

stARTup Accelerator Session 00



Boyd Stephens



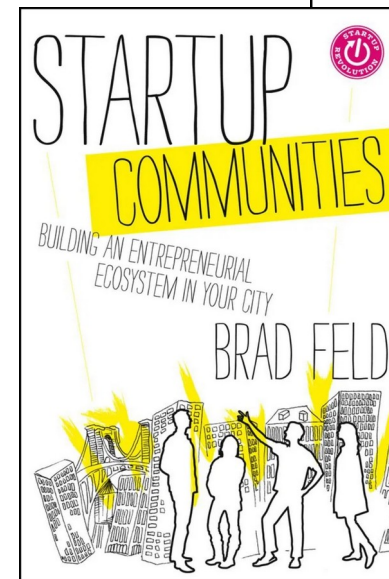
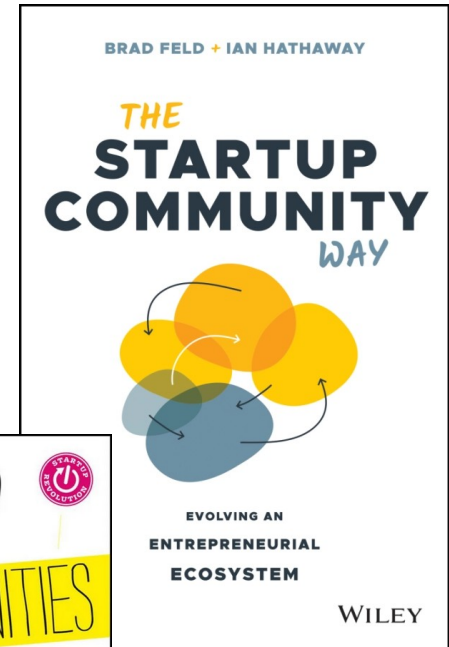
Many Thanks To The
Following



The Science Behind



Brad Feld
&
“The Boulder Thesis”



500+ Cohortees
11+ Years

"The Experiment" 07.2014 – 03.2020

Start-up/Biz Development Training Classes

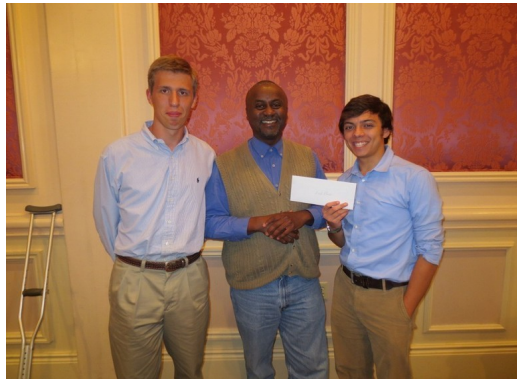
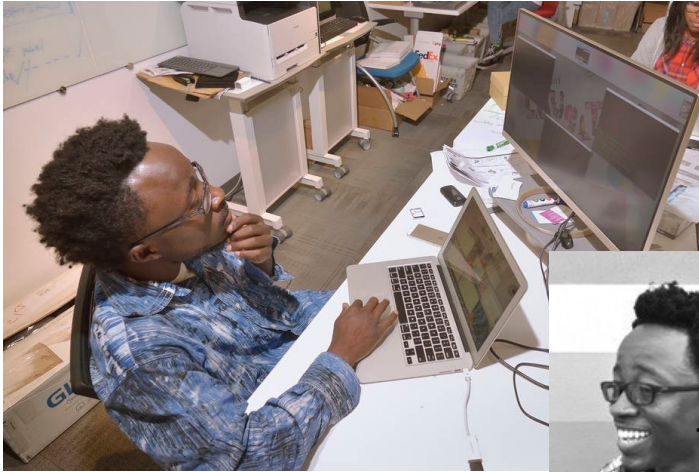


Introduction to Lean Start-Ups



"The Experiment"

07.2014 – 03.2020



Not Believing The Hype!!

“Young people are just smarter,” - Mark Zuckerberg, founder of Facebook

“The cutoff in investors’ heads is 32...after 32, they start to be a little skeptical.” - Paul Graham, venture capitalist and founder of Y Combinator¹

