

Problems

- Most business ideas fail in the marketplace
- The “Founder’s Effect”: entrepreneurs tend to cling to their ideas, even when the market is saying “no”
- Many entrepreneurs lack the “scrappy” skills required to quickly and definitively validate ideas with real customers
- **Valuable resources are lost in building the wrong thing, or in overbuilding the right thing**



Solution

- Mentoring introduces an unbiased third party to your idea development team
- The mentor is unattached to your idea
- The mentor is committed to a set of customer-centered outcomes that will define the marketability of your idea
- The mentor's experience and expertise can help direct you and your team to high-gain activities
- **Resources are saved as the path to idea validation, or *invalidation*, is shortened**



Outcomes

- Idea validation against customer problems and observable behaviors
- Insight generation: customer, problem, solution
- Behavioral experimentation with customers using one or more prototypes of variable, minimum, fidelity
- **Pivot, persevere, or stop decision based on customer behavioral evidence**



Format

- Three, one-hour sessions
- Pre-set agenda, with flexibility to match the needs of your team
- Specific deliverables in each session
- Metrics for each session to define success
- Additional sessions are available, based on mutual agreement

Hour 1

Goals

- Idea definition
- Customer identification
 - Who are they?
 - What is their problem?
 - Where can they be found?
 - When do they experience the problem
 - Why do they have the problem
 - How are they currently attempting to solve it?
- Theory of customer value
- Plan to learn

Activities

- Lean Canvas discussion
- Identify ten potential early-adopter customer subjects
- Plan for interviewing and observation of customers

Hour 2

Goals

- Actionable insights
- Plan to run behavioral experimentation with customers

Activities

- Affinitization of gathered customer data
- Insight generation
- Prototype building
- Experimentation planning

Hour 3



Goals

- New actionable insights from experiments
- Modified theory of customer value
- Consensus on idea desirability with customer
- Pivot/persevere/stop decision



Activities

- Experimental data interpretation
- Insight generation
- Discussion of evidence-based next step
- Business Model Canvas discussion



Measuring success



Original outcomes

- Idea validation against customer problems and observable behaviors
- Insight generation: customer, problem, solution
- Behavioral experimentation with customer using one or more prototypes of variable fidelity
- **Pivot, persevere, or stop decision based on customer behavioral evidence**



Success metrics

- Did you answer the question, “Is this idea valuable to a customer?”
- Did you identify a customer with a problem, and a potential solution?
- Did you get unambiguous customer data when you tested your prototypes?
- **Were you able to make an evidence-based decision about moving forward?**



Commitments and cost

- Commit to all three one-hour sessions
- Materials to consider and fill out ahead of each session
- Customer discovery activities (interviews, observations, prototyping, experiments) between sessions
- Willingness to accept data that might be disappointing (e.g.: your idea doesn't resonate with customers, or other significant headwinds may exist that will prevent you from building a sustainable business model)
- \$300 fee covers mentor's time

🔌 How to get started

- Go to www.coachingup.us
- Scroll down the page to **“Coaching Session Options”**
- Choose “3 hour mentoring plan (\$300.00)”
- When payment is received, you will be contacted to set up the initial session
- Or, **schedule a free 15-minute consultation** to learn more.

