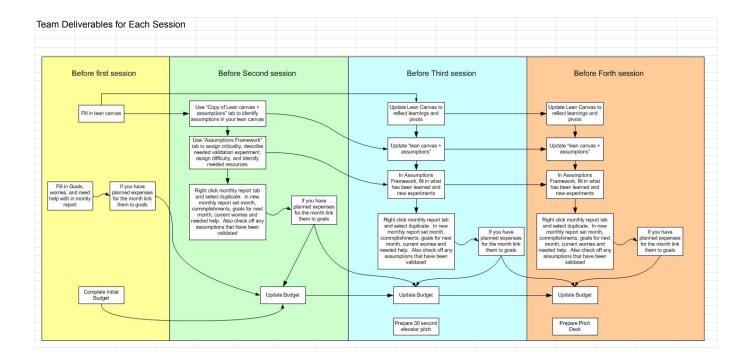
| | Mentors: Provide this link to each a Google Drive folder with their Ex the name (i.e. "ExID-xxxxxxxxor of this sheet and share it with you Totally up to them. They are in ch folder. | ID number a <team nam<br="">as editors o</team> | and team name in ne>"), make a copy r commentors. | |
|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------|---------------------------------------------------------|--------------------------------------------------------------------------|
| Team ExID: | | Team Name: | | |
| | Team: When you make major cha copy of the relevant tab in this file to place a date in the tab name like | and edit tha | t. It's a good idea | Developed In Collaboration With Massachusetts Institute of Technology |
| | For instructions and tutorials on how to | fill out the Lea | n Business Model Car | nvas can be found at |
| | https://explorer.um6pventures.com/explorer-team | ms-resources-we | b-page/ | (password is Spring2020) |
| | Click on the "Lean Canvas" tab | | | |
| /2020_1012b | | | | |
| | •Lots of interesting short video |)S | | |
| | https://venturewell.org/i-corps/ | /team-mate | erials/ | |
| | •One hour video on how to se | lect your c | ustomer | |
| | https://divdeltav.mit.edu/updat | es/avada | portfolio/esemina | ar-marketselection/ |
| | •Bill Aulet's Disciplined Entrepreneur | | | |
| | •Lean Launch-Pad framework by I-Co | rps based on | Steve Blank's Startur | p Owner's Manual |
| | Osterwalder's Value Proposition Des | sign | | |
| | •Additional links to videos and online | readings link | ed in the Sandbox G | uidelines for Mentoring Sessions document on Mentors page of the website |
| | * Copies of the books are available in | the Sandbox | office, and if you ne | ed a copy please let us know. |
| | Protect Information Confid | | | |



Monthly Report for

What did you accor COMMENT/EXPLANATION What are you goals for next mon OUTCOME WHY What are you worried about? What do you need help with? WHY

Assumptions Needing Testing

| ······································ | Priority |
|----------------------------------------------------------------------------------------|----------|
| Assumption 2 | 80 |
| There are more than 1 million people that are between the ages of 18 and 20 in Morocco | 3 |
| | 0 |
| | 0 |
| | 0 |
| | 0 |
| | 0 |
| | 0 |
| | 0 |

Instructions

WHAT

WHAT

Do not fill in this sheet,

Instead click on the "Monthly Report Template" tab and select "Duplicate" On the duplicate sheet, row 1, add the month, then fill in the report For each month create another duplicate sheet, add the month, then fill in the report

Assumptions Needing Testing will automatically fill in as you fill in the Assumptions (on the "Copy of Lean Canvas + assumptions tab) and Assumptions Matrix You can check them off as the Assumptions are Validated

Monthly Report for

What did you accor COMMENT/EXPLANATION What are you goals for next mon OUTCOME WHY What are you worried about? What do you need help with? WHY

Assumptions Needing Testing

| ······································ | Priority |
|----------------------------------------------------------------------------------------|----------|
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| There are more than 1 million people that are between the ages of 18 and 20 in Morocco | 3 |
| | 0 |
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Instructions

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WHAT

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Assumptions Needing Testing will automatically fill in as you fill in the Assumptions (on the "Copy of Lean Canvas + assumptions tab) and Assumptions Matrix You can check them off as the Assumptions are Validated

