer Discovery**[Pre-Planning Pt. 1](http://vimeo.com/groups/204136/videos/75308828) (4:55)   
[Pre-Planning Pt. 2](http://vimeo.com/groups/204136/videos/75184102) (3:25)   
[Pre-Planning Pt. 3](http://vimeo.com/groups/204136/videos/75603393) (1:29)

**Customer Discovery Interviews**  
[Interviews Pt. 1](http://vimeo.com/groups/204136/videos/75535337) (5:40)   
[Interviews Pt. 2](http://vimeo.com/groups/204136/videos/75536337) (3:49)  
[Asking the Right Question](http://vimeo.com/74338298) (2:37)

**Outside the Building**   
[Death by Demo 1](http://vimeo.com/groups/204136/videos/76390080) (2:18)   
[Death by Demo 2](http://vimeo.com/groups/204136/videos/76172223) (1:45)   
[Assuming You Know what the customer wants](http://vimeo.com/groups/204136/videos/76175907) (1:56)  
[Understanding the Customer Problem (the wrong way) or Death by PowerPoint](http://vimeo.com/groups/204136/videos/76171146) (1:42)   
[Understanding the Problem (the right way)](http://vimeo.com/groups/204136/videos/76173388) (3:22)   
[Customers Lie](http://vimeo.com/groups/204136/videos/76176674) (2:37)   
[The Distracted Customer](http://vimeo.com/groups/204136/videos/73715398) (3:12)  
[Engaging the Customer](http://vimeo.com/groups/204136/videos/76174533) (3:37)   
[Customer Empathy](http://vimeo.com/groups/204136/videos/73714461) (2:25)   
[The User, the Buyer & the Saboteur](http://vimeo.com/groups/204136/videos/73673203) (2:24)  
[Multi-Person Interview](http://vimeo.com/groups/204136/videos/76175265) (2:03)   
[B-to-B to C](http://vimeo.com/groups/204136/videos/73674284) (2:15)   
[Existing vs. New Markets](http://vimeo.com/groups/204136/videos/73674022) (5:29)   
[Public Interviews](http://vimeo.com/groups/204136/videos/73711818) (2:11)

**Back in the Building**[Extracting Insight from Data](http://vimeo.com/groups/204136/videos/76177502) (2:59)  
[Getting the MVP Right](http://vimeo.com/groups/204136/videos/73713162) (3:34)  
[Pay Attention to Outliers](http://vimeo.com/groups/204136/videos/76177672) (2:16) [*The “Other 85%”*](http://vimeo.com/groups/204136/videos/74252460) *(2:32)*

**Advance thinking:**

While part of the course is the teaching team imparting information to you, a good part of the learning will done from each other; in peer “birds-of-a-feather” groups. So your homework is to think about what “birds-of-a-feather” groups you’d like to join. For example are you going to be teaching students or working with clients in:

* + Hardware Engineering Business
  + Software/Web/Mobile/Cloud Liberal Arts
  + Manufacturing  Financial Services
  + Media Main Street [Sustainable small business]
  + Undergrads Social Ventures
  + BioTech

Let us know if there’s a group that we should add. You’ll get a chance to rotate through more than one birds-of-a-feather group.

**Advance Preparation for Tuesday, Apr 22**

We assume you will be familiar with all of Monday’s material.

**Advance reading:**

***Business Model Generation***

Read pages 125-259

***The Startup Owner’s Manual***

Read Chapters 5-8, Appendix A Checklist

***Lean LaunchPad Educators Handbook***

Read Section 6 (Class at a Glance) through Section 14 (Instructor Pre-class Preparation)

**If you have any questions about the assignments, contact Kim at** [**knoble@nciia.org**](mailto:knoble@nciia.org)**.**