CDC I-Catalyst

**Stakeholder
Customer Discovery
Business Model
Business Thesis**

COURSE OBJECTIVE:

Learn what we now know about going from an

idea to a deployable solution

Learn stakeholder discovery

**Use hypotheses driven testing
to create a compelling
mission model canvas**

COURSE OBJECTIVE:

Teach a
methodology
for **collecting data**

You will only get out of the program
what you put in, in terms of effort

OUR EXPECTATIONS OF YOU

You will spend 30% of your time outside of your office, or your lab

You all will do all the work assigned

You will hold 50+ customer interviews

This is a team activity, divide the work, share your insights, work together

OUR EXPECTATIONS OF YOU

Be intensely curious
Be intellectually honest

Be willing to go where the discovery
takes you. **Plan to pivot**

Admit you don't have all the answers.
Don't make things up.
Say: "I don't know"

EACH SESSION

15+ customer interviews
Continuously update
Launchpad Central
Regularly meet as a group
Revise your thesis and canvas
Present what you learned
Watch and discuss the Steve Blank lectures

Stakeholder Discovery
Business Models

"Identify a problem or need about which *enough* people care"

"Design a solution that will meet that problem or need"

"Evidence that the solution/service satisfies the stakeholder problem"

"Build and deploy a solution/service that satisfies the stakeholder problem"

Mission Model FIT

"Validate and implement a model for delivering the solution/service that is repeatable and scalable"

You will *refine, revise* or *throw out* your "great" ideas!

*The only thing
that matters is getting
To problem / solution*
FIT

a **Business Thesis** *is:
Who is your stakeholder(s)?
What is your solution?
Why will they use your solution?*

Hypothesis

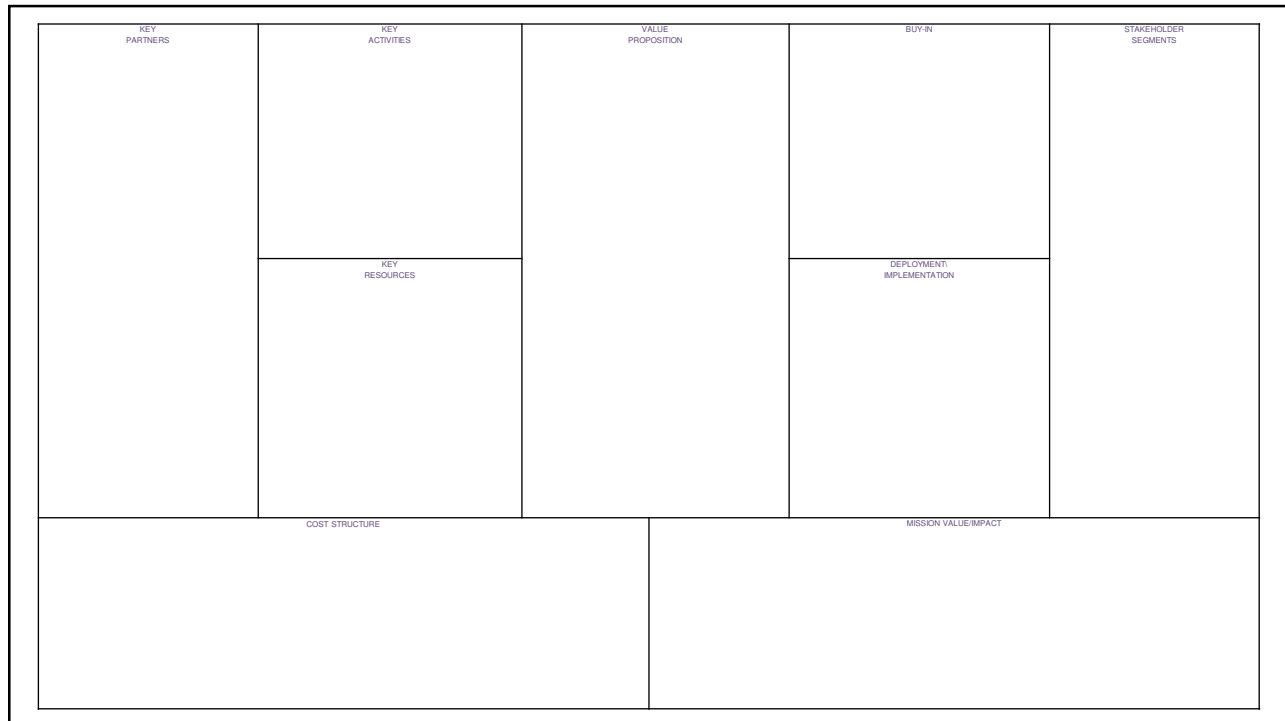**What must be true such that the business thesis holds**