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

| | PROBLEM | SOLUTION | UNIQUE VALUE | PROPOSITION | UNFAIR ADVANTAGE | CUSTOMER SEGMENTS |] |
|-------------------------------------------------------|-----------------------------------------------------|---------------------------------------------------------------|--------------------------------------------------------------|------------------------------|----------------------------------------------------|--------------------------------------------------|------------------------------------------------------------|
| all text | List your prospects' top 1-3 problems - The pain | Outline a possible solution for each problem | Single, clear, cor that turns an una an interested pro | | Something that can't be easily copied or bought | List your target customers and users | |
| olay a | 1 | 1 | | | | 1 | 1 |
| disp | 2 | 2 | | | | 2 | |
| You may need to adjust row height to display all text | 3 | 3 | | | | 3 | For big text boxes use alt+enter for a line break |
| ust r | EXISTING ALTERNATIVES | KEY METRICS | HIGH LEVEL | CONCEPT | CHANNELS | EARLY ADOPTERS | |
| ed to ad | 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 YouTube = Flickr | analogy (e.g. for videos) | List your paths to customers | List the characteristics of your ideal customers | |
| y ne | 1 | 1 | | | | 1 |] |
| r ma | 2 | 2 | | | | 2 | |
| Yor | 3 | 3 | | | | 3 | |
| | m | m | | | | m | |
| | r | r | | | | r | |
| | e | e | | | | е | |
| | COST STRUCTURE | | | REVENUE STR | REAMS | | |
| | List your fixed and variable costs | | | List your sources of | of revenue | | |
| | 1 | | | | | 1 | For big text |
| | 2 | | | | | 2 | boxes use |
| | 3 | | | | | 3 | alt+enter for a line break |
| | 4 | | | | | 4 | |
| | 5 | | | | | 5 | |

Value Proposition Examples <u>https://www.helpscout.com/blog/value-proposition-examples/</u> Value Proposition https://optinmonster.com/32-value-propositions-that-are-impossible-to-resist/#2

| | Spring 2022 | | | | | | | | |
|-------------------------|------------------------------|--------|--------|--------|--------|---------|-----------------------|------------------------|--------------|
| | Total Available Award: | | | | | | | | |
| Major Expe | ense Category | | · | | Bl | JDGET | | | EXPENDITURES |
| | Detail | NOV | DEC | JAN | FEB | MAR | Description & Fall To | tals | |
| Software | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | Software Totals | dh0.00 | dh0.00 | dh0.00 | dh0.00 | dh0.00 | dh0.00 | | dh0.00 |
| Hardware | Soltware lotais | 010.00 | 010.00 | 010.00 | 010.00 | 0110.00 | 010.00 | . | dilo.oc |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | 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/ | Research Totals | 010.00 | 010.00 | 010.00 | 010.00 | 010.00 | 010.00 | | |
| 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 | | 2 | 2 | 2 | 2 | 2.10.00 | 5110100 | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | 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 | dto oo | | | |
| | BUDGET Project Total | | an0.00 | an0.00 | an0.00 | dh0.00 | | TOTAL EXPENDITURES | dh0.00 |
| | | 010.00 | | | | | | I S I LE EXI ENDITORES | dilo.oc |
| | Remaining Award | dh0.00 | | | | | | | |

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

| all text | | PROBLEM List your prospects' top 1-3 problems | | SOLUTION Outline a possible solution for each problem | Single, clear, co | E PROPOSITION mpelling message aware visitor into ospect | UNFAIR ADVANTAGE Something that can't be easily copied or bought | | CUSTOMER SEGMENTS List your target customers and users | | |
|-------------------------------------------------------|---|-----------------------------------------------------|---|------------------------------------------------------------------|--------------------------------------|-------------------------------------------------------------------|------------------------------------------------------------------------|---|--------------------------------------------------------------|----|------------------------------------------------------------|
| play a | 1 | | 1 | | | | | 1 | | | |
| o dis | 2 | | 2 | | | | | 1 | 2 | | |
| You may need to adjust row height to display all text | 3 | | 3 | | | | | | 3 | | For big text boxes use alt+enter for a line break |
| justi | | EXISTING ALTERNATIVES | | KEY METRICS | HIGH LEVEL | CONCEPT | CHANNELS | | EARLY ADOPTERS | | |
| ed to ad | | 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 YouTube = Flick | analogy (e.g. r for videos) | List your paths to customers | + | List the characteristics of your ideal customers | | |
| / Dec | 1 | | 1 | | | | | | 1 | | |
| mai | 2 | | 2 | | | | | 1 | 2 | | |
| You | 3 | | 3 | | | | | : | 3 | | |
| | m | | m | | | | | 1 | | | |
| | r | | r | | | | | ì | | | |
| | e | | e | | | | | • | | | |
| | | COST STRUCTURE | - | | - | REVENUE STR | REAMS | _ | 1 | | |
| | | List your fixed and variable costs | | | | List your sources of | of revenue | | | | |
| | 1 | | | | | | | | | 1 | For big text |
| | 2 | | | | | | | | | 2 | boxes use |
| | 3 | | | | | | | | | 3 | alt+enter for a line break |
| | 4 | | | | | | | | | 4 | |
| | 5 | | | | | | | | | 15 | |