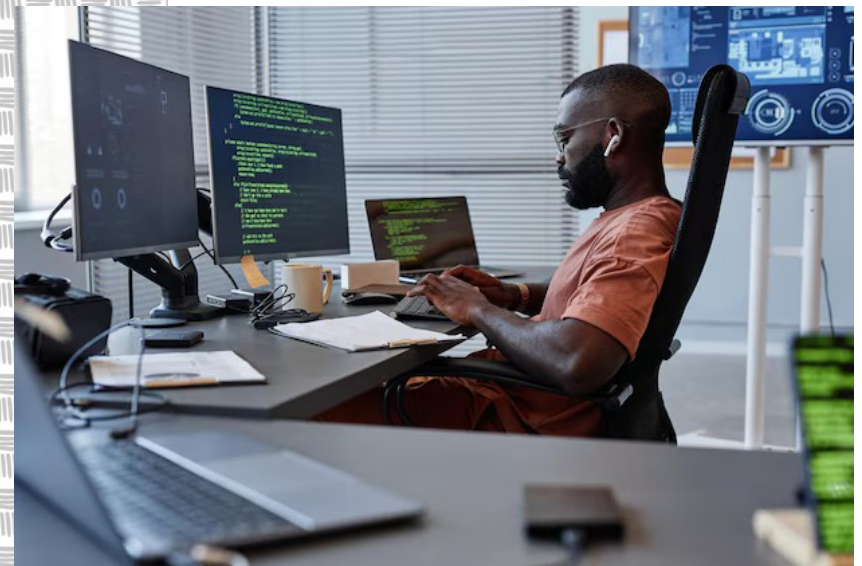
“ ... between 2007-2014 ... the mean age for the entrepreneurs at founding is **41.9**. The mean founder age for the 1 in 1,000 highest growth new ventures is **45.0**.” - Age and High-Growth Entrepreneurship, April 2019



