

## Who is your user?

Everybody? First world consumers?

End users in emerging markets?

Startups? Enterprises?

Will you be able to eventually serve the needs of a billion people?

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## What is your untapped opportunity?

What is everybody else NOT doing?

How can you avoid competition all together by exploring the hidden truth that no else believes in?

Tesla Motors started making their own electric cars in a world where the golf cart was the perceived pinnacle of electric transport...

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## What do you seek to learn through prototyping?

\* What if this technology was applied to that problem....

\* What might happen if we combine so and so...

\* How might we test the speed/accuracy/reliability of this idea using only simple tools...

\* Let's apply a software solution to a hardware problem in order find out X, and vice versa...

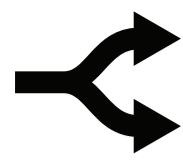


# Prototype

1? A? Name of pet?  
Whatever makes sense

Documentation

- PHOTOS
- VIDEO
- OTHER



DIVERGENT  
PROTOTYPING

## Components:

- \* Thing<sup>2</sup> Platform
- \* Littlebits
- \* Robotic arm
- \* Twitter API, to simulate responses

## Learning objective:

How might we design a manufacturing process for X that make the goods "smart" through IoT?

## Outcome & insights:

- \* It didn't work
- \* However, it could work if we could print the sensors straight on to the goods



# Prototype

2? B? Fido?  
You get the picture

Documentation

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## Components:

- \* Rolling spider drone
- \* Sphero drone
- \* SDK:s for the above
- \* Thing<sup>2</sup> Platform
- \* Mining site made out of cardboard boxes

## Learning objective:

How would a fully autonomous industrial work site look like and operate? What infrastructure is needed?

## Outcome & insights:

- \* This was really cool, we made the drones dance!
- \* For this to work at scale, we'd need X, Y and a whole lot of Z



# Prototype

Documentation

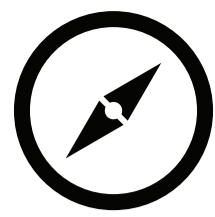
- PHOTOS
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- OTHER

## Components:

## Learning objective:

## Outcome & insights:

Write down the feedback  
from the other team:



PEER  
CALIBRATION



## Pros

- \* We really liked...
- \* That is a great feature...
- \* This is a smart solution to...
- \* Great idea to...



## Cons

- \* We didn't understand...
- \* This does not make sense...
- \* That is unclear...

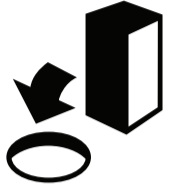



## Peer suggestions for next step


- \* What if you made...
- \* How about combining that with this...
- \* Have you tried...
- \* Focus on X, let go of Y...
- \* We think your killer feature actually is this...
- \* Maybe put more LEDs on it...


 Who is your user?

Same as before? Can you be more concrete?

 Problem:  
Make it a clear one-liner

 Solution:  
In as few words as possible, but as many as it takes

 Unique value proposition:  
What you offer to your users and the world, based on the untapped advantage you have explored through prototyping

 Minimum Viable Prototype, components & functionality:  
Document your hero prototype. What it's made of and what it does. Will be useful



# EXPONENTIAL ROADMAP

Company:  
Your team



You draw the scale

Your exponential endgame:  
What will the world look like when your innovation touches 1 billion people?

10<sup>x</sup>

Approximate when you will hit your milestones

Milestone 4  
...

Milestone 3  
IPO?  
Product 2.0?

Milestone 2  
10 million users?  
First government contract?

Milestone 1  
Launch of product 1.0?  
First million in revenue?

Where you are today:  
After the first 24 hours of your startup journey

You draw the scale

10<sup>x</sup> labs  
PROTOTYPING

What exponential technologies will you leverage?  
How will you ride the wave of which exponential technologies?  
3D Printing? AI?  
Robotics? Sensors?  
Nanotech?

Which additional skills do you require in your team?  
In order to scale your idea and company, what core competences would you need to hire? What's most important now, and what will you need in a year?

What strategic partnerships does your venture require?  
Rather than fiercely competing with everybody, who can you partner with?  
What other companies will share your vision and see value in pursuing it with you?

What is your next step?  
You've already started a journey by taking the very first step.  
What happens now?