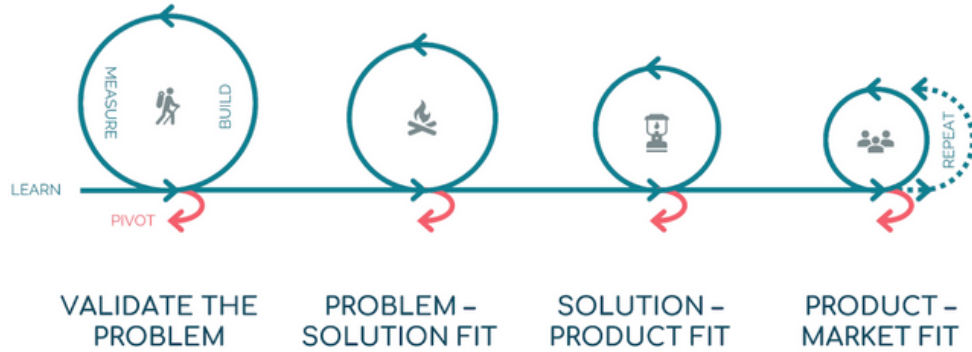


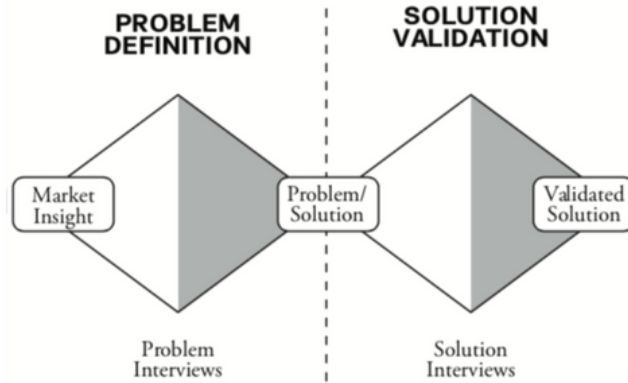
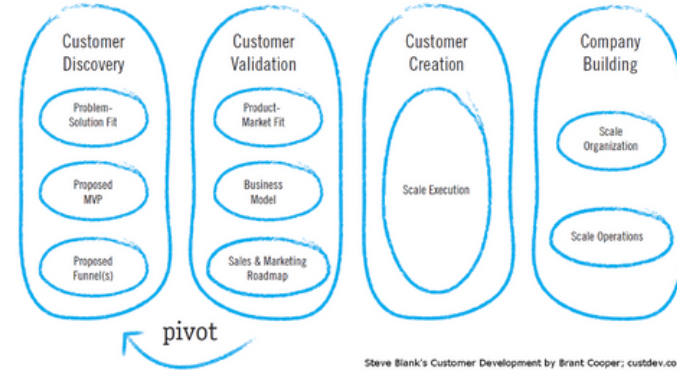
Your Chapter as a Startup



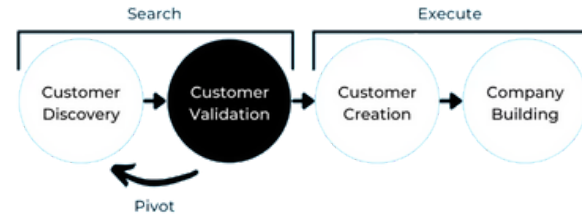
The Business Validation Map



Customer Development



Customer Validation Phase





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Simplified Process

1. Problem Validation
2. Solution Validation
3. Business Model Validation

Introduction to Problem Validation





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Purpose of Problem Validation

You must be rooted in your customer/
constituent problem.

Remember TOM's Shoes!

Who has this problem?

Find out who they are demographically, psychographically, and behaviorally (Segmentation).

From within this group, who feels the problem most acutely?

Identify Extreme Users!



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Value Proposition

What is the explicit value to the customer, as seen from their point of view?

Apply it to you chapter

- Who is your target segment among students?
- What need is the pledge meeting for this segment?
- How can you quickly validate the above questions?





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Introduction to Solution



Validation



Solutions Mapping



- What solutions exist today?
- What work-arounds exist?
- What technologies or opportunities make new solutions possible?
- What solutions are customers asking for?

Desirability, Viability, Feasibility

Desirability: Do customers want it?

Viability: Can it be profitable?

Feasibility: Can it be logistically accomplished?

Belief, Interest, Intent



Belief: Do customers believe you can solve the problem?

Interest: Do customers want your solution?

Intent: Have customers demonstrated that they are willing to take action on their interest in your solution?



Applying to your chapter

→ Which pledge features meets the value proposition?

→ Which pledge drive methods inspire the best results?

→ How do you most quickly invalidate ineffective pledge drive methods?



Entrepreneurial Mindset

- Be empirical (not a rationalist)
- ~~Fail~~ Learn Fast
- Stay rooted in your customer problem!



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