| | 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 | | |

| ASSUMPTION |
|------------|
| |
| |
| |
| ASSUMPTION |
| |
| |
| |
| |
| ASSUMPTION |
| |
| |
| |
| |

| | Explorer Team < | Please enter Tear | n Name on In | structions tab> - Assump | tions Mati | ïx | |
|-------------------------------------------------------------------------------------------|------------------------|-------------------|--------------|-------------------------------------------|--------------|---------------------------------|--|
| Assumption/Hypothesis | Criticality Experiment | | Difficulty | Resources Needed (People-Time-Money) | Priority | Discovery (What was learned) | |
| There are more than 1 million people that are between the ages of 18 and 20 in Morocco | 1 | | 7 | (reduct nine money) | (10) | | |
| 2 Assumption 2 | 10 | | 2 | | 80 |) | |
| 3 | | | | | |)) | |
| 5 | | | | | |) | |
| 7 | | | | | | ,) | |
| 8 | | | | | |)) | |
| | | | | | | | |
| | | | | Fill in both criticality and Difficulty t | o Compute ar | nd Plot Priority | |
| Difficulty | | | | | | | |
| (1-10) vs. Criticality | | | | | | | |
| 12 | | | | Decide | | Do Last | |
| 10 | | | | | | | |
| ≥ 8 | | | | | | | |
| 6 Difficulty | | | | Do First | | Decide | |
| 4 2 | | | | | | | |
| 2 | | | | | | | |
| 12 10 8 | 6 4 2 | 0 | | | | | |
| | Criticality | | | | | | |

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

| Custo | mer Discovery | Experiments | Customer Types | | | | | | |
|----------|------------------------------------------|-------------------------------|------------------------------------------------------|---------------|---------------------------------------------------------------|----------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------|
| | | | | | Empathy Map Canvas | Designed for: | Despired by: | Date: | Wester |
| | Interviews | | Decision Maker: Makes the final decision to purch | | | | | | |
| | •Surveys | | Economic Buyer: Issues the PO or signs the chec | | | WHO are we empathizing with? | GOAL 🛛 💀 What do they n | | |
| | •Questionnaires | | End User: Day to day users of the product/service | | | Who is the person we want to understand? What is the situation they are in? | What do they need to do What jole(c) do they want | ar need to get done? | |
| | •Mockups | | Influencer: Can sway the decision but stops short | | | What is their nile in the stuator? The interviewee is a student that lives in the | What decision(s) do they in How will we know they we | | |
| | Pilots | | Recommender: Tasked to recommend solutions (| | -1 | outskirts and is highly dependent over transport to go to the university. | | that is very difficult to park there are a lot of cars and | The interviewees see that there is a |
| | Networking Events Secondary Research | | Saboteur: A person who will lose out if the solution | i is adopted | ` | | | makes it difficult for them to | problem but the solutions to that |
| | Secondary Research Other | | | | - | | | | problem are not easy. They have seen |
| | -Oulei | | | | | 🖉 🖉 What do t | hey THINK and FEEL ? | / | alternatives, but they are very complex and |
| | | | | | | PAINS What are there have | GAINS There are the | - | not feasible due to regulations. But they |
| | | | | | | trustations, and anxiette The interviewees and a | n? needs, hopes and dreams? | What do they SEE ? | also see that in the future it could appear |
| | | | | | | is very eligibulit to park | in that they want to be | What do they see in the marketplace? What do they see in their immediate environment What do they see afters saving and doing? | another way to bransport that could |
| Askina | the Right Question | ns | | | | the other because then ore o list of payment range. This reakes dW | within the cities without | What do they use others saying and doing? What are they watching and reading? | solve, or reduce, these problems. |
| | e you trying to dis | | | | What do t | they HEAR ? for them to use this | current parking zones | \ | |
| windt di | e you a ying to us | 500461 : | | | What are they b | tearing from triends? C causes that they give | | 7 | |
| | 1 Problem | What are your biggest challe | enges? What are the outcomes of not addressing those | e challenges? | | earing second share? A cod speed more gos at time. And this means is | | | |
| | 2 Solution | | ess?" "How are you solving the problem currently?" | - | problem betw | scenn as a very commense seen people. Most of them pily to get these problems to | | What do they SAY ? | |
| | | ents "Who is your clientele?" | the problem currently. | | access at the | university, but they assume | λ | What have we heard them say? What can we imagine them saying? | |
| | 4 Unfair Advantage | | ? What is something you wish you had?" | | also ecologic | al aspects. The feeling th | ed feelings might mativate their behavior? | The interviewees said that there is array and the packing prices are is | |
| | 5 Cost/Revenue | | erly earnings/expenses?" "How much are you willing t | 0.001/2" | | that they do y | when they need to access into I make that behavior. | people coming out of the city. | |
| | 5 COSITICINE INC. | what are your yearry/quarte | eny carnings/expenses: NOW INDER are you willing t | o haik: | - | / | | | |
| | | | | | | | | | |
| The 5 | Whys | | | | | | t do they DO? The interviewee said for problems they had to to behavior that we have a | | |
| ine o | ing s | | | | | What b | | the part of the users who | |
| | | | | | | Ward | use the car for the price | s of the parking. | |
| Tallia | te thursened | | | | | | | | \sim |
| Iaiking | a to Humans | | | | Last updated on 16 Ady 2017. Dewelood a sopy of this canvas a | at http://ganedorning.com/enpathy-map/ | | | © 2017 Dave Skay, splane.com |