Experiment

How you will test your thesis. How you will discover if what you

Question

Questions that can be asked to run the experiment

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITION	BUY-IN	STAKEHOLDER SEGMENTS
Which outside partners or supplies you need to perform the activities? Are they new or existing?	*Which activities do you need to perform well in your mission model? What is crucial?*	*What are you offering them? What problem are you solving for them? What gains do you give them? What Horizon are you building for?*	*How do I get customers to buy-in, use and deploy?*	*Which customers are you serving? Are they inside or outside the agency? Which jobs do they really want to get done?*
	KEY RESOURCES *Which resources do you need to perform the activities? Which are essential? Are they new or existing?*		**DEPLOYMENT\ IMPLEMENTATION** *How well you get the value prop to each Customer? Through which interaction points?*	

COST STRUCTURE	MISSION VALUE/IMPACT
What is the resulting cost structure? Which key elements drive your cost?	*What value are you generating? Improvements? New Capabilities? Scale, Interoperability?*

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITION	BUY-IN	STAKEHOLDER SEGMENTS
	KEY RESOURCES		DEPLOYMENT\ IMPLEMENTATION	
COST STRUCTURE		MISSION VALUE/IMPACT		

Part of the Model

STAKEHOLDERS

JOBS

what they are trying to get done in their work and in their lives

task to perform, problem to solve, needs to satisfy

PAINS

describe bad outcomes, risks, and obstacles related to their jobs

GAINS

describe the more or less expected benefits they are seeking

Stakeholders

how well do you know them?

Value Proposition

the solution

A list of all the solutions, services, or processes a value proposition is built around

pain relievers

describe how your products, services or processes alleviate stakeholder pains

Value Proposition

gain creators

describe how your products, services or processes create stakeholder gains

First, understand the stakeholder

Provide **evidence** showing "what" they care about before focusing on "how" to help them

Then, develop the value proposition

Provide evidence showing that they care about how your products, services or processes kill pains and create gains

Finally, consider the whole model

Provide evidence showing that the way you intend to create, deliver, and capture value is likely to work

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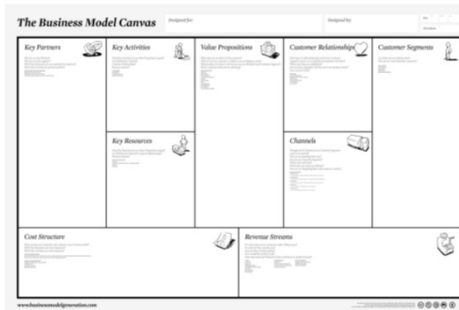
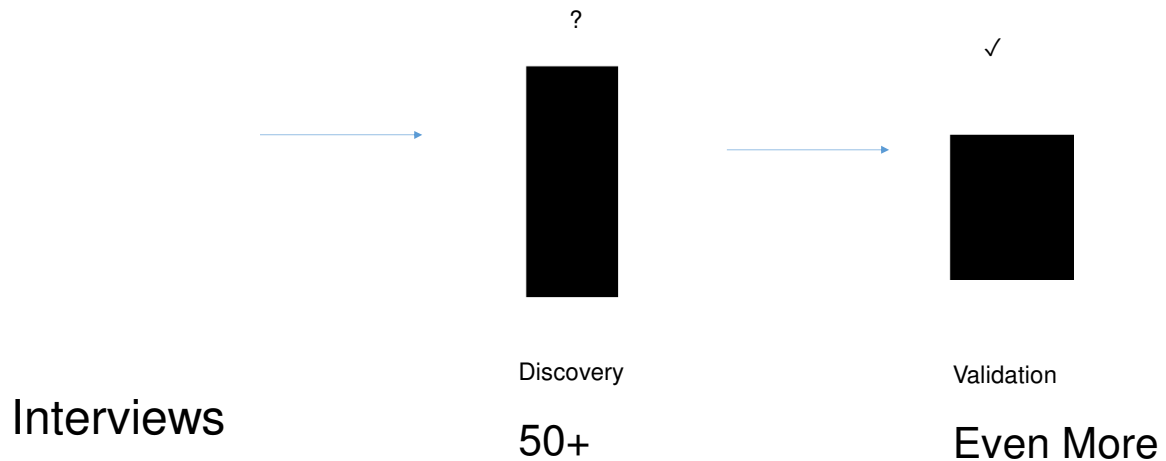# It's A Process

