



CUSTOMER VALIDATION INTENSIVE

Introduction into the LEAN STARTUP method

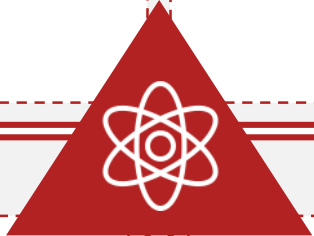
INTERACTIVE EXERCISE

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Think of 3 Business Ideas

Anything where someone like the person next to you can be a customer:

Rewrite into the categories below

CUSTOMERS	
WHO ARE THEY?	WHERE CAN I FIND THEM?
	
PROBLEM	SOLUTION
HOW WOULD THEY DESCRIBE IT?	HOW WOULD THEY WANT IT SOLVED?

Explore interview

Prepare 3 questions that explore the world of your customer and the problem you assume they have but do not give your solution.

1.

2.

3.

Conduct the interview and make notes here:

Rewrite your “Problem” statement

Use “customer perspective” to describe the problem:

Pitch of your solution

Prepare to “sell” your solution to your customer. List / describe benefits, (make a drawing to show how it will work), try to collect some commitment / currency.

What questions, reservations did you get? Any excitement? Did you sell?

Prepare a Concierge experiment

Plan how you will deliver value without actually building the solution. Fast and cheap resulting in learning is better than perfect.

Feedback / notes:

Assumptions Log

What I think will happen?	What Actually happened?