LET'S LEVEL **UP**

VALIDATING YOUR BUSINESS IDEA WITH PRETOTYPING

with Jonathan Sun

Duration	Starting	Time commitment	Price
5 WEEKS	**26 APRIL 2022**	**3 HOURS/WEEK**	**£150**

Week 1

XYZ Hypothesis, Hypozoom, Type of Experiements, Measure Skin in the Game

We will formulate the basis for your experiement with an XYZ hypothesis. Figure out with type of pretotype is. Measure skin in the game ot validate your idea

XYZ Hypothesis:
Construct a hypothesis in the format: "At least X% of Y will Z"
Hyperzoom to your local environment and have something testable
Type of pretotype:
Learn every type of pretotype, digital and physical
Measure skin in the game:
Figure out whether you should get emails, phone numbers, pre-orders, etc. How to find potential customers for your pretotype
Organisation:
Organise all this information through a lean canvas

PRACTICAL
Create your Pretotype concept

Week 2-4

MONITOR, TEST, AND IMPROVE YOUR EXPERIMENTS

Monitor your pretotyping experiments and either change strategy, change ideas, or keep doing what you are doing!
-Learn to set up basic idea stage decks for demo day

PRACTICAL
Build your pretotypes and work on landing pages

Week 5

DEMO DAY

- Pitch your progress to Jonathan and his team as well as well as your peers
- Chance to receive £10k Convertible Future Earnings Agreement

PRACTICAL
Build your pitchdeck and present your findings