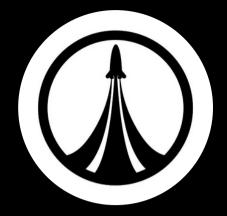
Imperial IdeaForge Product Development II: Test and Validate



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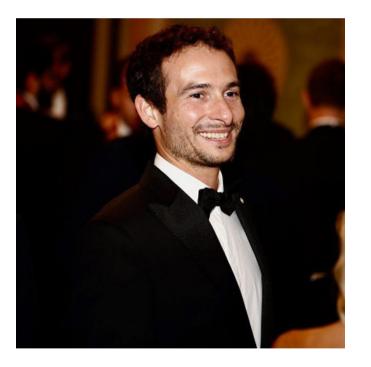




Stefano Giacone

GENOA ENTREPRENEURSHIP SCHOOL





<u>Stefano</u> is an Italian Elite Co-founder and CEO. He's passionate about e-commerce and fintech (he's also a Product Manager at Klarna). He has years of experience working, mentoring and investing in startups. Fun fact: he's also a seaplane pilot, so if you're ever near Como, reach to him, he might be able to give you a ride over the beautiful Como Lake.





MVP TESTING

What problem are you trying to solve?

Business model

Important questions to consider:

- customers?
- 2. Are they willing to pay for what you offer? 3. What is the growth potential of this product?

B2B, B2C, College students, Working Professionals, Big Tech companies, etc.

1. Do you know where to find your target



So that you only spend your time on b usiness models that works.

LEAN CANVAS BUSINESS MODEL

Every step of the way is planned and calculated in the Lean Canvas.

Save Time

Simple to use

9 different sections to guide you along your business journey.

Great for business planning



PROBLEM List your customers top 3 problems	SOLUTION Outline possible solution for each problem	UNIQUE VALUE PROPOSITION Single, clear, compelling that turns an unaware visitor into an interested prospect		UNFAIR ADVANTA Someth can't be copied o
EXISTING ALTERNATIVES List how these problems are solved today	KEY METRICS List key numbers telling how your business is doing today	HIGH LEVEL CONCEPT List your X for Y analogy (e.g. YouTube = Flickr for videos)		CHANNEI List you to custo
COST STRUCTURE List your fixed and variable costs			REVENUE STREAMS List your sources of re	

AGE

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9

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5

CUSTOMER SEGMENTS

List your target customers and users

2

EARLY ADOPTERS

List characteristics of your ideal customer

revenue

6

LEAN CANVAS

Download the Lean Canvas here



Lauch Your Product

- It can be a service, mobile app, SAAS tool, AI wrapper, etc.
- Ship Fast and Learn Fast.

Get Customers

- Go to the location where your ideal customers hang out.
- Present your product as the solution to their problem.

Get Paid

- The bigger the problem that you are solving, the more you get paid.
- The more value you provide, the more you get paid.

TESTING AND VALIDATION



PAST DATA IS YOUR BEST FRIEND

Track how your outreach is going and how your customers behave.

ANALYSE PAST PATTERNS

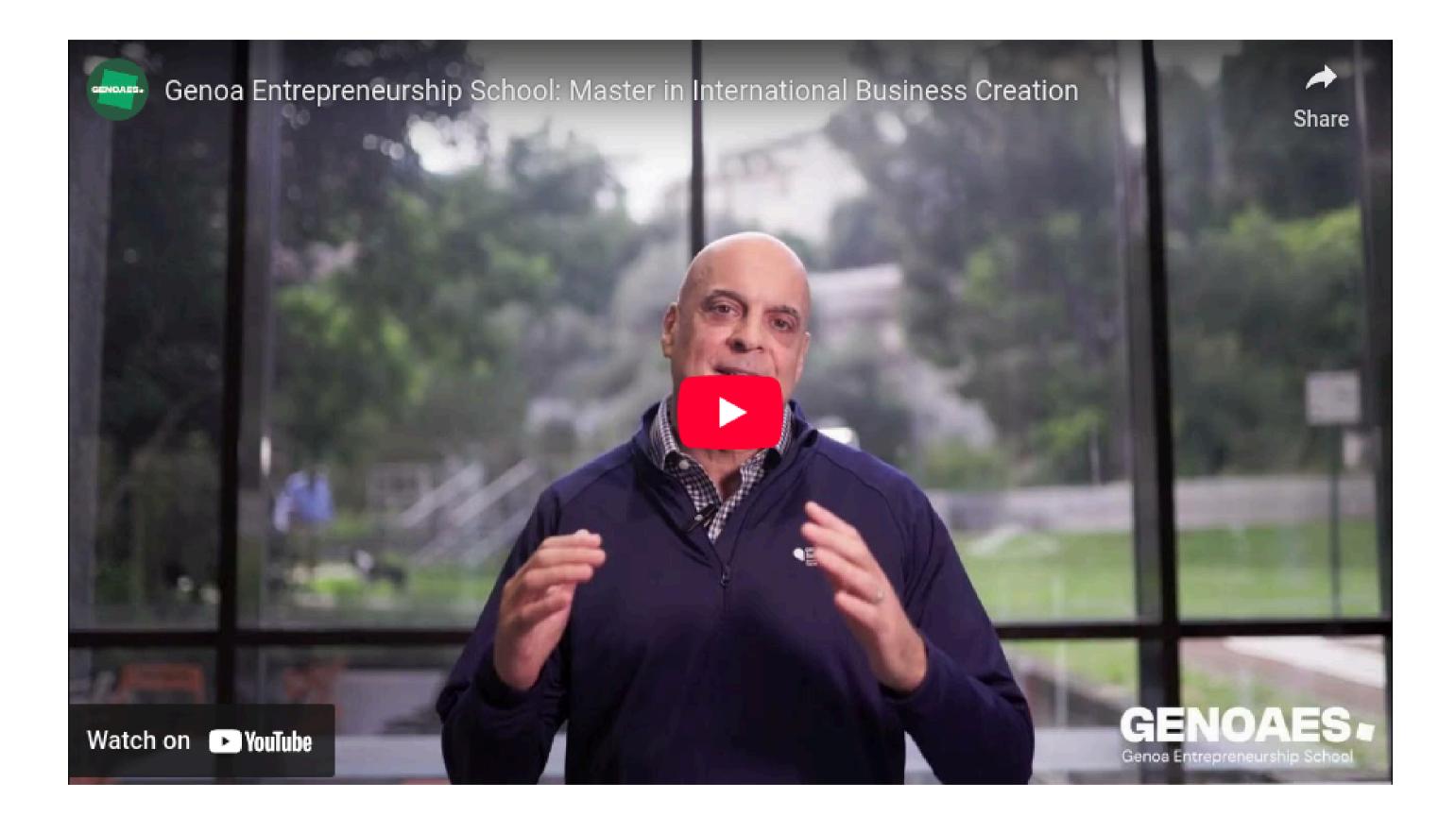
There is always a trend in business. If something goes well, double down on what you did previously.

CONTINUOUS ITERATION

Look back on past data and refine your strategy to make it work out.

Data Analysis and Iteration





SOONG EN WONG VICE PRESIDENT @ IMPERIAL ENTREPRENEURS

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Attendance:



Q AND A