VENTURE DESIGN
- Intended Customers or Constituents
- Their Jobs/Pains/Gains
- Venture Title and Tagline
- Purpose or Mission
- Products and Services
- Convention Connections (embraced, extended, or denied)
- Material Resources Required
- People Required
- Unique or Elegant Elements of your Venture
- Your Next Step Forward

INTENDED CUSTOMERS
- Who are the people you seek to serve or support?
- Specific (not generic)
- Select one or two groups, if you have many
- Perhaps a single profile
- Who is your “earlyvangelist”
  - has a problem
  - aware of the problem
  - actively searching for a solution
  - assembled one out of parts
  - has a budget or commitment
JOBS, PAINS, GAINS

Functional, social, personal, emotional

➤ Jobs
➤ What are they trying to get done in their work or their lives (in their own words)?

➤ Pains
➤ What obstacles, risks, or bad outcomes relate to those jobs for them?

➤ Gains
➤ What positive outcomes do they require, expect, or desire to achieve with those jobs?

VENTURE TITLE / TAGLINE

➤ Short and Simple
➤ Specific (not Generic)
➤ Descriptive
➤ Essential (of the essence)

PURPOSE OR MISSION

➤ Why do you exist?
➤ In clear and simple words (will an easily distracted stranger “get it”?)
➤ Defining at least general boundaries of what you don’t do

➤ Consider:
➤ Who are you?
➤ What do you do?
➤ Who do you do it for?
➤ What do those people want or need?
➤ How will they be changed as a result?
PRODUCTS OR SERVICES

➤ If you have many, select a few
➤ Connect them to the customers, jobs, pains, and gains (briefly)...if not on the slide, then in your narrative

CONVENTIONS

➤ What art worlds, business worlds, social worlds, or other worlds relate to your venture?
➤ What conventions of practice, quality, service, or beauty are most relevant?
➤ Does your venture align with those conventions, oppose them, extend them, or ignore them?
➤ OPTIONAL: Does that make you or your venture an integrated professional, maverick, folk artist, or naive artist?

MATERIAL RESOURCES

➤ Money
➤ Equipment
➤ Physical Space
➤ Infrastructure
➤ Technology
➤ Plus, how you plan to get those resources (buy, borrow, build, ask)
PEOPLE REQUIRED

➤ Workers
➤ Partners
➤ Advisors
➤ Supporters
➤ Plus, what will entice and retain them?

UNIQUE OR ELEGANT ELEMENTS

➤ “Things worth noticing”
➤ What makes what you do, or how you do it, beautiful?

NEXT STEP FORWARD

➤ What’s the next, essential, significant thing you would do to move forward?

Start close in,
don't take the second step or the third,
start with the first thing close in, the step you don't want to take.

David Whyte, excerpt from “Start Close In”
What’s the next, essential, significant thing you would do to move forward?

Start close in,
don’t take
the second step
or the third,
start with the first
ting
close in,
the step
you don’t want to take.

David Whyte, excerpt from “Start Close In”