<https://knowledge.wharton.upenn.edu/article/age-of-successful-entrepreneurs/>



All Companies Are Tech Bizs



Coder/Software Developer



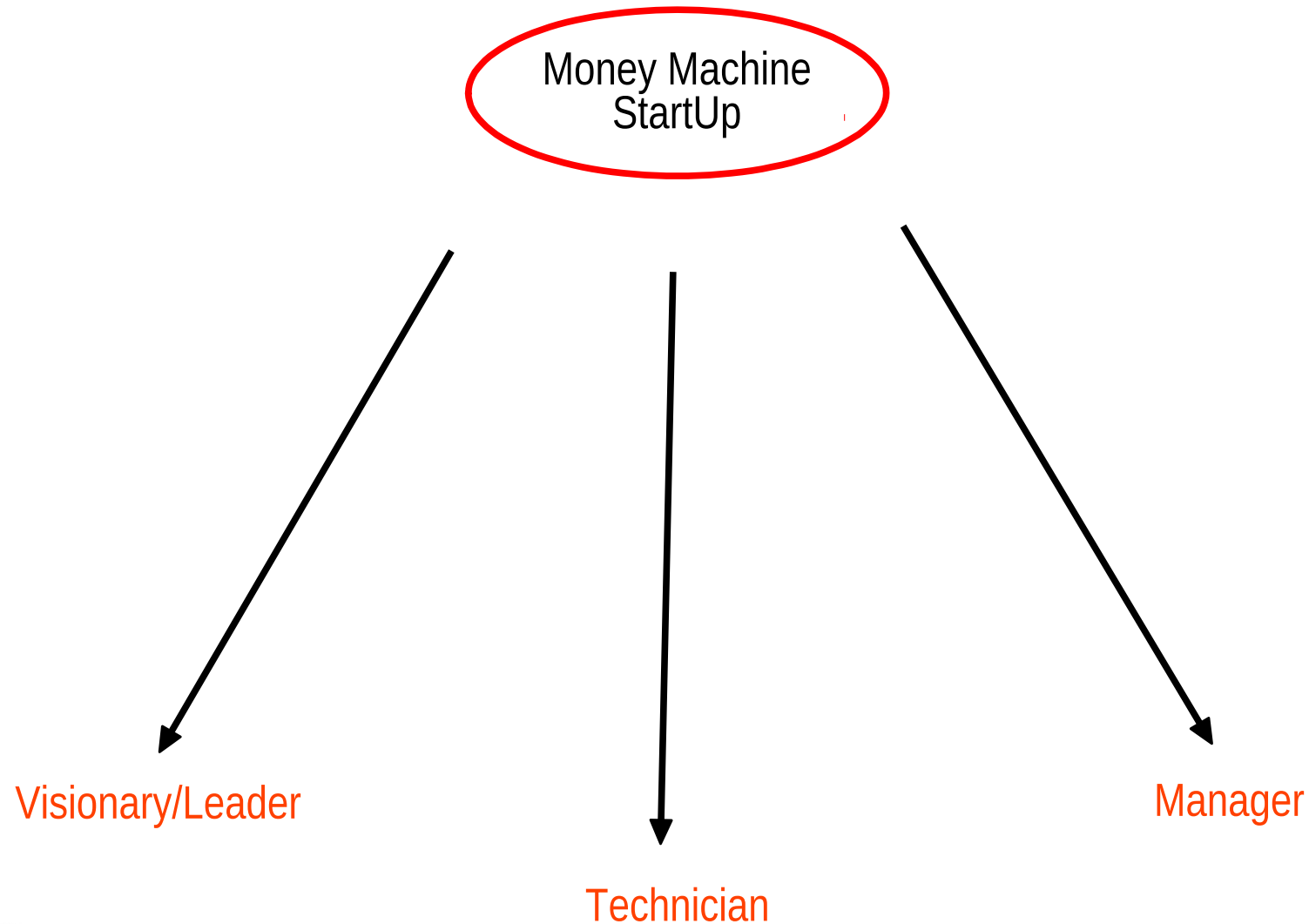
Permissionless Entrepreneurship



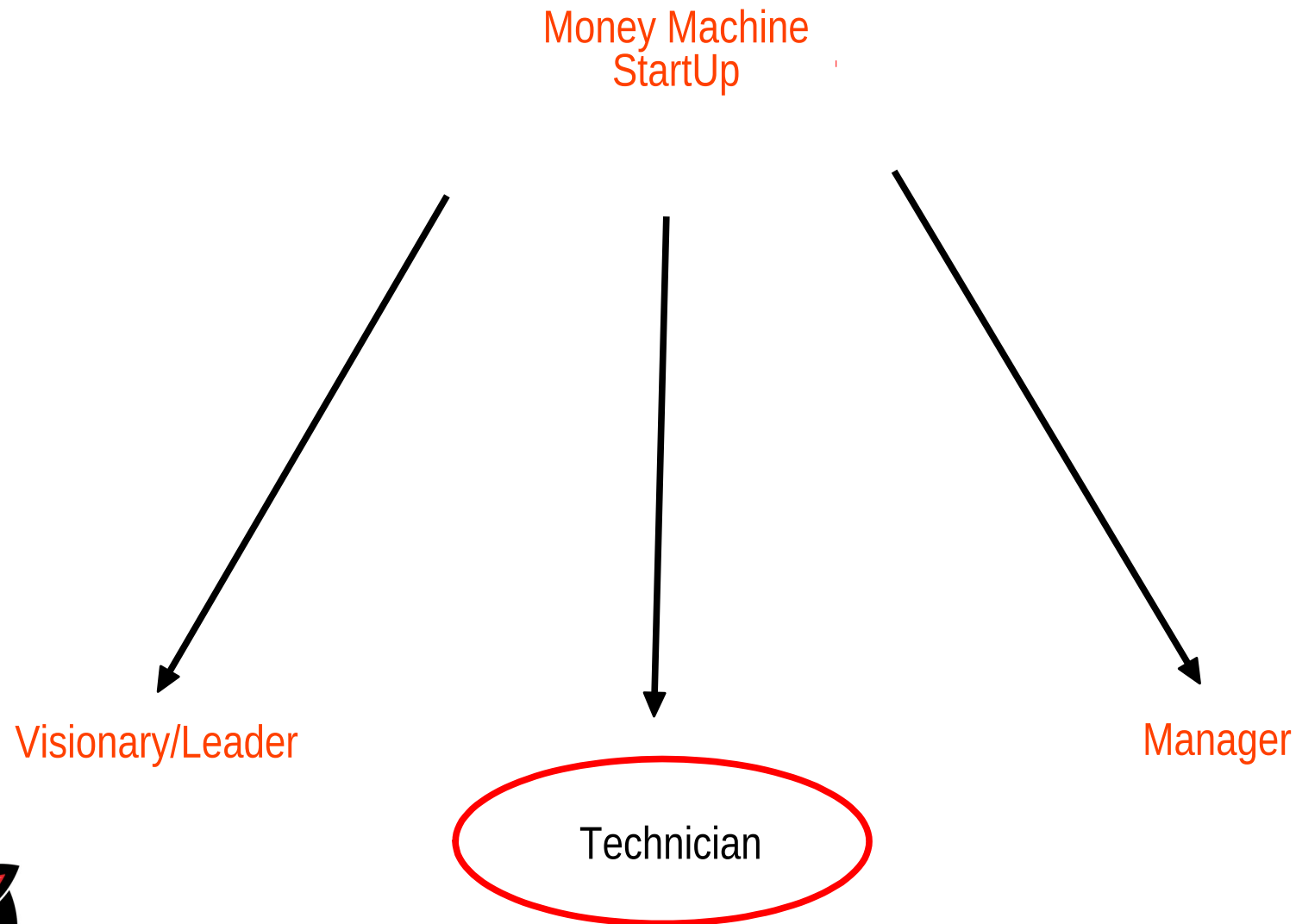
Money Machine @ Work



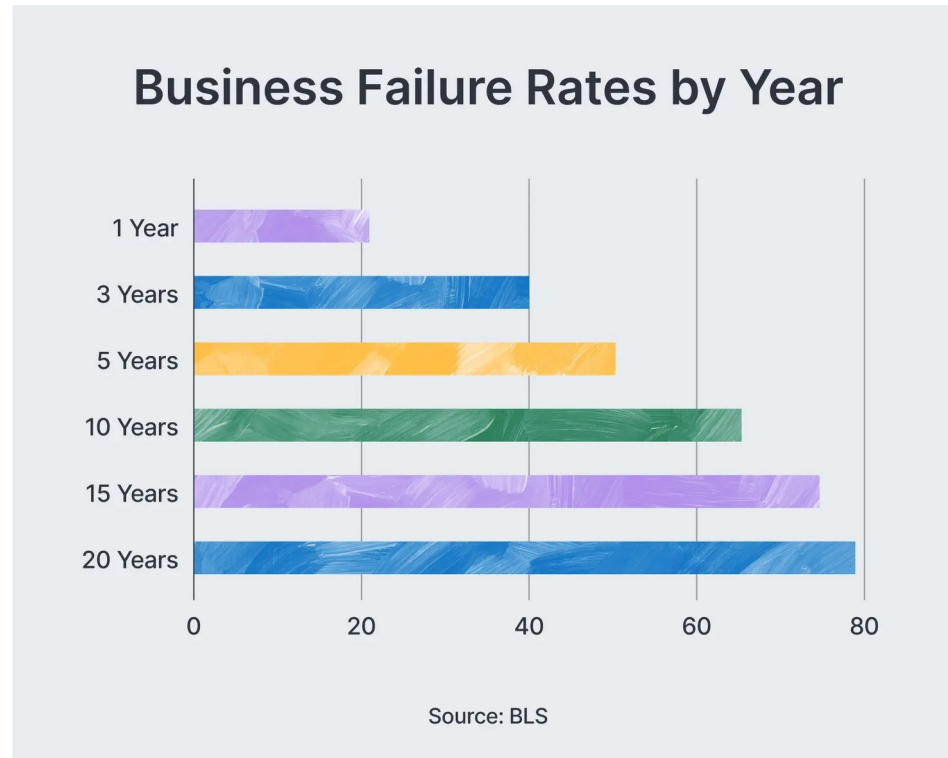
Money Machine Science



