# PRETOTYPING

„Failure is not only an option, it's the most likely scenario. **Wrong way to think: If we build it, they will come**. Right way to think: If we build it, will they come?" – Alberto Savoia

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# IDENTIFY PROBLEM/NEED

Top 20 Reasons Startups Fail

Based on an Analysis of 101 Startup Post-Mortems

| Reason | Percentage |
|---|---|
| No Market Need | 42% |
| Ran Out of Cash | 29% |
| Not the Right Team | 23% |
| Get Outcompeted | 19% |
| Pricing/Cost Issues | 18% |
| Poor Product | 17% |
| Need/Lack Business Model | 17% |
| Poor Marketing | 14% |
| Ignore Customers | 14% |
| Product Mis-Timed | 13% |
| Lose Focus | 13% |
| Disharmony on Team/Investors | 13% |
| Pivot gone bad | 10% |
| Lack Passion | 9% |
| Bad Location | 9% |
| No Financing/Investor Interest | 8% |
| Legal Challenges | 8% |
| Don't Use Network/Advisors | 8% |
| Burn Out | 8% |
| Failure to Pivot | 7% |

Cbinsights.com 2019

# PROTOTYPING VS PRETOTYPING

Prototype
Can we build it?

Pretotype
Does anyone need the product?

95% of ideas fail

# DATA VS OPINION

OWN DATA

Mail
Phone
Money
Time

Other data

# MARKET INTEREST HYPOTHESIS

Many people would buy food close to expiration date

Many people would participate to fencing classes

Many students prefers online classes

People would buy a device which improves sleep quality

# XYZ HYPOTHESIS

**At least X% from Y would like Z**

Many people would buy food close to expiration date

20% of the people who order food would buy food close to expiration date for a 50% discount

Many people would participate to fencing classes

5% of the active persons would participate to 8 classes a month of fencing

# XYZ HYPOTHESIS

Many students prefers online classes

30% of the persons who wish to enroll in a university would participate to online classes for a cost of 1000$ per year

People would buy a device which improves sleep quality

30% of the persons with sleep disorder would pay 100$ for a device which improves the sleep quality

# ZOOM XYZ HYPOTHESIS

**At least X% from Y would like Z**

Many people would buy food close to expiration date

20% of the people who order food would buy food close to expiration date for a 50% discount

20% of the people who order food from KFC would buy food close to expiration date for a 50% discount

Many people would participate to fencing classes

5% of the active persons would participate to 8 classes of fencing a month

5% of the active persons employed at Continental would participate 8 classes of fencing a month

# ZOOM XYZ HYPOTHESIS

Many students prefers online classes

30% of the persons who wish to enroll in a university would participate to online classes for a cost of 1000$ per year

30% of the persons who wish to enroll in UPT would participate to online classes for a cost of 1000$ per year

People would buy a device which improves sleep quality

30%  of the persons with sleep disorder would pay 100$ for a device which improves the sleep quality

30% of the persons with sleep disorder who buy drugs from DrMax would pay 100$ for a device which improves the sleep quality

# LEAN CANVAS FOR IDEAS

| 1.Problem | 4.Solution | 3.Unique Value Proposition | 5.Unfair Advantage | 2.Customer Segments |
|-----------|-----------|---------------------------|--------------------|--------------------|
| | 8.Key Metrics | | 9.Channels | Early Adopters |

| 7.Cost Structure | 6.Revenue Stream |
|------------------|------------------|
| | |

## 1. Problem

I don't work out enough
- I want to try something new as exercise
- I'm interested in fencing

## 4. Solution

Fencing classes wendesday from 18:00 to 20:00

## 3. UVP

Fencing classes for kids and adults to learn a new skill

## 5. Unfair Advantage

- The only fencing club in Timisoara
- The only fencing gym in Timisoara

## 2. Customer Segments

- Adults 20-35 yeasr
- Kids 7-16 years

# LEAN CANVAS FOR IDEAS

## 8. Key metrics

Number of adults that attend more than 3 classes. This shows sustained interest.

- Adults interested in morning classes
- Adults interested in evening classes
- Adults interested in classes for 250 RON/month
- Kids interested in

## 9. Channels

- Facebook
- Instagram
- Gyms
- childcare
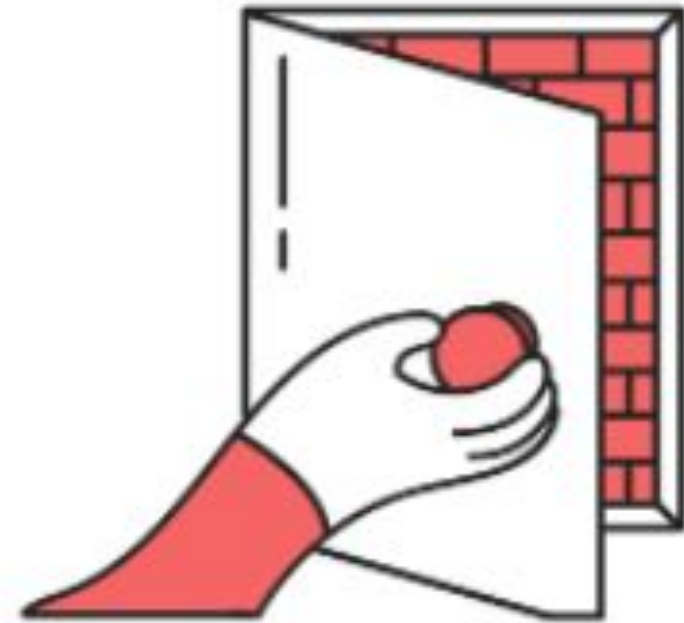- schools
- sports stores
- supermarkets