| | Fall 2020 Expanditure Paguast | | | | | | | |
|-------------------------|---------------------------------------------------------------------------------------------------------------------------|---------------------------------------|--------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|------------------|----------------|---|
| | Fall 2020 Expenditure Request | | | | | | | |
| | Date of REQUEST | | | | | | | |
| | Instructions For Team: | | | | | | | |
| | 1) This form is for getting Mentor approval. | | | | | | | |
| | You may combine several items from several categories to | 0 | | | | | | |
| | 3) When you fill out the later requsition form (after you have seperate vendors. You can however attach a single mentor | | | | | | | |
| | 4) To get mentor approval, copy this sheet by taking a screer put in an email to your mentor and request approval. (an e | a capture or copyi cample of email | ng the request de approval can be | tails board in your email (Please do not copy it as an a found here : <u>https://drive.google.com/file/d/1xxcA</u> | ttachment), IDFU40SIX7J7pcy | /9GEULjdjEejcn/v | iew?usp=sharin | g |
| | 5) Make sure to provide him/her/them with a link to your Exp | ore gSheet that h | as the budget yo | agreed with them on. | | | | |
| | 6) Once the mentor(s) replies with an approval, you can attac | ch that email to th | e requisition form | | | | | |
| | 7) For the sake of record keeping, paste the Mentor(s) appro- | val email to the b | ottom of this shee | t so that you have it for furture reference. | | | | |
| | | | | REQUEST DETAILS | | | | |
| | Detail (please provide as much detail as possible on the item/service you are requesting) | Within Budget (Yes/No) | Estimated Cost | Impact on Project (what are you going to be using the item for). Please provide enough details for your mentor to easily approve/understand. | | | | |
| Software | | | | •• | 1 | | | |
| | | | | | 1 | | | |
| | | | | | | | | |
| | | | | | | | | |
| | Software Totals | | dh0.00 | | | | | |
| Hardware | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | Hardware Totals | | dh0.00 | | | | | |
| Materials & Services | | | | | | | | |
| Services | | | | | - | | | |
| | | | | | - | | | |
| | | | | | | | | |
| Desserve | Materials & Services Totals | | dh0.00 | | - | | | |
| Research | | | | | - | | | |
| | | | | | - | | | |
| | | | | | 1 | | | |
| | Research Totals | | dh0.00 | | | | | |
| Advertising/ | Research Toldis | | 010.00 | | 1 | | | |
| Marketing | | | | | 1 | | | |
| | Item 1 with more details | | dh200.00 | Explain impact on project | 1 | | | |
| | Item 2 with more details | | dh150.00 | h h h h h h h h h h h h h h h h h h h | 1 | | | |
| | Advertising/Marketing Totals | | dh350.00 | | | | | |
| Travel/ | | | | | 1 | | | |
| Conferences | | | | | | | | |
| | | | | | | | | |
| | Travel/ Conferences Totals | | dh0.00 | | | | | |
| Other | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | Other Totals | | dh0.00 | | | | | |
| | | | | | | | | |
| | Total for this request | | dh350.00 | | | | | |

Summer Program Weekly Report for

| GOAL | ish last week against your goals? | | | |
|------------------------|------------------------------------|---------|---|--|
| GUAL | COMMENT/EXPLANATION | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| What are you goals for | r next week? | | | |
| WHAT | WHY | OUTCOME | | |
| | | | | |
| | | | | |
| | | | - | |
| | | | | |
| | | | | |
| | | • | | |
| What are you worried | about? What do you need help with? | | | |
| WHAT | WHY | WHY | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

Assumptions Needing Testing

| | Priority |
|----------------------------------------------------------------------------------------|----------|
| Assumption 2 | 80 |
| There are more than 1 million people that are between the ages of 18 and 20 in Morocco | 3 |
| | 0 |
| | 0 |
| | 0 |
| | 0 |
| | 0 |
| | 0 |
| | 0 |

Instructions

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Assumptions Needing Testing will automatically fill in as you fill in the Assumptions (on the "Copy of Lean Canvas + assumptions tab) and Assumptions Matrix You can check them off as the Assumptions are Validated