



# TRANSFER AND ENTREPRENEUR CENTRE

## Work material for business development



Among other things, we also work in accordance with the Founder's Playbook. This is a guide for startup founders.

How do we work with it?

The founders' consultants will introduce you to the Founder's Playbook in the initial interview. Together, you define a plan to work through each of the steps. On this page you will find the respective work aids that we have created for you.

You want to work together with us on it?

Contact us for an initial interview, we will explain the procedure and the first steps.

### Phase 1: Plausibility

In the first phase of the **Founder's Playbook** basic concepts of the planned company are developed. With the help of the working aids one answers the question: *Are we dealing with a serious business idea?*

### Customer Needs

s it need a solution at all?“



Customer Need is the core of each founding.  
[help to describe your customer needs\(pdf\)](#)  
4352/UB.OVGU-2017-024  
Target Market  
Does a solution anyway?



Target Market describes your target group and thus lays out the foundation for efficient and effective marketing.

[Guid to define your target group \(pdf\)](#)

4352/UB.OVGU-2017-025

Solution Concept

What is a solution concept for your target group has to look like?“





tion Concept is your concept with which you want to satisfy the needs of your target group.

[aid to define your solution concept \(pdf\)](#)

4352/UB.OVGU-2017-023

Business Model

**ld our future business make money?“**



Business Model describes all possible mechanisms how your business could generate more money.

[Guid to define your business model \(pdf\)](#)

352/UB.OVGU-2017-026

### Phase 2: Potential

After laying out the foundation stone of the company in the first phase, the potential of the business should now be described. With the help of the working aids one answers the question: *Does the start-up project have the potential to become a success?*

Customer Benefit

A person wearing a light blue dress shirt and a grey patterned tie is holding a white rectangular sign. The sign features the word "WOW" in large, bold, blue capital letters. The person's hands are visible at the top and bottom edges of the sign.

# WOW



benefits to convince them.

## Market Analysis

th it?"



analysis tells you how much sales potential is actually in your business idea

aid to define a market analysis(pdf)

352/UB.OVGU-2017-032

Key Features

**ould a solution concept look like?“**

**What was my motivation to found?**





on vision describes the final goal of your startup and gives you, as a team, continuous motivation.

aid to define the founders vision(pdf)

4352/UB.OVGU-2017-034

### Phase 3: Validation

After assessing the potential of the planned company in the second phase, the assumptions made about the company should now be validated. With the help of the working aids one answers the question: *How should a proof of the chances of success be provided?*

### Customer Feedback

**an I learn from my target group?“**



er Feedback validates your key business assumptions you have about your audience, their issues and the fit of your product

aids customer feedback (pdf)

4352/UB.OVGU-2017-035 (in publication)

Test Audience

**the test audience and how do we win them?"**



Target Audience is part of the target group which is used to validate the assumptions made in the business model.

Guides to the target group test (pdf)

4352/UB.OVGU-2017-036 (in publication)

Learning Product

**How should an offer for learning purposes look like?**





and a Learning Platform as soon as possible to find out what is important about your product.

supports the offer for learning purposes (pdf)

4352/UB.OVGU-2017-037 (in publication)

Market Position

**How does our product differ from the alternatives?**



Market Position you define the positioning that you want to achieve in comparison to competitive offers.

aid for positioning on the market (pdf)

4352/UB.OVGU-2017-037 (in publication)

Additional literature tips to our working aids



The following tips complement our work aids and give you another perspective on the topics of *Customer*, *Market*, *Offer* and *Strategy*.

| Customer   | Market   | Offer  | Strategy  |
|--|--|--|---|
| <ul style="list-style-type: none"> <li>• Seth Godin „Purple Cow“ <b>ISBN-13:</b> 978-0141016405</li> <li>• Chip Heath and Dan Heath „Made to stick“ <b>ISBN-13:</b> 978-0812982008</li> <li>• Rob Fitzpatrick "The Mom Test: How to talk to customers &amp; learn if your business is a good idea when everyone is lying to you" <b>ISBN-13:</b> 978-1492180746</li> </ul> | <ul style="list-style-type: none"> <li>• Seth Godin „Whatcha gonna do with this duck?“ <b>ISBN-13:</b> 978-1591846093</li> <li>• Seth Godin „Permission Marketing“ <b>ISBN-13:</b> 978-1416526667</li> <li>• Seth Godin „Tribes“ <b>ISBN-13:</b> 978-0749939755</li> <li>• Seth Godin „All Marketers tell stories“ <b>ISBN-13:</b> 978-1591845331</li> <li>• Seth Godin „The big moo“ <b>ISBN-13:</b> 978-1591841036</li> <li>• Andy Sernovitz "Word of Mouth Marketing: How Smart Companies Get People Talking" <b>ISBN-13:</b> 978-1608323661</li> </ul> | <ul style="list-style-type: none"> <li>• Jeff Sutherland "Scrum: The Art of Doing Twice the Work in Half the Time" <b>ISBN-13:</b> 978-1847941107</li> </ul> | <ul style="list-style-type: none"> <li>• Alex Osterwalder „Business Model Generation“ <b>ISBN-13:</b> 978-0470876411</li> <li>• Alex Osterwalder „Value Proposition Design“ <b>ISBN-13:</b> 978-1118968055</li> <li>• W. Kim and Renée Mauborgne „Blue Ocean Strategy“ <b>ISBN-13:</b> 978-1625274496</li> <li>• Bill Aulet "Disciplined Entrepreneurship: 24 Steps to a Successful Startup" <b>ISBN-13:</b> 978-1118692288</li> <li>• Nathan Furr, Paul Ahlstrom "Nail it then Scale It" <b>ISBN-13:</b> 978-0983723608</li> </ul> |

#### Links:

- <http://www.startupsecrets.com/>
- <https://startupclass.samaltman.com/>
- <http://paulgraham.com/articles.html>