Money Machine Science



Failure Rates – Why?



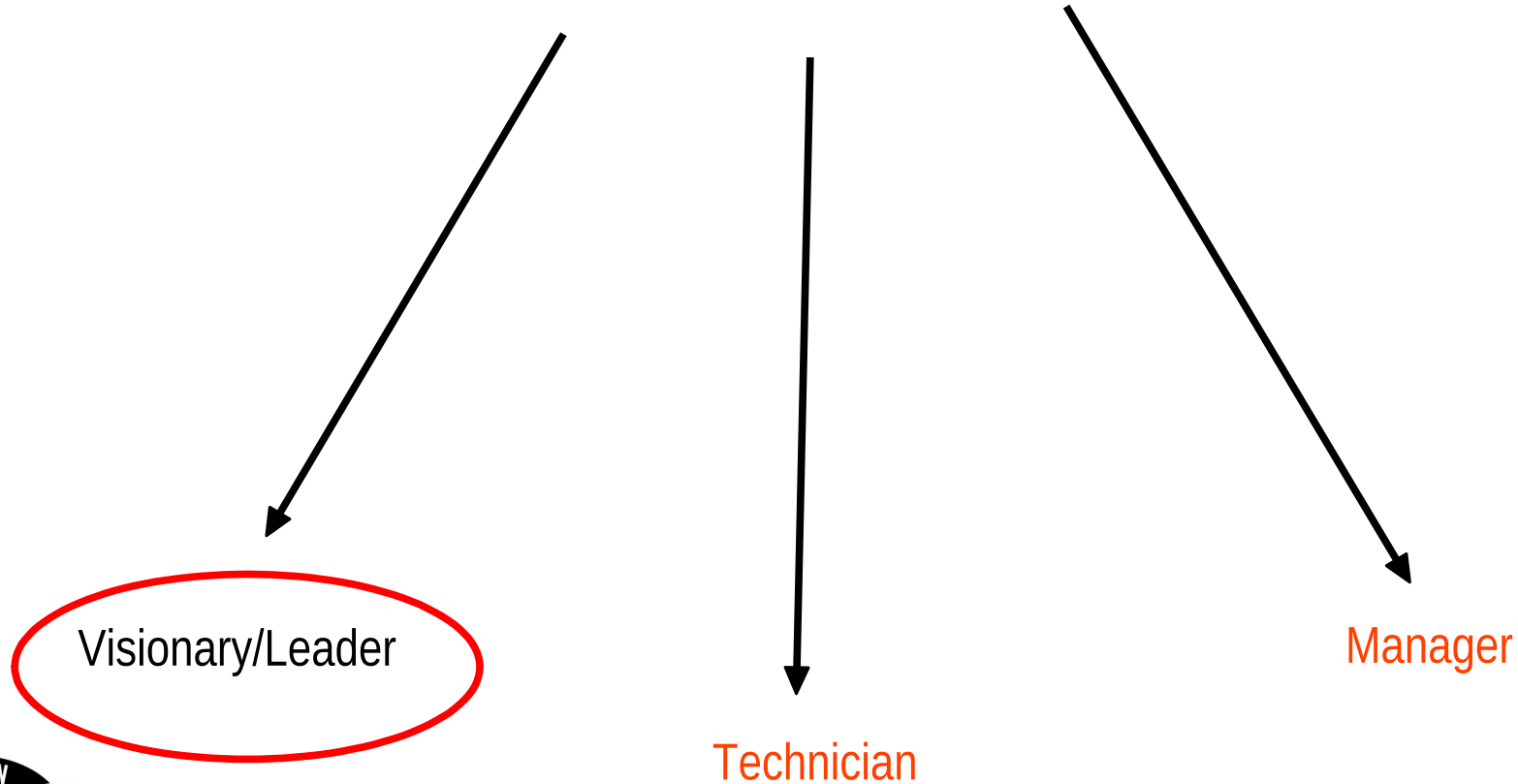
US Bureau of Labor Stats
- www.bls.gov

Business Failure Rates by State						
	1-Year Failure Rate	3-Year Failure Rate	5-Year Failure Rate	10-Year Failure Rate	15-Year Failure Rate	20-Year Failure Rate
Alabama	19.9%	36.8%	46.9%	62.2%	70.5%	77.5%



