



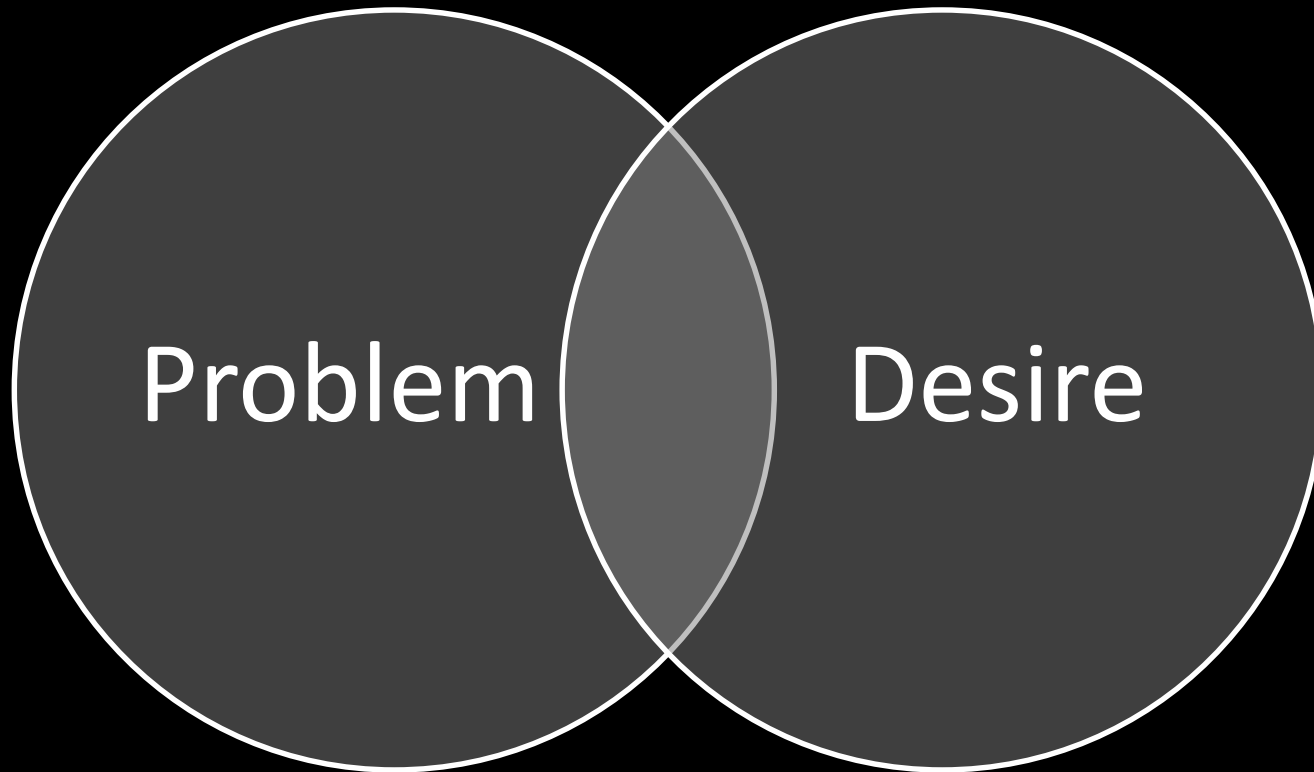
STRING



VENTURES

From Problem Observation to Idea, From Validation to PMF

Products either **solve a problem or satisfy a desire**, most generally both.

