Defining and Developing Your Venture
Art of the Arts Venture | PERF-596-004
Week 7, February 23, 2016

Karl Duncker, Gestalt Psychologist

**Functional Fixedness**

“...a mental block against using an object in a new way that is required to solve a problem.”

Karl Duncker, Gestalt Psychologist

Class Feedback
“People don’t want to buy a quarter-inch drill, they want a quarter-inch hole.”

Theodore Levitt
Customer Discovery

• There are no facts inside your building (or inside your head) …get outside and talk to people.
• Failure is an integral part of the search, fail early and often.
• No business plan survives first contact with customers.
• Design experiments to test and validate your hypotheses.
• Know/decide your market type (and its conventions):
  • New product into an existing market (as low-cost, niche, or clone).
  • New product into a new market.
• Preserve all cash until needed, then spend.


“Earlyvangelist”

Has/ Acquired a Budget
Assembled a Solution out of Parts
Been Actively Looking for a Solution
Is Aware of Having a Problem
Has a Problem

The outcomes customers want to achieve or the concrete benefits they are seeking.

What customers are trying to get done in their work and their lives, as expressed in their own words.

Bad outcomes, risks, and obstacles related to customer jobs.

How does your product or service create or expand customer gains?

How does your product or service alleviate or reduce customer pains?

What are the elements of your value proposition?

+ Conventions
+ Sensory Evidence
Customers & Comparables

Next Week: Org. Reports

• SLIDE 1: TITLE
• SLIDE 2: SUMMARY
• SLIDE 3: TIDBITS
• SLIDE 4: CONVENTIONS
• SLIDE 5: RESOURCES
• SLIDE 6: BIBLIOGRAPHY
  (not presented, but included)