Money Machine Science

Money Machine
StartUp



Problemcentric
Not Product/Service Centric

FALL IN LOVE WITH
THE PROBLEM
— NOT THE
SOLUTION



Visionary/Leader

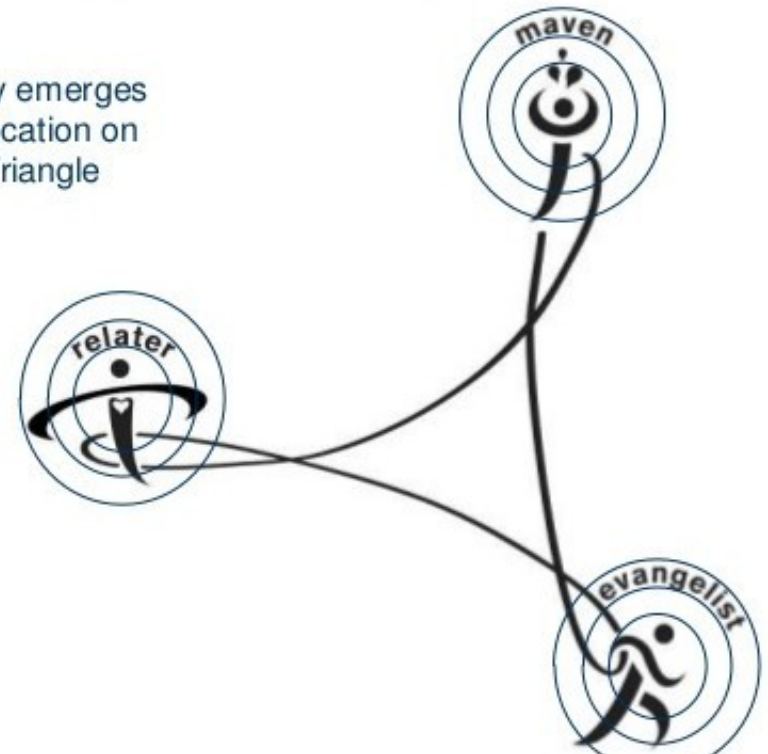
The layers of personality

- I. Drivers
- II. Values
- III. Communication Style
- IV. Relationships
- V. Knowledge Orientation

M – Maven
R – Relater
E – Evangelist

Core Energy and Personality

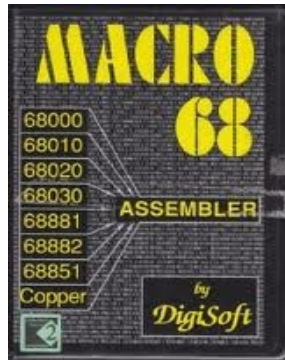
Personality emerges from our location on the MRE Triangle