Core Idea or
Technology

?

Discovery

✓

Validation

GOOTB! Expectations

?   ✓

Interviews   Discovery   Validation

                        50+   Even More

Business Thesis
Who is your stakeholder, what is your solution, why will they use it?

Idea:

Our team has created a tool called the "Grantee Connector," which serves as a curated database of grantee contacts, work products, and templates, but further, a facilitator for grantees to find one another, share, and learn from the experiences of others.

Business thesis:

The Administration for Native Americans (ANA) grantees will use our database to connect with and learn from other ANA grantees.

Business Thesis

Who is your customer, what is your product, why will they buy it?

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Thesis format:
T= S will use Solution because VP

S:stakeholder (who is your stakeholder)

VP: value proposition (why they will use it)

Business Thesis
Who is your stakeholders, what is your solution, why will they use it?

Workshop Exercise 1:
write your first business thesis

Next Step

Hypotheses:
What must be true
such that the thesis is true

Hypotheses:
Your current wild guess about your stakeholders' problems
jobs, wants, and needs.

Hypotheses:
Statement of fact
Is either true or false
No commas or ands
Testable

Hypotheses

H1:PTEA evaluate patients in the classroom

H2: PTEA have to see more patients per day

H3:PTEA spend more time evaluating patients in the classroom (vs. private setting)

H4: Recorded evaluations reduce the amount of time spent filling out paper work

H5: Less time spent filling out paperwork increases the number of patients seen per day

H6: Seeing more patients per day increases reimbursement to PTEA

Physical Therapists will make video recordings of children with autism in the classroom to improve therapy outcomes.

Proof:
if H1, H2, H3… Hn then T

If PTEA evaluate patients in the classroom

and PTEA have to see more patients per day

and PTEA spend more time evaluating patients in the classroom (vs. private setting)

and Recorded evaluations reduce the amount of time spent filling out paper work

and Less time spent filling out paperwork increases the number of patients seen per day

and Seeing more patients per day increases reimbursement to PTEA

Then Physical Therapists will make video recordings of children with autism in the classroom to improve therapy outcomes.

Experiments:

Hypothesis

What must be true such that the business thesis holds

Experiment

How you will test your thesis. How you will discover if what you believe to be true, actually is!

Question

Questions that can be asked to run the experiment

Hypothesis

PTEA evaluate patients in the classroom

Experiment

Interview 6 physical therapists who work with children to learn about where they hold their evaluation sessions

Question

Tell me about a typical evaluation.

How do you decide when and where to evaluate patients?

Tell me more about that…

Why….?

Write your business thesis.
Include who the stakeholder is,
what the solution is and
why people would use it.

Create 5-7 hypotheses based on the business thesis.

For each hypothesis, tell us who you're going to talk to.

Create questions to kick off your interviews.

Reflect on who you should contact and interview.

Stakeholders to Interview:

Begin a list of people who you feel would gain value from your solution.

How will you contact them?

Are your questions formulated with them in mind?