FOUNDER INSTITUTE

STARTUP IDEA FEST WORKSHEET

THIS DOCUMENT WILL HELP YOU MAXIMIZE YOUR EXPERIENCE AT THE STARTUP IDEA FEST EVENT.

1. State the Problem: Clearly state the problem you are solving, and for whom.

I believe that _____ has/have _____
                    (A Defined Audience)   *(A Specific Problem)*

"I believe that first time mothers have difficulty buying supplies they need for their children before they run out"
"I believe that HR executives at large companies have too many resumes to review in the average day."

2. Describe Your Solution: Describe your solution in a clear and concise manner.

I am developing _____ to help _____
                      (A Defined Offering)   *(A Defined Audience)*

_____ with _____
        (Solve a Problem)   *(Secret Sauce)*

"I am developing an ecommerce subscription service to help first time mothers get all the weekly baby supplies they need, automatically shipped each month."

"I am developing a SaaS product to help HR executives at large companies reduce the time they spend reviewing resumes by allowing them to search, rank, and filter resumes based on extremely detailed criteria."

3. Customer Development Questions: Questions to ask others throughout the event.

• *Is this a real problem that you (or my customer) face?*
• *What are other ways for you (or my customer) to solve this problem?*
• *Will you (or my customer) be willing to pay to solve this problem? Why or why not?*
• *Do you believe my solution sufficiently solves the problem?*