Money Machines – The Art of Storytelling

“How” & “Why” Entrepreneurial Story Telling

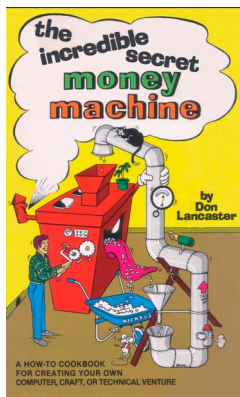
Jeff Lavin/Puzzle Factory



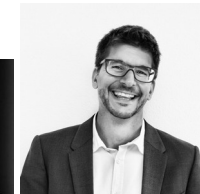
William “Bill” Gates



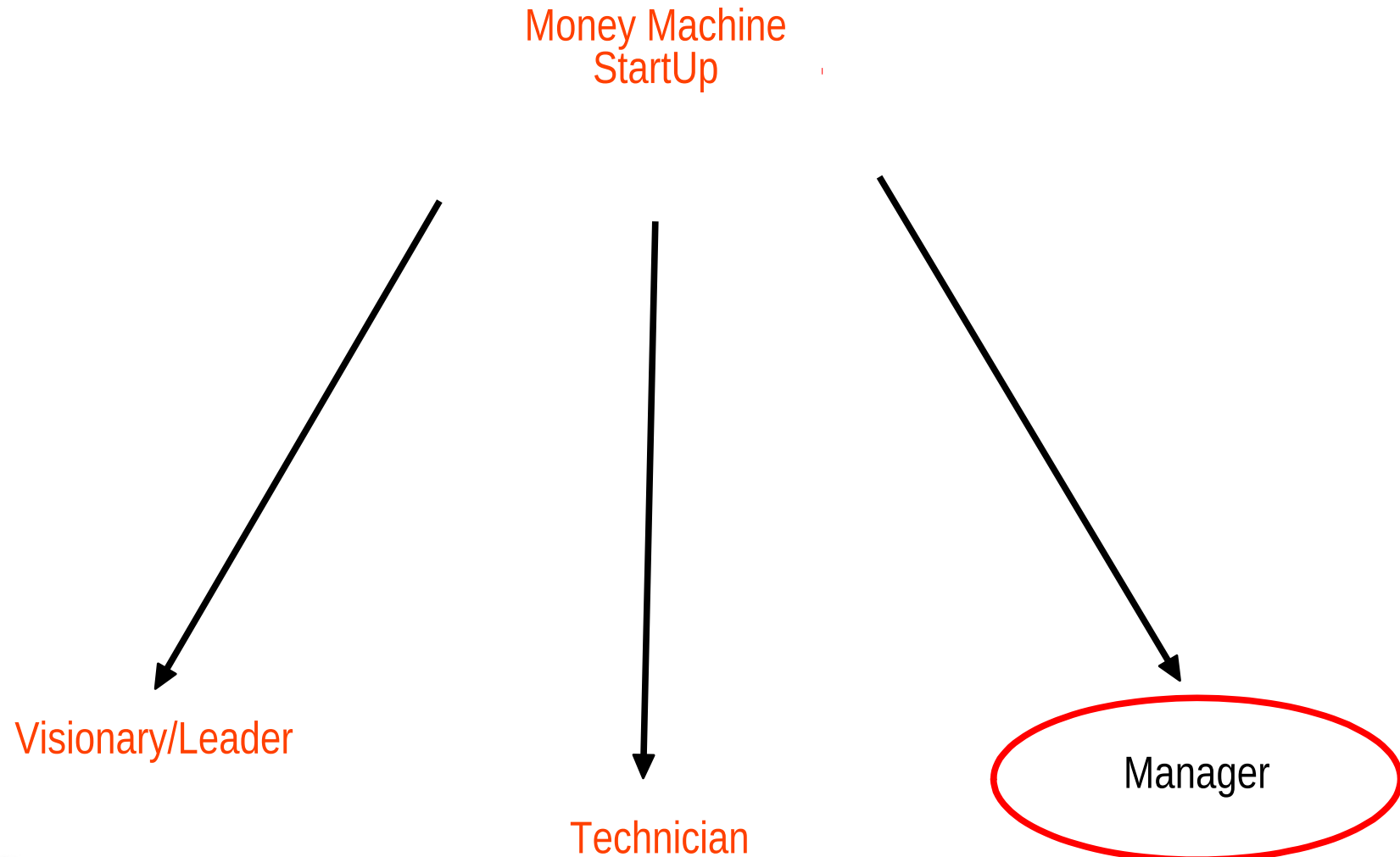
Don Lancaster



- Alex Osterwalder
- Eric Ries
- Steve Blank
- Ash Maurya



Money Machine Science



Manager Customer-DDX Planner



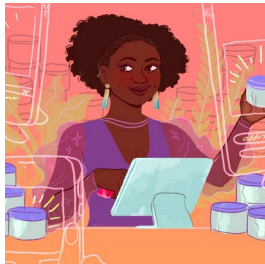
Manager Customer-DDX Planner

- MVP (Minimal Viable Product) Interviews
- Problem/Solution/MVP Interviews
- Unique Value Proposition

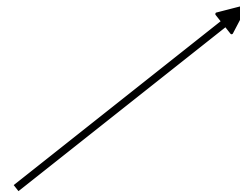


Startup Progression Paths

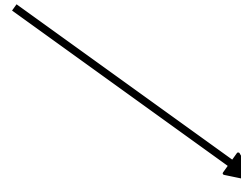
Founder(s)



Money Machine



Money Machine
@ Scale



Traditional Biz
Scale



Manager Customer-DDX Planner

Problem:	Key Metrics:	Solution:	Channels:	Customer Segment:
Existing Alternatives:				(EA) – early adopters
		Unique Value Proposition		
Cost Structure:			Revenue Streams:	

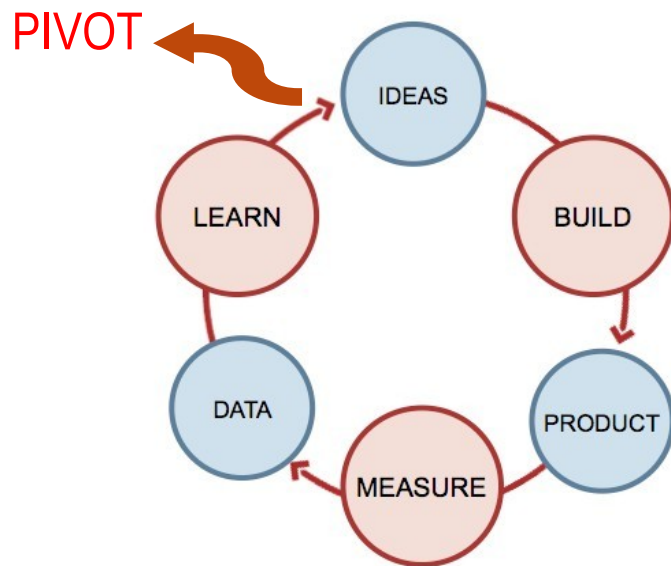


The Biz Startup – A Scientific Experiment

(Proverbs 14:23 Practitioners)

