

**Mentors:** Provide this link to each team and ask them to create a Google Drive folder with their ExID number and team name in the name (i.e. "ExID-xxxxxxxxx-<Team Name>"), make a copy of this sheet and share it with you as editors or commentors. Totally up to them. They are in charge of any permissions on the folder.



**Team ExID:**  **Team Name:**

**Team:** When you make major changes to your data, make a copy of the relevant tab in this file and edit that. It's a good idea to place a date in the tab name like "2020 Nov Monthly Rep"

*Developed*  
*In Collaboration With* **Sandbox Innovation Fund Program**  
Massachusetts Institute of Technology

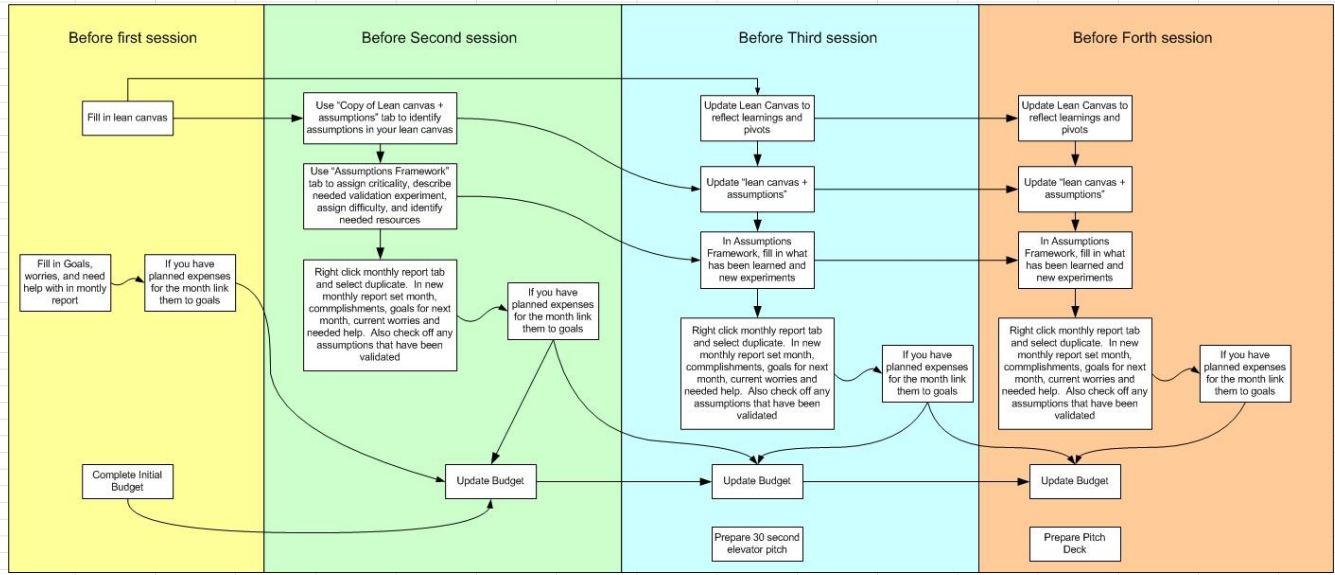
For instructions and tutorials on how to fill out the Lean Business Model Canvas can be found at <https://explorer.um6pventures.com/explorer-teams-resources-web-page/> (password is Spring2020)  
 Click on the "Lean Canvas" tab

v2020\_1012b

- Lots of interesting short videos  
<https://venturewell.org/i-corps/team-materials/>
- One hour video on how to select your customer  
[https://diydelatv.mit.edu/updates/avada\\_portfolio/eseminar-marketselection/](https://diydelatv.mit.edu/updates/avada_portfolio/eseminar-marketselection/)
- Bill Aulet's Disciplined Entrepreneurship
- Lean Launch-Pad framework by I-Corps based on Steve Blank's Startup Owner's Manual
- Osterwalder's Value Proposition Design
- Additional links to videos and online readings linked in the Sandbox Guidelines for Mentoring Sessions document on Mentors page of the website
- \* Copies of the books are available in the Sandbox office, and if you need a copy please let us know.

Protect Information Confidentiality

Team Deliverables for Each Session







## Explorer Team <Please enter Team Name on Instructions tab> - Start-Up Canvas

You may need to adjust row height to display all text

PROBLEM	SOLUTION	UNIQUE VALUE PROPOSITION	UNFAIR ADVANTAGE	CUSTOMER SEGMENTS
List your prospects' top 1-3 problems - The pain	Outline a possible solution for each problem	Single, clear, compelling message that turns an unaware visitor into an interested prospect	Something that can't be easily copied or bought	List your target customers and users
1	1			1
2	2			2
3	3			3
EXISTING ALTERNATIVES	KEY METRICS	HIGH LEVEL CONCEPT	CHANNELS	EARLY ADOPTERS
List how/by whom these problems are solved today	List the key numbers that tell you how your business is doing	List your X for Y analogy (e.g. YouTube = Flickr for videos)	List your paths to customers	List the characteristics of your ideal customers
1	1			1
2	2			2
3	3			3
more	more			more
COST STRUCTURE		REVENUE STREAMS		
List your fixed and variable costs		List your sources of revenue		
1				1
2				2
3				3
4				4
5				5