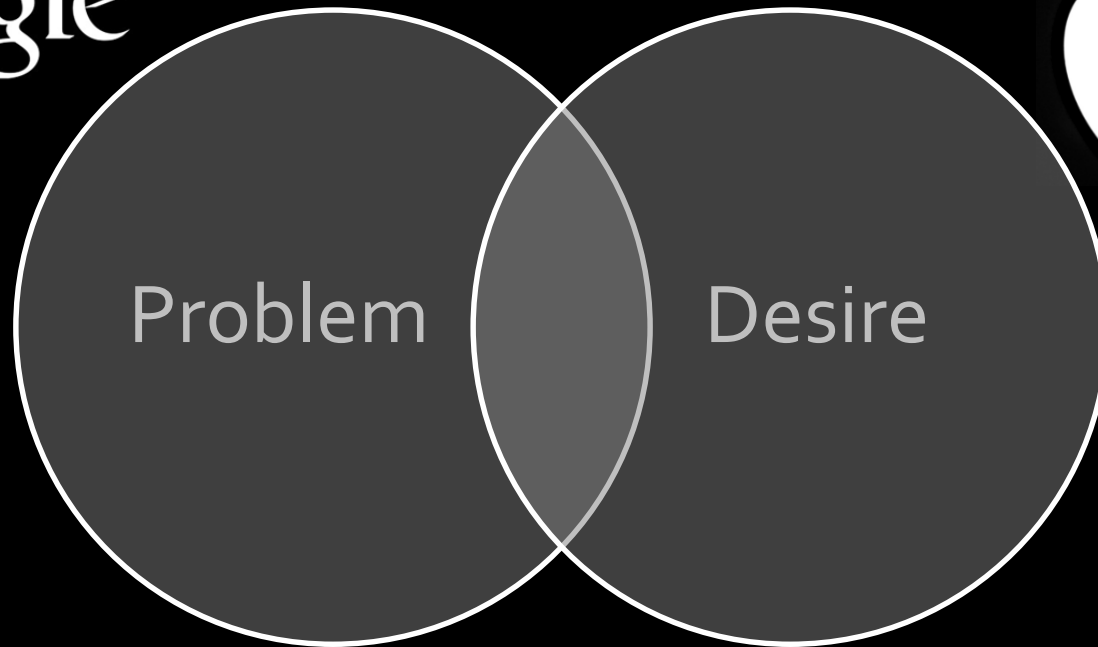


Great products start with:

Personal Problem

Personal Hobby

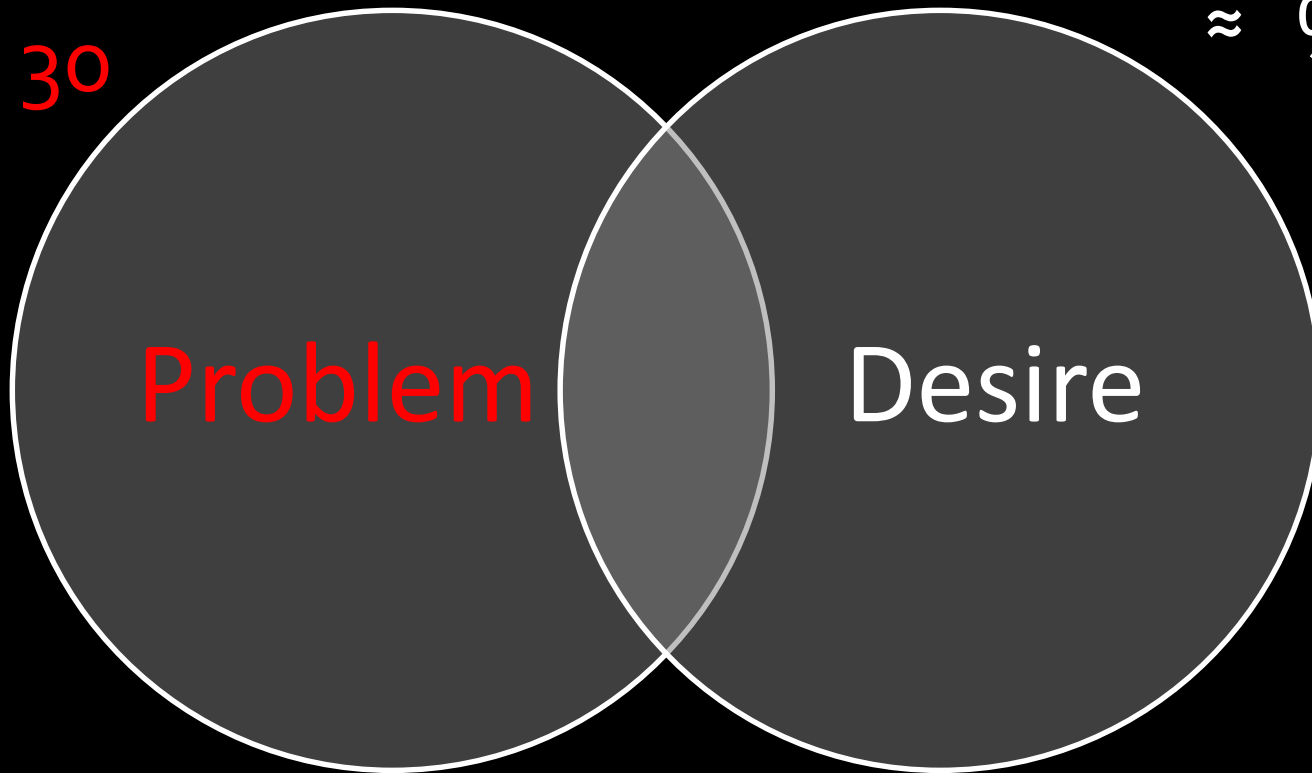
Google

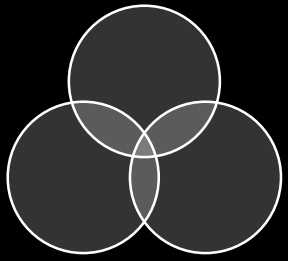


Worked closely more than 400 teams.
Success rate is around:

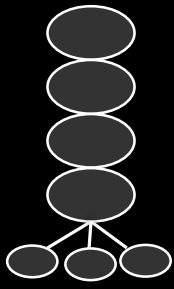
$\approx \% 30$

$\approx \% 0.75$

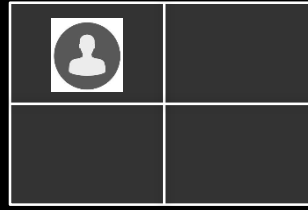




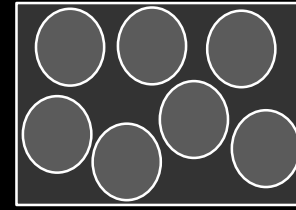
triangle



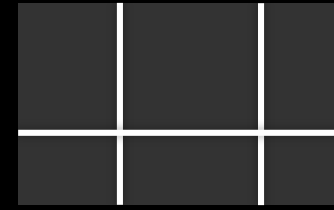
story



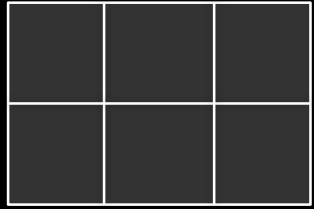
persona



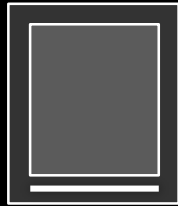
topic map



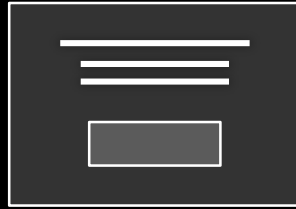
radiator



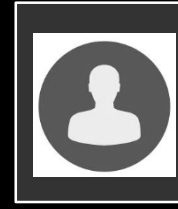
six pack



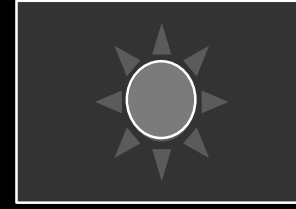
UVP



validation



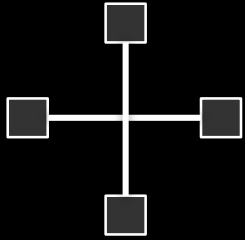
HRB



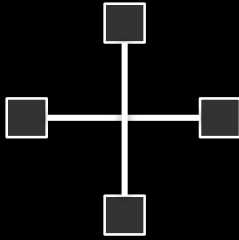
sunny day



proto



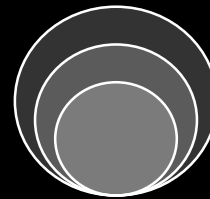
compet'n



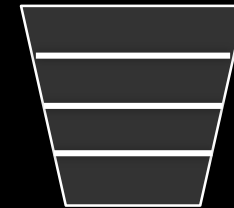
MVP



USP



TamSamSom



funnel

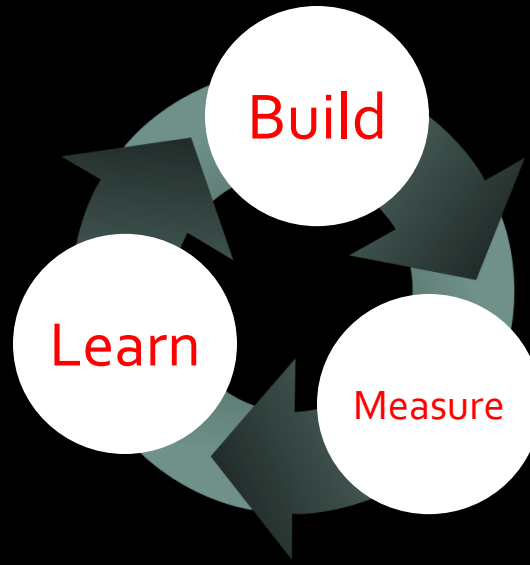


pitch

Purpose of the entrepreneur
is to **create a customer**



Peter Drucker



Innovating a product =
science + engineering + art

You can't expect to set your vision and stick-to-it

dating site

=>



cryptology firm

=>



location based pics

=>



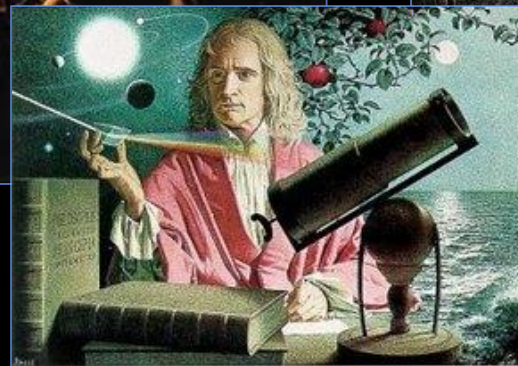
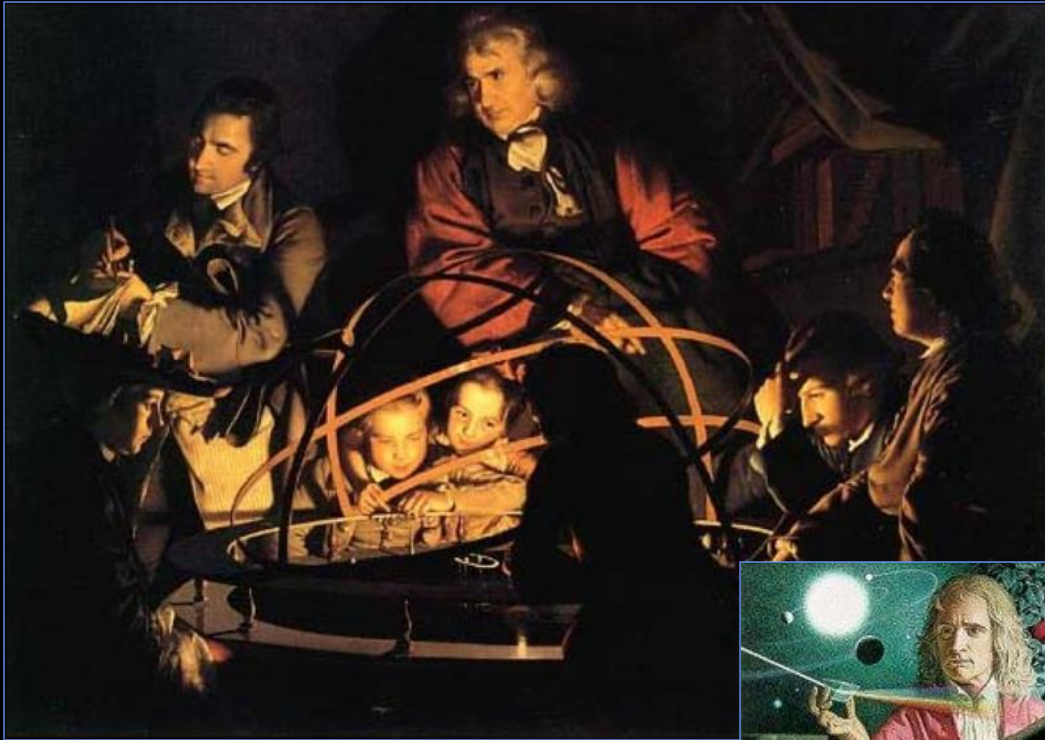
hot or not knockoff