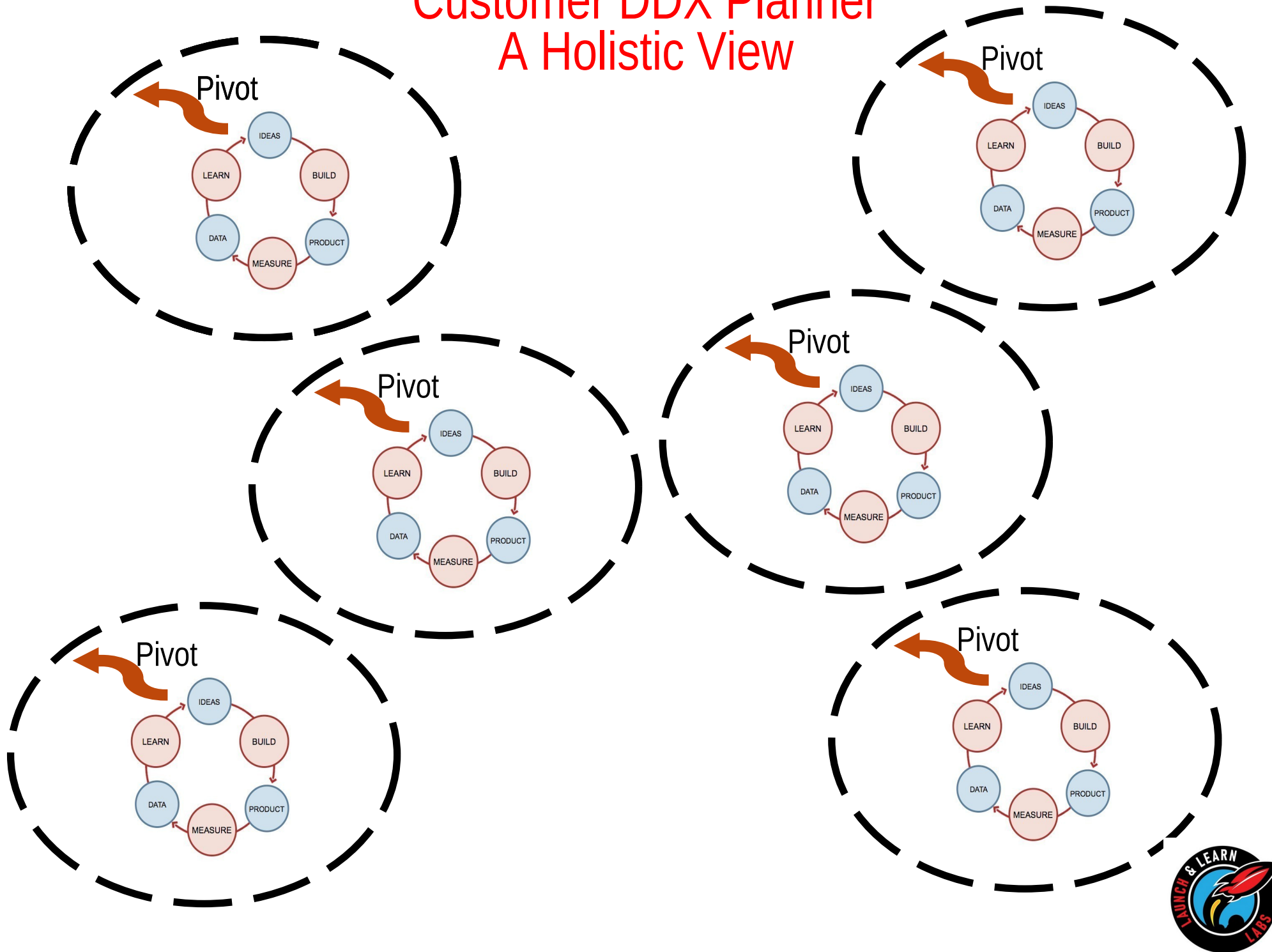
4 Step Process

- a) Document Plan A
- b) Identify The Weakest Segment Of The Plan
- c) Systematically Test The Plan
- d) Possibly Iterate To Plan B

