

Imperial IdeaForge

Product Development II: Test and Validate



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ENTREPRENEURS

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GENOA ENTREPRENEURSHIP SCHOOL



Stefano 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

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

Important questions to consider:

1. Do you know where to find your target customers?
2. Are they willing to pay for what you offer?
3. What is the growth potential of this product?



LEAN CANVAS BUSINESS MODEL

Save Time

So that you only spend your time on business models that works.

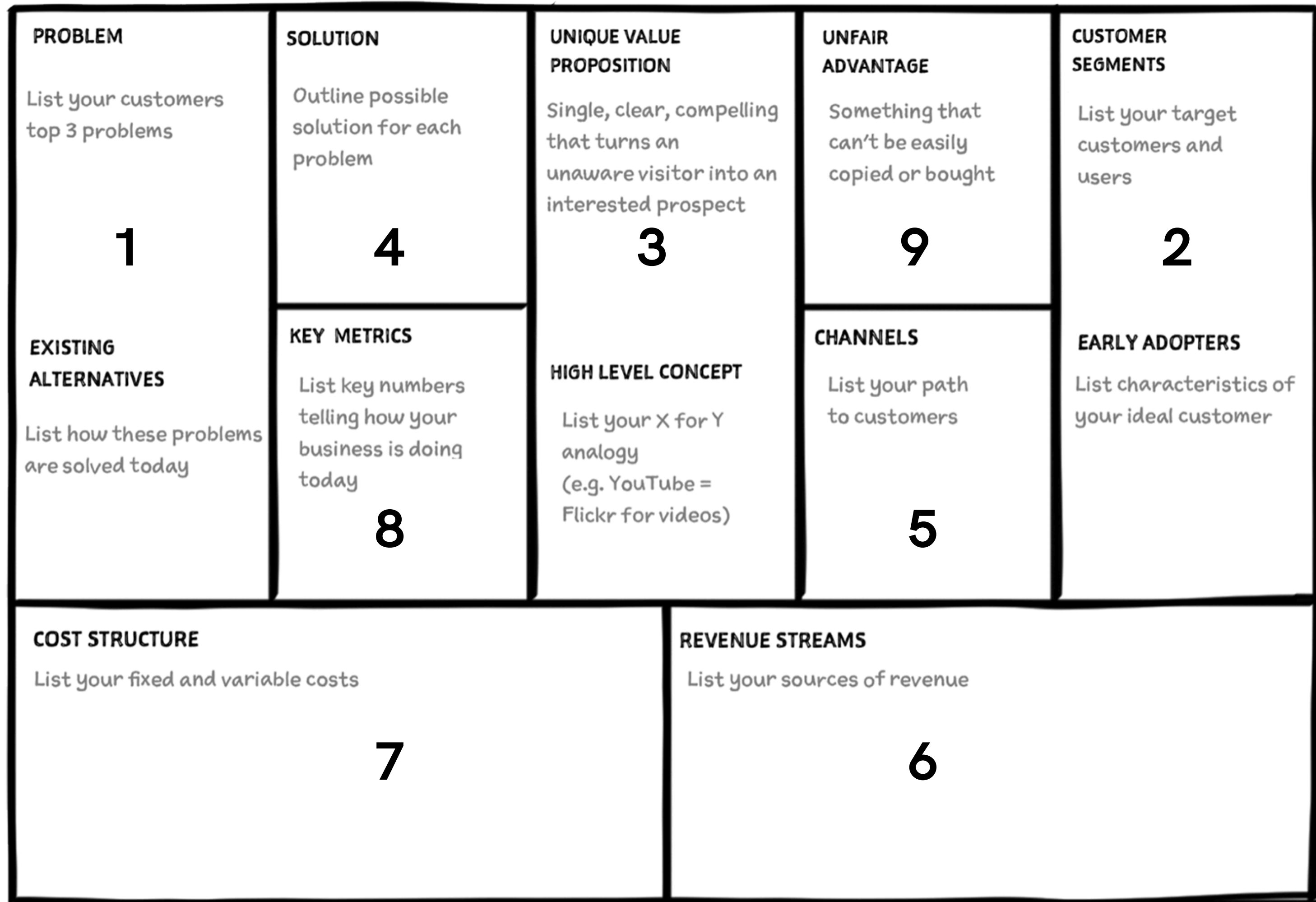
Simple to use

9 different sections to guide you along your business journey.

Great for business planning

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





Download the Lean Canvas here



TESTING AND VALIDATION

Launch 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.



PAST DATA IS YOUR BEST FRIEND

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

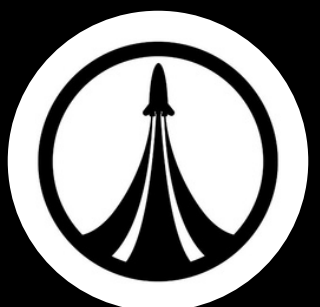
ANALYSE PAST PATTERNS

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






Genoa Entrepreneurship School: Master in International Business Creation


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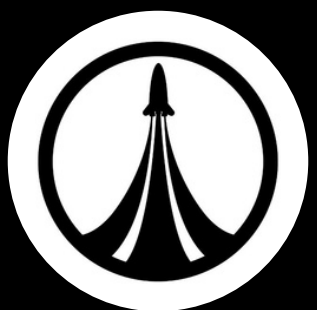


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Q AND A