

# Team Building and Lean Startups

Session 1 | July 25, 2022



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# Your Facilitator

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Gerard Iga

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# Your Facilitator

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## Iganachi Razaki Omia

- CEO/Founder, Omia Agribusiness Development Group Ltd
- B.S. in Agriculture
- 2019 Mandela Washington Fellow, hosted at Oklahoma State University





# Your Instructor

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## Jay Cooper

- CEO/Founder, Cider Finder
- Founder, EntrePartners
- Startup Coach and Lecturer, The University of Iowa
- Startup Weekend Facilitator

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# My Entrepreneurial Journey

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- **2008-2010:** Instructional Developer at U of Iowa
- **2010:** Freelance Web developer and video producer
- **2014-2015:** Attended 1 Million Cups, Venture School, and Startup Weekend Iowa City
- **2016:** Worked with Iowa Startup Accelerator on a project
- **2017:** Pitched Cider Finder at a Startup Weekend, began organizing Startup Weekend Iowa City, and helped found 1MC Iowa City, which combined with Open Coffee
- **2020:** Became a Startup Weekend facilitator
- **2022:** Formed EntrePartners due to community need for support for entrepreneurs going from 0 to 1.







## How did I get here?

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- Met Gerard during 2019 Mandela Washington Fellowship cohort was in Iowa City
- He attended Startup Weekend Iowa City
- We've kept in contact ever since that summer



# Over the next 3 weeks...

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- You will learn the basics of Lean Startups and the Business Model Canvas over 8 sessions
- Have an opportunity to present your business at demo day
- Have deeper conversations during optional office hours









# The Business Model Canvas

*Designed for:*

*Designed by:*

*Date:*

*Version:*

Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 
	Key Resources 		Channels 	
Cost Structure 			Revenue Streams 	



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DESIGNED BY: Strategyzer AG  
The makers of Business Model Generation and Strategyzer

 **Strategyzer**  
strategyzer.com

# Schedule of Classes

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1. July 25: Team Building and Lean Startups
2. July 27: The Value Proposition
3. July 29: Customer Discovery and Segments
4. August 1: Customer Channels
5. August 3: Customer Relationships
6. August 5: Revenue Streams and Cost Structure
7. August 8: Key Activities, Partners, and Resources
8. August 10: Putting the Pieces Together
9. August 12: Demo Day

# Schedule of Office Hours

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- July 26 – focus on session 1
- July 28 – focus on session 2
- August 2 – focus on sessions 3 and 4
- August 4 – focus on session 5
- August 9 – focus on sessions 6 and 7
- August 11 – focus on demo day presentations



# Demo Day: August 12

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- 5-7 minute presentations in front of entire group
- Slide deck with specific slides (covered in two weeks)
- Demo day will be recorded and compiled into videos for an American/international audience
- A celebration of what you have learned!

# Material Check

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Make sure you have:

- A copy of ***Talking to Humans***
- A composition notebook
- A folder with:
  - 10 copies of Business Model Canvas
  - 1 copy of course notes outline
  - 1 copy of Value Proposition Canvas
  - 1 copy of Value Proposition Ad-Lib
  - 1 copy (2 pages) of Talking to Humans worksheets
  - 10 notecards and my contact information



# Half-Baked

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- Split into six groups
- Each group takes **ONE red card** and **ONE blue card**
- **5 minutes** to create an imaginary business from those cards:
  1. Business name
  2. Problem
  3. Solution
  4. How you make money



# Now it's your turn.

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- **Introduce your own business** using the same set of information:
  1. Business name
  2. Problem
  3. Solution
  4. How you make money





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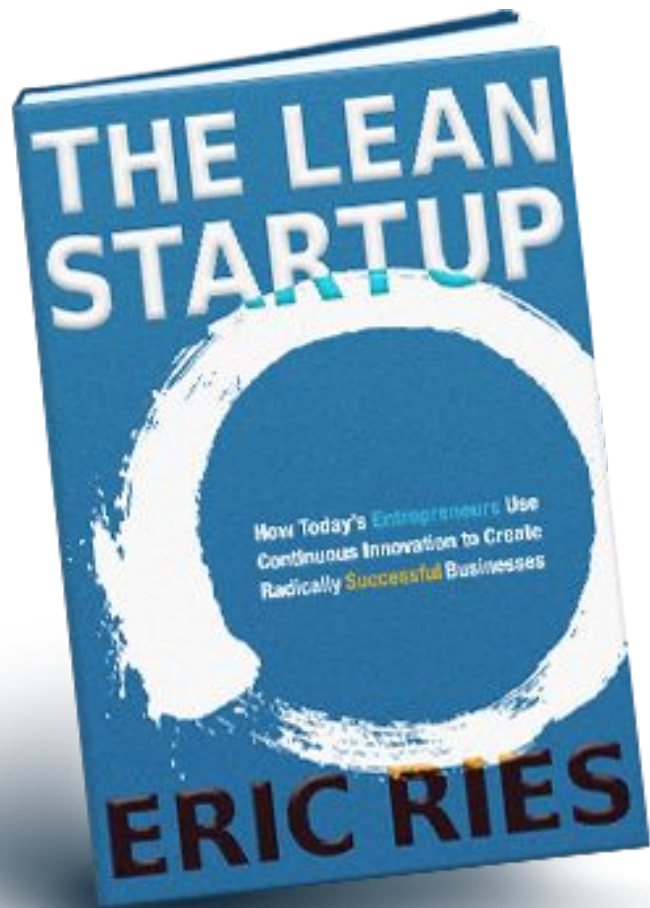
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## Basics of Lean Startups

# Startup vs. Small Business

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- At the beginning, all businesses are startups.
- Some startups become small businesses.
- Other startups are fast-scaling and perfect for large quantities of investment money.



# What are Lean Startups?

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- A lean startup is able to **test and pivot rapidly**.
- A process of continuous Innovation
- **Build-Measure-Learn Loop**
  - **Build** the MVP
  - **Measure** through Customer Discovery
  - **Generate** to-do list → Kanban, Agile/Scrum
- Find **Product-Market Fit** through this cycle



# The Lean Startup BY ERIC RIES



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BROUGHT TO YOU BY **KISSmetrics**

# Keep Track of Progress

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- The best way to keep track of progress is the **Business Model Canvas**.
- Briefly summarize points on canvas.
- **Value proposition statement** is the key to everything.
- Determine metrics for success as you go along.

# Customer Discovery is Crucial!

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- Filling out early versions of your Business Model Canvas is mostly guesswork at first.
- As you get closer to Product-Market Fit, those guesses transform into statements backed up with evidence.
- *Talking To Humans* is the primer for customer discovery.

# TALKING TO HUMANS

Success starts with understanding  
your customers

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**GIFF CONSTABLE**

with Frank Rinaldeski  
illustrations by Tom Fishburne  
and foreword by Steve Blank



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# Homework

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- Read *Talking to Humans* before our Friday session.