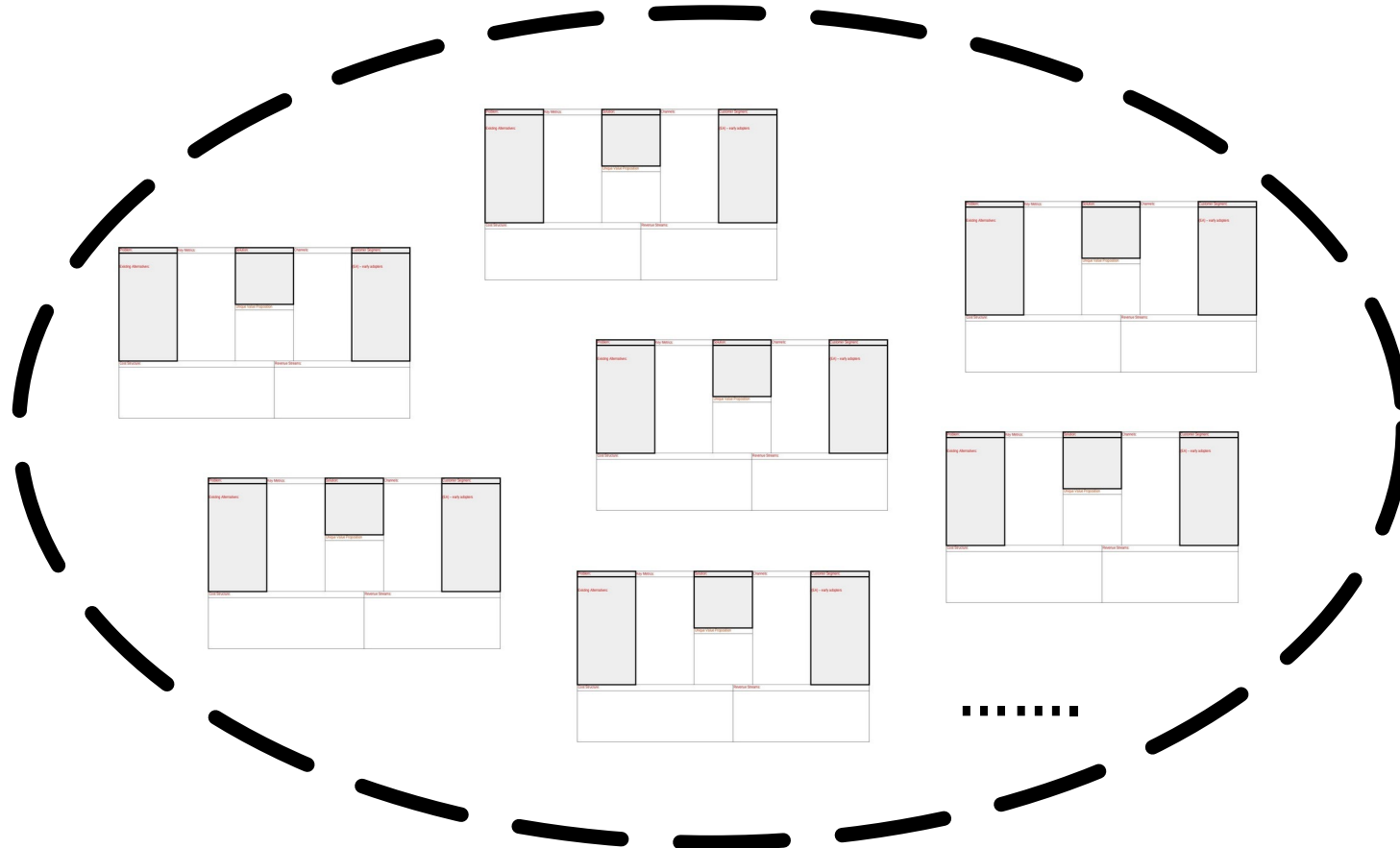


Customer DDX Planner

A Holistic View



Modeling Your Entire Business



Launch & Learn Labs Cohort Syllabus 2025



- Session00 Introductions and Program Overview
- Session01 Customer Discovery: The Problem/Customer Segment/General Solution Part A (Art of Story Telling)
- Session02 Customer Discovery: The Problem/Customer Segment/General Solution Part B (Art of Story Telling)
- Session03 Customer Discovery: Unique Value Proposition(UVP) & The Minimal Viable Product(MVP)
- Session04 Customer Discovery: Story Telling & The Unique Value Proposition(UVP) Part A
- Session05 Customer Discovery: Story Telling & The Unique Value Proposition(UVP) Part B
- Session06 Customer Development: Story Telling & Channel Development Part A
- Session07 Customer Development: Story Telling & Channel Development Part B
- Session08 Entrepreneurship Discovery/Development: VTM-MRE Models Part A
- Session09 Entrepreneurship Discovery/Development: VTM-MRE Models Part B
- Session10 Customer Development: Cost Structure Part A
- Session11 Customer Development: Cost Structure – Revenue Stream Balance
- Session12 Customer/User Experience: Story Telling & Conducting Interviews Part A
- Session13 Customer/User Experience: Story Telling & Conducting Interviews Part B
- Session14 Customer/User Experience: Tracking Key Metrics

Many, Many Thanks To The
Following



Questions?? & Housekeeping Discussion

email: startupU@i85cyber.org

web: i85cyber.org

