LEAN LAUNCHPAD EDUCATORS SEMINAR

# Advance Preparation for Monday, November 2nd

For those of you not familiar with the language of the Business Model Canvas and Customer Development, the Monday afternoon session 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* [http://venturewell.org/lean-launchpad.](http://venturewell.org/lean-launchpad)

## Advance viewing:

### Udacity Course Videos

Watch all of the lectures. To begin: sign up for an account with Udacity at [www.Udacity.com](http://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://venturewell.org/i-corps/llpvideos/customer-discovery/before-leaving-the-building/](http://venturewell.org/i-corps/llpvideos/customer-discovery/before-leaving-the-building/" \t "_blank) (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://venturewell.org/i-corps/llpvideos/customer-discovery/outside-the-building/rules-of-customer-interviews/](http://venturewell.org/i-corps/llpvideos/customer-discovery/outside-the-building/rules-of-customer-interviews/" \t "_blank)

### 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, November 2nd – 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" \t "_blank) (4:55)  
[Pre-Planning Pt. 2](http://vimeo.com/groups/204136/videos/75184102" \t "_blank) (3:25)  
[Pre-Planning Pt. 3](http://vimeo.com/groups/204136/videos/75603393" \t "_blank) (1:29)

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

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

**Back in the Building**[Extracting Insight from Data](http://vimeo.com/groups/204136/videos/76177502" \t "_blank) (2:59)  
[Getting the MVP Right](http://vimeo.com/groups/204136/videos/73713162" \t "_blank) (3:34)  
[Pay Attention to Outliers](http://vimeo.com/groups/204136/videos/76177672" \t "_blank) (2:16)  
[The “Other 85%”](http://vimeo.com/groups/204136/videos/74252460" \t "_blank)(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 would like to join. For example, are you going to be teaching students or working with clients in:

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

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, November 3rd

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, please contact Tara at** [tloomis@venturewell.org.](mailto:tloomis@venturewell.org)