STARTUP GUIDE 🚀

FIRST TO LAUNCH YOUR IDEA

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BuildupCamp

Gathering your thoughts will give you better ideas…💡

Hello!!Thanks for signing up for our First Steps to Launch your Idea.

We know that everybody is talking about being your own boss and offering you several ideas and "businesses".

Sometimes those ideas are good, but 90% of times they end up in cruel reality. The reason why we want to share with you this startup guide, with seven daily actions in total, that will help you to launch your idea, and learn from an idea in the market.

These exercises will help you decide if you are ready or not to start your business.

Do I have an Idea?

NO.
If you don't have an idea, we propose two exercises:

Instructions, option 1.

Get inspiration from your day: pay attention to what do you do during the day and answer the next questions:

- Which tools, products, services did I use today? Label those tools into two categories must have (I need this in my life🥰) or nice to have (I can live without it🤔)
- Read again the must-have products, services, or tools, and identify which one gives you more problems or pains.
- Think and write down three ideas (product, services or tools) to solve those problems/pains.Decide which idea is the most exciting for you.

Instructions, option 2.

Get inspiration from your passion: what are your hobbies?

- What do you love the most? Football⚽, dancing💃, beer🍺, pizza🍕, dating🥰, etc.Write down three ideas (products, services, apps, etc.) about what you think might help you to enjoy your passion more
- .Make research using Google or Social Media to discover some competitors to your new idea.
- Decide which idea is the most exciting for you

YES,
If you already have an idea it's time to organise your thoughts and answer these questions.

What problem do I solve with this idea?
Who is my customer?How big is that market?
How many people experience the problem daily?

Go and finish these questions about your idea! We will talk to you tomorrow at the same hour.

Who defines the future of my idea? 🤷‍♂️

We talked about your idea, but Who defines the future of my idea?

Before you start to get in love with your idea, you need to ask for feedback, listen to what other people think about it.

PLEASE DON'T ASK YOUR MOTHER, FATHER, BOYFRIEND, GIRLFRIEND, AUNT, UNCLE, COUSIN, etc*.

You HAVE to talk with:

😇 Your Customer:

Find at least 5 guys 🍔 who look alike your future customers and ask them 3 questions:
- What do you think about this problem? (tell them the problem and see how they react and what they say)
- How are you solving this problem today? (listen and take notes, don't reply)
- Finally, tell them your idea and ask for feedback.

🤓 Experts:

Try to have at least 20 minutes with one expert
- Tell her your idea (problem - idea - market)
- Close your mouth and OPEN your ears
- Take notes, notes, and notes. (if you can record the interview is better)

Make sure you cover these topics:
- is IT A REAL problem?
- What about the market? is it ready for my idea?
- Do you know other companies working on this problem?
- What changes would you do before launching this idea?

*They love you and will love any (stupid) idea you are trying to do 😂🤣.

You can't buy food with ideas, you need a business model.💰

Day 3 and your idea need to pass the first challenge, you must know that the only way to survive in this world is generating income to cover at least the cost structure to run your idea. (break-even, your first finance goal during the first years)

🤔 How can I generate income with my new idea?

Today you need to think further about what will be the business model of your idea, to organise your thoughts we introduce you to this tool,

LEAN CANVAS.

Based on the info gathered during day 1 and 2 you must fill out this canvas:

- Customer: Who is your customer? Day 1
- Early Adopter: who will be your first target? be more specific, based on age, location, income, etc.
- Problems: explain the 3 big problems your customer have and you want to solve. Day 1
- Solution: Your 3 ideas to solve those problems Day 2

Questions for today:

- **Unique Value Proposition: unique value proposition, what makes you unique? Day 1 and 2**
- Cost structure: what do you need to spend, invest and buy to launch your idea?
- Revenue Stream: monetisation model - price - how many products/subscriptions/services do you have to sell to cover your cost structure monthly?

Stop talking about your idea, and show it 🤐

Did you finish your Lean Canvas? if so, today we want to introduce this concept with you, the Problem-Solution Fit, to reach this, you must find a solution for a real problem in a specific target audience.

This should be the main goal during your first 6 months as a startup.

How do I know if I have found the problem-solution fit?
The answer comes from building a prototype, it's time to stop talking about your idea and make your first prototype to put your thoughts in the customers' hands. We know what are you thinking, how can I build an app/web/service/restaurant/robot/ in one day?

