Agenda

ABQid Introductions
Lean Startup Basics
Early Adopter Exercise
More Lean Startup Basics
Interview Questions Exercise
Customer Interview Practice
Closing
Lean Startup Basics
Lean Startup Basics

IDEA → BUSINESS PLAN → RAISE $ → HIRE & BUILD

RAISE MORE $ → MARKET & LAUNCH → Thumbs Down
Lean Startup Basics

This can’t be your first interaction with your customers.
Lean Startup Basics

Find your customers before you build anything (including a business plan)
Lean Startup Basics

Take a scientific approach.
• Develop a hypothesis
• Test it
• Validate or Invalidate it
• Repeat
Lean Startup Basics

1st Hypothesis to Test:
My early adopters are ____________________.
Lean Startup Basics

Early Adopter Criteria

• They know that they have the problem that your product or service solves

• They are actively seeking a solution for that problem
Lean Startup Basics
Lean Startup Basics

“Our early adopters are craft beer lovers”

“Our early adopters are kombucha lovers”
Early Adopter Exercise (15mins)

Create a persona for one of your early adopters to help us get to know them:

- Draw their picture
- Provide **specific** demographic info
- List their habits & hobbies
- Be as detailed as possible

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**Sample Sally**

**BACKGROUND:**
- Head of Human Resources
- Worked at the same company for 10 years; worked her way up from HR Associate
- Married with 2 children (10 and 8)

**DEMOGRAPHICS:**
- Skews female
- Age 30-45
- Dual HH Income: $140,000
- Suburban

**IDENTIFIERS:**
- Calm demeanor
- Probably has an assistant screening calls
- Asks to receive collateral mailed/printed
Early Adopter Exercise Part II (15mins)

Who wants to share?
Now that you have your hypothesis, you need to develop questions to test it.
Lean Startup Basics

1. How do you currently handle......
2. Tell me a story about the last time you....
3. How is that working for you.....
4. What do you mean by.....
5. Have you tried any other ways to do that....
6. Tell me about how you’ve handled this in the past...
7. How big a problem would you say that ____________ is?
8. Why was that so hard?
9. Why is all that not working?
Interview Questions Exercise (15mins)

Develop at least 5 non-leading questions to test your early adopter hypothesis.

Remember what you are screening for:
• #1: That they know that they have the problem that your product or service solves
• #2: That they are actively seeking a solution for that problem
Customer Interview Practice

Let's Practice!
Customer Interview Practice

Never lead with your product
Be open minded
Ask follow up questions
Look for body language cues
Work with a partner
Ask for introductions to other potential early adopters
Customer Interview Practice

Guidelines

Groups of 3
Founder, Note taker, & Customer Interviewee
The Customer Interviewee will take on the persona you developed earlier

5mins for the interview, 3mins to reflect, rotate.
This is an ongoing process.
• Where will customers discover my product?
• How much will they pay?
• How will my product integrate into their lives?
Closing
Closing

**LAUNCH DAY 2017**

*October 26, 6-8pm @ National Hispanic Cultural Center*

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