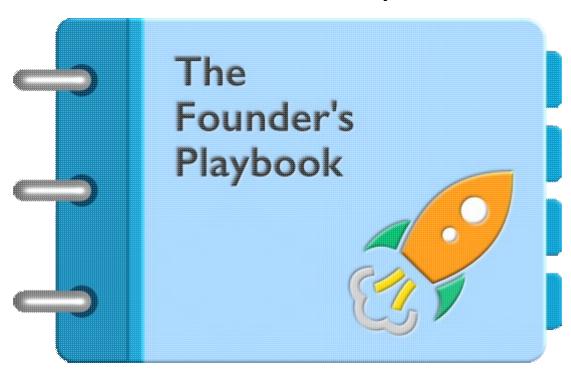


TRANSFER ANDENTREPRENEUR CENTRE

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 definde 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 <u>Founder's Playbook</u> 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?"



tomer Need is the core of each founding.

help to describe your customer needs(pdf)

4352/UB.OVGU-2017-024

Target Market

ds a solution anyway?



get Market describes your target group and thus lays out the foundation for effiicient and effective marketing. aid to define your target group (pdf)

4352/UB.OVGU-2017-025

Solution Concept

s 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?"



less Model describes all possible mechanisms how your business could generates more money.

aid 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 answeres the question: *Does the start-up project have the potential to become a success?*

Customer Benefit



penefits 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

nould a solution concept look like?"

Work material for business development



reatures describe those features which are special for you in comparison to competitive offers. aids to define the key features(pdf)

4352/UB.OVGU-2017-033

Founders Vision

my motivation to found?"



on vision describes the final goal of your startup and gives you, as a team, continious 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?"



t Audience is part of the target group which is used to validate the assumptions made in the business model. aids to the target group test (pdf) 4352/UB.OVGU-2017-036 (in publication)

Learning Product

nould an offer for learning purposes look like?"



d a Learning Platform as soon as possible to find out what is important about your product. aids for the offer for learning purposes (pdf) 4352/UB.OVGU-2017-037 (in publication)

Market Position

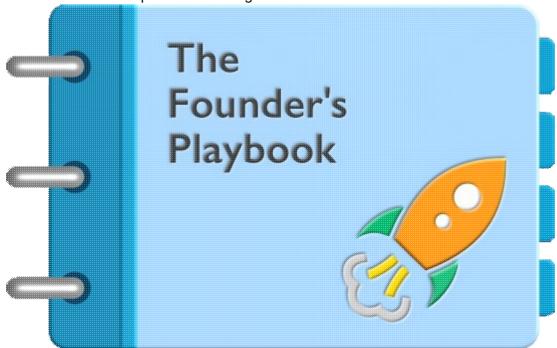
es our product differ from the alternatives?



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

- Seth Godin "Purple Cow" ISBN-13: 978-0141016405
- Chip Heath and Dan Heath "Made to stick" ISBN-13: 978-0812982008
- Rob Fitzpatrick "The Mom Test: How to talk to customers & learn if your business is a good idea when everyone is lying to you" ISBN-13: 978-1492180746
- Seth Godin "Whatcha gonna do with this duck?" ISBN-13: 978-1591846093
- Seth Godin "Permission Marketing"
 ISBN-13: 978-1416526667
- Seth Godin "Tribes"ISBN-13: 978-0749939755
- Seth Godin "All Marketers tell stories" ISBN-13: 978-1591845331
- Seth Godin "The big moo"
 ISBN-13: 978-1591841036
- Andy Sernovitz
 "Word of Mouth
 Marketing: How
 Smart
 Companies Get
 People Talking"
 ISBN-13:
 978-1608323661

- Jeff Sutherland "Scrum: The Art of Doing Twice the Work in Half the Time
- **ISBN-13:** 978-1847941107
- Alex Osterwalder "Business Model Generation" ISBN-13: 978-0470876411
- Alex Osterwalder "Value Proposition Design" ISBN-13: 978-1118968055
- W. Kim and Renée Mauborgne "Blue Ocean Strategy" ISBN-13: 978-1625274496
- Bill Aulet
 "Disciplined
 Entrepreneurship:
 24 Steps to a
 Successful
 Startup"
 ISBN-13:
 978-1118692288
- Nathan Furr, Paul Ahlstrom
 "Nail it then Scale It"
 ISBN-13: 978-0983723608

Links:

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

Customer 14