In your first **Canvas**, you already have several assumptions about the customers, solution, pricing, channel, and more, you have to start testing the riskiest assumption, in general, those riskiest points will be related to customers - the value proposition - revenue stream.

This is a day for creativity💡, but before you start thinking about big prototypes, you have to decide what exactly do you want to learn.

For your early days, you should learn about the Willingness to use, you have a solution and a customer segment, now you have to know if that idea has a good response and your customers want to use it.

How to prototype your solution: design a pre-order test.
- Define your tools, it might be a landing page, PowerPoint, Instagram account, Snapchat or Linkedin.
- Define your copy, show your unique value proposition and a call to action, in this case, Pre-order the product/service or download your app
- Set a metric, define your conversion rate, what percentage of visits are you expecting converts into pre-order customers?.

Check the Dropbox prototype.

Look for your customers and get more feedback.👂

Get a new mindset today, some people call this a growth hacker mindset, but the important thing is when you have to use it, and the prototype phase is the best opportunity to use that mindset and be in testing-learning mode.

How can I reach more customers and get more feedback?

Growth your idea at this moment is risky because you're not ready to receive hundreds and thousands of new clients, your idea is not ready for that, but you can use the mindset though.

Let's go back to your idea, right now you have a prototype, pre-ordering mode. now you will need the traffic to show them your idea. How can I do it? we show you two ways to reach your first "100 potential customers".

Paid ads:
Facebook - Instagram ads/google ads/Linkedin ads/twitter ads/snapchat ads: a safe and fast way to get real customers into your prototype is using the social media to reach your target, these tools help you to show an image or video invitation to your customers. Depends on what platform you choose, the steps are different.

Community:
The social media platforms are full of groups and communities where you can find your customers and introduce them to your new idea, this way can take you more time but it will give you the same results, but for free.

DAY 5

Checklist:

- Track your results, check if you have access to what happens in your landing page: visits, clicks, and pre-order form data.
- Plan your days: how long will you take this experiment?
- Try several options during the same days: try some A/B testing, variations of your unique value proposition or other assumptions in your Lean Canvas, and measure which one has better performance.

Check this case: Airbnb A/B testing

Stop chasing your tail and Learn real things 🔮

Everything you have made during the last 5 days will have a sense if you do this very well, what happens today is about LEARNING.

What did I learn from this test?

You have to close the cycle, day 1: create your idea, day 5: launch your test, and day 6 Learn, but the question is what do you need to learn? you were trying to understand your new customer and test if they are willing to use your idea.

Gather all the data related to your experiments:

In order to learn from your experiments you need to track and save all the data related to your experiments because that data will help you identify the next metrics:

- **Conversion rate:** ppl who clicked in our call to action/ppl who visited our landing page.
- **Signed-ups:** ppl who completed the process/ppl who clicked in our call to action.
- **Comments:** did you receive comments or feedback from your customers.

Are these numbers good enough to continue?

Compare your new learnings with all your assumptions you set in your first business model or Lean Canvas. Take 10 minutes to analyse which blocks have to change because of your learning, Define the new assumptions based on your new knowledge.

At the end of the day, you will have your Lean Canvas 2.0, it's your new map and your guidance to design and test new prototypes. This loop never ends in a startup, also in big companies, the loop is the same, but slower than a startup.

[Check how to organise your learnings](#)

Houston starting our countdown 3, 2, 1 launch!. 🚀

Welcome to our last day, we want to applaud your commitment and consistency during this startup guide, we know that you need more time to build better prototypes, run the experiments, and also learn from all these steps.

That's the reason why we are building www.buildupcamp.com, to help entrepreneurs who want to learn and launch new ideas.

During this startup guide you learned and have the answer of:

- How to have more ideas?
- Whom do you ask about the idea's future?
- Why and how to build your first business model?
- How to build a good prototype?
- How to know if the customers are willing to use your idea?
- What do you need to learn to continue your startup journey?

After this 7 days, we want to invite you to read and apply every day at your own pace, take your time to do it well, but remember you can do it in one week, the market is fast as fuck and you never know when another enterprise or startup is solving the same problem that you want to solve. our advice is next:

Combine speed with learning, if you learn faster than your competitors, you have the lead.

**If you want more guidance during your process,
you can join us in one of our offline Bootcamps**,

Check the dates and cities

See you soon

Andrés, Pira, and the BuildupCamp team

www.buildupcamp.com