=>

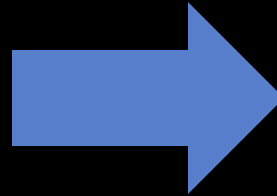
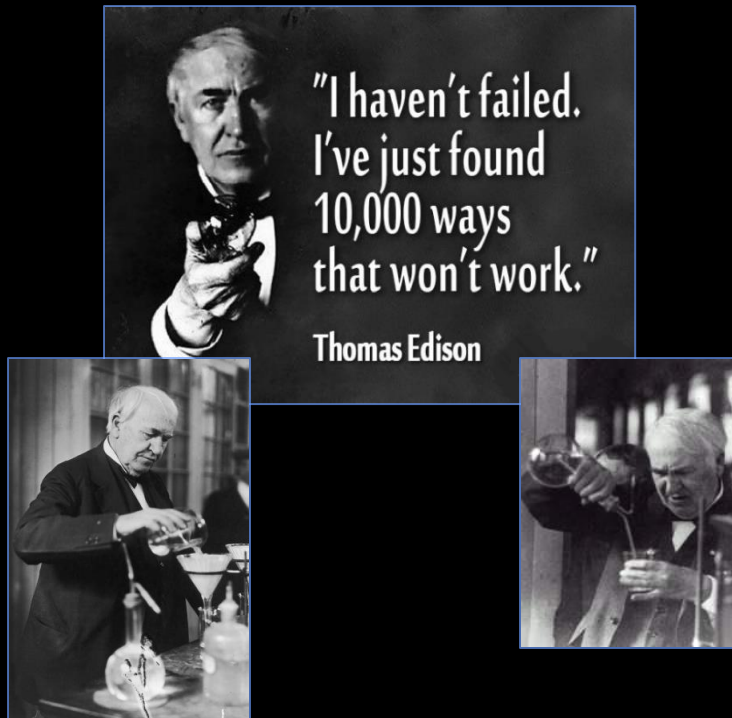


Entrepreneur =
Business
Experimentalist

Entrepreneur = Business Experimentalist



Entrepreneur = Business Experimentalist



A startup
is a small company that takes on
a **hard technical problem**



Paul Graham

A Startup is a temporary
organization **formed to search**
for a repeatable business model



Steve Blank

Startup = Growth

people who want your stuff

all	hair salon		Startup Territory	
most		bar		
some			office furniture store	
few				pet snake store
	few	some	most	all

people you can reach and serve

How much growth then?