## Early Adopters

- Active women 20-35 years
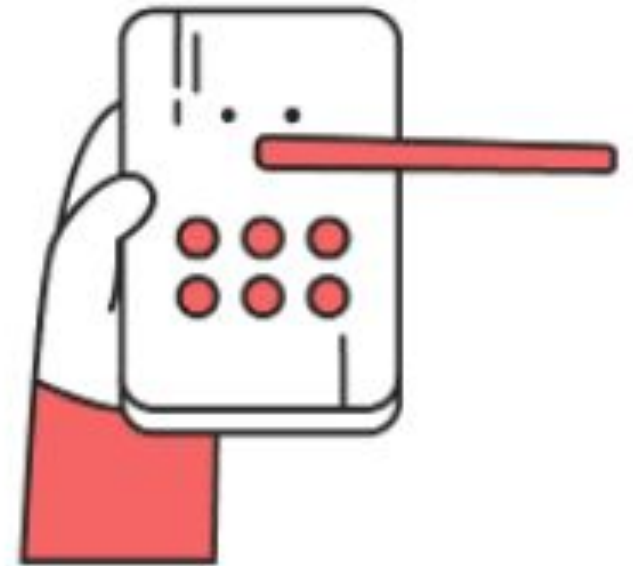or
- • Kids 7-9 years

# PRETOTYPE METHODS

## 1 FAKE DOOR

# PRETOTYPE METHODS

## 2 MECHANICAL TURK

# PRETOTYPE METHODS

# 3 PINOCCHIO

# PRETOTYPE METHODS

# 4 INFILTRATOR

# PRETOTYPE METHODS

## 5 IMPOSTOR

# PRETOTYPE METHODS
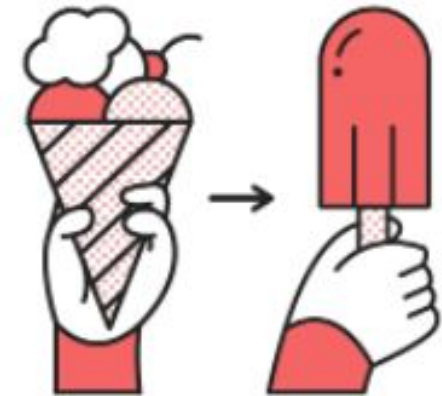
# 6 ONE NIGHT STAND

# PRETOTYPE METHODS

# 7 FATADE

# PRETOTYPE METHODS

**8** YOUTUBE

# PRETOTYPE METHODS
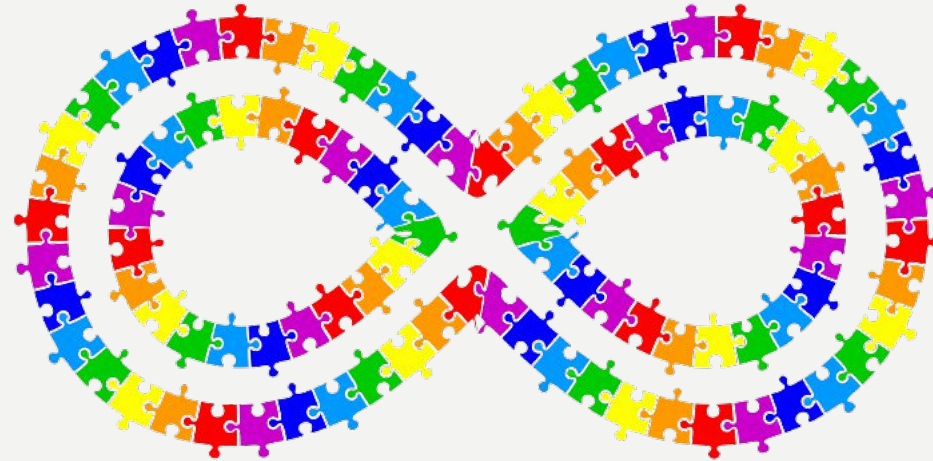
# 9 MVP

# WHICH METHOD TO CHOOSE?

**Distance to data**

**Time to data**

**Price to data**

- **Initial interes level!!!**
- The idea is not good
- The idea may not be good
- The idea is possible to be good
- The idea is good
- The idea is very good

# ITERATE IDEA

# THE RIGHT IT

Will we build it?