

Jump Starting the Startup

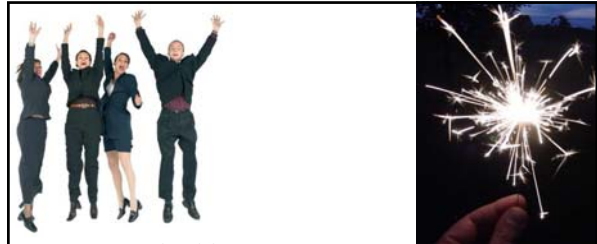


Success Factors

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Entrepreneurial Seminar

Winter 2009



Entrepreneurial Workshop
Winter 2009

FINDING THE SPARK

*Founder's Sessions & Whiteboarding -
A Practical Approach to Getting the Fire Started*

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Fishbowl Inventory *A B2B Example*

<http://www.fishbowlinventory.com/>

What's the Spark?

<http://www.fishbowlinventory.com/quick-tour>



So how to actually get this done?

- Founders' Sessions
- Whiteboarding
- Divergent Thinking
- Your Story
- Capturing the Fire – A Sparkly Framework



Insert pictures of whiteboards here for reference (one slide per picture.)

- Use black markers except where color is informative.
- Don't waste the session - bring your own fresh markers so you don't run out or use worn out markers.
- Mark off a series of areas that fit legibly into a standard landscape photo.
- Use a large room with lots of whiteboard space.



Insert pictures of whiteboards here for reference (one slide per picture.)

- First one up
 - Let your visionary founder or partner present or ramble (let them run with their style) and get it on the whiteboard.
- Then others take their turn.
- No consensus talk, no domination behavior.



Insert pictures of whiteboards here for reference (one slide per picture.)

- If necessary, the visionary and the first mate might sneak off and do this separately if ...
 - The first team session needs to be taken another step or...
 - If the larger group needs the seeds from and initial founders session.
- Ask questions designed ONLY to draw out and keep the speaker going, not to lead or redirect.
- Challenge comes later.



Insert picture (s) of whiteboards here for reference (one slide per picture.)

- Think “divergent” first.
 - Find all your alternatives and choices before attempting to logically narrow down to a decision.
 - **Logic is not a good tool at this level.**
- Founders: observe the participants.
 - See who is **functionally** versus **emotionally** bound to the project and its mission. Remember what Tom Vu said.
 - **Act on this information.**



Our company will be a success because of our unique...

Product and Service

Business Model



Our company faces the following challenges and barriers...

To work around, mitigate

To exploit



Our company exploits the following trends and market opportunities...

Trends

Market opportunities



We will make the following promises to our customers...

Feature
(what it is)

Emotional Reaction
(what it means)

•

•



We will be competitively innovative in the following ways:

Nexus / Synthesis

New Technology

- Combining



We will be competitively innovative in the following ways:

Business Model

Team



[placeholder name] is

[describe what we are]

[express the spark].



We will be a smashing success because...

Now describe the spark again so that it stands alone!



Next Steps: Key Concepts

- List all the key elements discovered and selected above.
- Start with the most important ones – positive and negative (advantages and challenges).
- Then continue with a topical whiteboard exercise exploring the depths of each.
- **Iterate!**