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Value Proposition Examples <https://www.helpscout.com/blog/value-proposition-examples/>

Value Proposition <https://optinmonster.com/32-value-propositions-that-are-impossible-to-resist/#2>

Spring 2022									
		Total Available Award:							
Major Expense Category		BUDGET					EXPENDITURES		
Detail		NOV	DEC	JAN	FEB	MAR	Description & Fall Totals		
Software									
	Software Totals	dh0.00	dh0.00	dh0.00	dh0.00	dh0.00	dh0.00		dh0.00
Hardware									
	Hardware Totals	dh0.00	dh0.00	dh0.00	dh0.00	dh0.00	dh0.00		dh0.00
Materials & Services									
	Materials & Services Totals	dh0.00	dh0.00	dh0.00	dh0.00	dh0.00	dh0.00		dh0.00
Research									
	Research Totals	dh0.00	dh0.00	dh0.00	dh0.00	dh0.00	dh0.00		dh0.00
Advertising/Marketing									
	Advertising/Marketing Totals	dh0.00	dh0.00	dh0.00	dh0.00	dh0.00	dh0.00		dh0.00
Travel/Conferences									
	Travel/ Conferences Totals	dh0.00	dh0.00	dh0.00	dh0.00	dh0.00	dh0.00		dh0.00
Other									
	Other Totals	dh0.00	dh0.00	dh0.00	dh0.00	dh0.00	dh0.00		dh0.00
	Month Totals	dh0.00	dh0.00	dh0.00	dh0.00	dh0.00			
	BUDGET Project Total	dh0.00						TOTAL EXPENDITURES	dh0.00
	Remaining Award	dh0.00							

Explorer Team <Please enter Team Name on Instructions tab> - Start-Up Canvas

You may need to adjust row height to display all text

PROBLEM		SOLUTION		UNIQUE VALUE PROPOSITION		UNFAIR ADVANTAGE		CUSTOMER SEGMENTS	
List your prospects' top 1-3 problems		Outline a possible solution for each problem		Single, clear, compelling message that turns an unaware visitor into an interested prospect		Something that can't be easily copied or bought		List your target customers and users	
1		1						1	
2		2						2	
3		3						3	
EXISTING ALTERNATIVES		KEY METRICS		HIGH LEVEL CONCEPT		CHANNELS		EARLY ADOPTERS	
List how/why whom these problems are solved today		List the key numbers that tell you how your business is doing		List your X for Y analogy (e.g. YouTube = Flickr for videos)		List your paths to customers		List the characteristics of your ideal customers	
1		1						1	
2		2						2	
3		3						3	
m		m						m	
o		o						o	
r		r						r	
e		e						e	
COST STRUCTURE					REVENUE STREAMS				
List your fixed and variable costs					List your sources of revenue				
1									1
2									2
3									3
4									4
5									5

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PROBLEM	ASSUMPTION
1	
2	
3	

CUSTOMER SEGMENT	ASSUMPTION
1	There are more than 1 million people that are between the ages of 18 and 20 in Morocco
2	Assumption 2
3	

SOLUTION	ASSUMPTION
1	
2	
3	

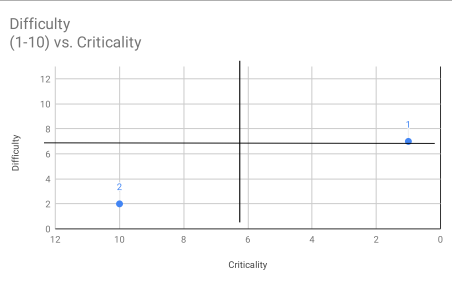
EARLY ADOPTERS	ASSUMPTION
1	
2	
3	

EXISTING ALTERNATIVES	ASSUMPTION
1	
2	
3	

UNIQUE VALUE PROPOSITION	ASSUMPTION
1	
2	
3	

Explorer Team <Please enter Team Name on Instructions tab> - Assumptions Matrix

Assumption/Hypothesis	Criticality (1-10)	Experiment	Difficulty (1-10)	Resources Needed (People-Time-Money)	Priority (1-9)	Discovery (What was learned)
1 There are more than 1 million people that are between the ages of 18 and 20 in Morocco	1		7		3	
2 Assumption 2	10		2		80	
3					0	
4					0	
5					0	
6					0	
7					0	
8					0	
9					0	



