

LEAN LAUNCHPAD EDUCATORS SEMINAR

Advance Preparation for November 28-29, 2018

In order to make the most of the concepts and activities delivered in this workshop, participants should complete the advance preparations which include reading and viewing videos. Participant will need to acquire or access the following texts:

The Startup Owner's Manual, Steve Blank and Bob Dorf
Business Model Generation, Alexander Osterwalder and Yves Pigneur

Advance reading:

Business Model Generation (we recommend that you bring this book with you to the workshop)

Read pages 1-120; 125-259

The Startup Owner's Manual

Read Preface, Who is this book for? Introduction, Chapters 1-8, Appendix A Checklist

Lean LaunchPad Educators Handbook

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>.

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

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

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://venturewell.org/i-corps/llpvideos/customer-discovery/before-leaving-the-building> (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>

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 November 28-29, 2018 – Continued...

Customer Discovery Videos

To guide students/entrepreneurs on the Customer Discovery Process, here is a complete list of instructional videos. These videos should cover the required planning, skills and tips for productive customer interviews. Please click the titles (in orange) to direct you to the proper video link.

Before Leaving the Building

1. **Pre-Planning Contacts** (4:34) CD
2. **Customer Interview Dry Runs** (0:49) CD
3. **Discovery is for Founders** (1:30) CD
4. **Pass/Fail Experiments** (1:32) CD

Outside the Building: Rules of Customer Interviews

1. **Being Aggressive** (1:29) CD
2. **Conducting a Customer Interview** (1:30) CD
3. **Letting the Customer Interview Flow** (1:37) CD
4. **Sizing the Opportunity** (2:50) CD
5. **Finding Patterns** (1:50) CD
6. **Looking for Insights** (0:58) CD

Early Mistakes to Avoid

1. **Death by PowerPoint** (1:42) CD
2. **Death by Demo 1** (2:18) CD
3. **Death by Demo 2** (1:45) CD
4. **Understanding the Problem** (3:22) CD
5. **Multi-Person Interview** (2:03) CD
6. **Assuming You Know** (1:56) CD
7. **B-to-B to C** (2:15) CD
8. **Existing vs. New Markets** (5:29) CD
9. **Asking the Right Question** (2:37) CD
10. **Public Interviews** (2:11) CD

Understanding What the Customer Is Telling You

1. **Engaging the Customer** (3:37) CD
2. **Customer Empathy** (2:25) CD
3. **The Distracted Customer** (3:12) CD
4. **Customers Lie** (2:37)
5. **The User, the Buyer & the Saboteur** (2:24) CD

Back in the Building

1. **Extracting Insight from Data** (2:59) CD
2. **Pay Attention to Outliers** (2:16) CD
3. **Getting the MVP Right** (3:34) CD
4. **The "Other 85%"** (2:32) CD
5. **Finding Early Evangelists** (1:17) CD
6. **Communicating Your Discoveries** (2:26) CD