Fill in both criticality and Difficulty to Compute and Plot Priority





Possible Assumptions	
<b>Problem: e.g.</b>	What proof exist that the Key Criteria are the correct ones?
<b>Existing Alternatives: e.g.</b>	Are Existing Alternatives improving or staying stagnate? Are others companies working on solutions to the same problem(s) that might be better than yours?
<b>Solution(s): e.g.</b>	What is the assumption on time to working prototype? Will same product/solution serve all target customers?
<b>Unique Value Proposition: e.g.</b>	Does the customer really value the unique aspect(s) of the solution?
<b>Unfair Advantage e.g.</b>	Do experts outside the team think it is easy to copy the solution? Is the patent strong enough to fend off copy-cats?
<b>Customer Segments: e.g.</b>	What data exist that show the customers truly have the problem(s)? What indicates that the team can capture the estimated portion of the market?
<b>Early Adopters: e.g.</b>	How long will it take to sell to the early adopters? How long to find them?
<b>Channels: e.g.</b>	What assumptions are being made about ease of reaching the customers - sales, marketing and distribution?
<b>Revenue Stream(s): e.g.</b>	What indicates that the target customers are willing to pay the set price?
<b>Cost Structure: e.g.</b>	What data indicates that costs will not rise? What are the contingencies if prices do rise?
<b>Key Metrics: e.g.</b>	How easy is it to measure the key metrics? What other metrics might exist that are more telling, or would indicate any problems sooner?
<b>Product Feasibility:</b>	IS USUALLY NOT ONE OF THE ASSUMPTIONS THAT NEEDS TESTING

## Customer Discovery Experiments

- Interviews
- Surveys
- Questionnaires
- Mockups
- Pilots
- Networking Events
- Secondary Research
- Other

## Customer Types

**Decision Maker:** Makes the final decision to purchase  
**Economic Buyer:** Issues the PO or signs the check  
**End User:** Day to day users of the product/service  
**Influencer:** Can sway the decision but stops short of direct recommendation  
**Recommender:** Tasked to recommend solutions (inside the organization)  
**Saboteur:** A person who will lose out if the solution is adopted

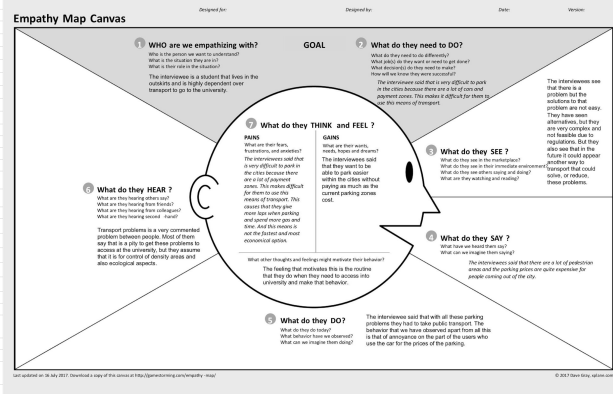
### Asking the Right Questions

#### What are you trying to discover?

1 Problem	What are your biggest challenges? What are the outcomes of not addressing those challenges?
2 Solution	"How do you measure success?" "How are you solving the problem currently?"
3 Customer (sub)Segments	"Who is your clientele?"
4 Unfair Advantage	"Why do you do what you do? What is something you wish you had?"
5 Cost/Revenue	"What are your yearly/quarterly earnings/expenses?" "How much are you willing to pay?"

### The 5 Whys

#### Talking to Humans



**Fall 2020 Expenditure Request**

**Date of REQUEST**

**Instructions For Team:**

- 1) This form is for getting Mentor approval.
- 2) You may combine several items from several categories to get a single mentor approval on several items at the same time.
- 3) When you fill out the later requisition form (after you have gotten your mentor approval) you will have to submit separate requests if they are from separate vendors. You can however attach a single mentor approval as evidence of mentor approval to each of those requests.
- 4) To get mentor approval, copy this sheet by taking a screen capture or copying the request details board in your email (Please do not copy it as an attachment), put in an email to your mentor and request approval. (an example of email approval can be found here : <https://drive.google.com/file/d/1xxcAJDFU40SIX7J7pcy9GEULjdEjcn/view?usp=sharing>)
- 5) Make sure to provide him/her/them with a link to your Explore gSheet that has the budget you agreed with them on.
- 6) Once the mentor(s) replies with an approval, you can attach that email to the requisition form.
- 7) For the sake of record keeping, paste the Mentor(s) approval email to the bottom of this sheet so that you have it for future reference.

**REQUEST DETAILS**

	<b>Detail (please provide as much detail as possible on the item/service you are requesting)</b>	<b>Within Budget (Yes/No)</b>	<b>Estimated Cost</b>	<b>Impact on Project (what are you going to be using the item for). Please provide enough details for your mentor to easily approve/understand.</b>
<b>Software</b>				
	<b>Software Totals</b>		dh0.00	
<b>Hardware</b>				
	<b>Hardware Totals</b>		dh0.00	
<b>Materials &amp; Services</b>				
	<b>Materials &amp; Services Totals</b>		dh0.00	
<b>Research</b>				
	<b>Research Totals</b>		dh0.00	
<b>Advertising/ Marketing</b>				
	Item 1 with more details		dh200.00	Explain impact on project
	Item 2 with more details		dh150.00	
	<b>Advertising/Marketing Totals</b>		dh350.00	
<b>Travel/ Conferences</b>				
	<b>Travel/ Conferences Totals</b>		dh0.00	
<b>Other</b>				
	<b>Other Totals</b>		dh0.00	
	<b>Total for this request</b>		dh350.00	