Less than 1% per week = hair salon

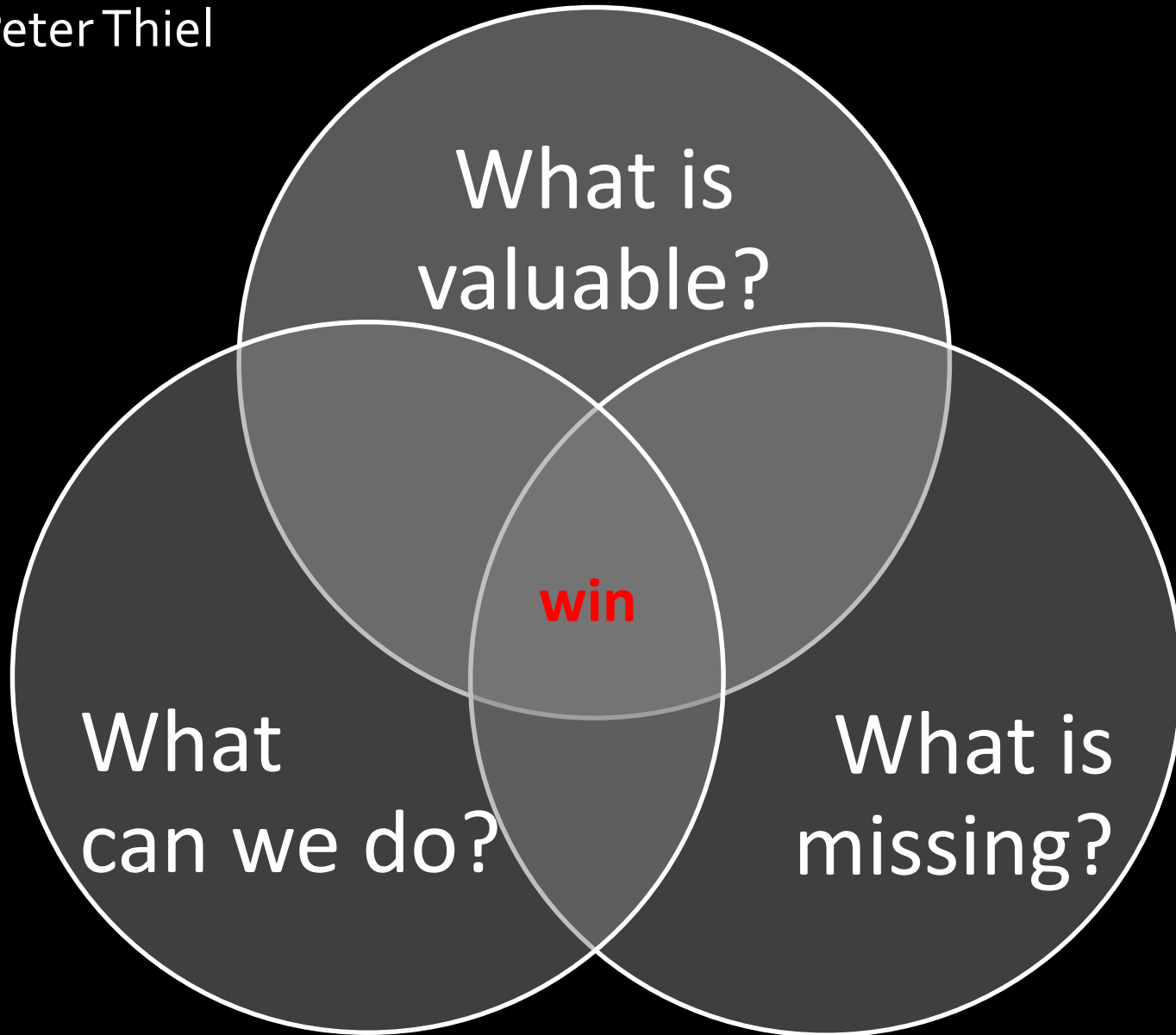
5-7% per week = startup

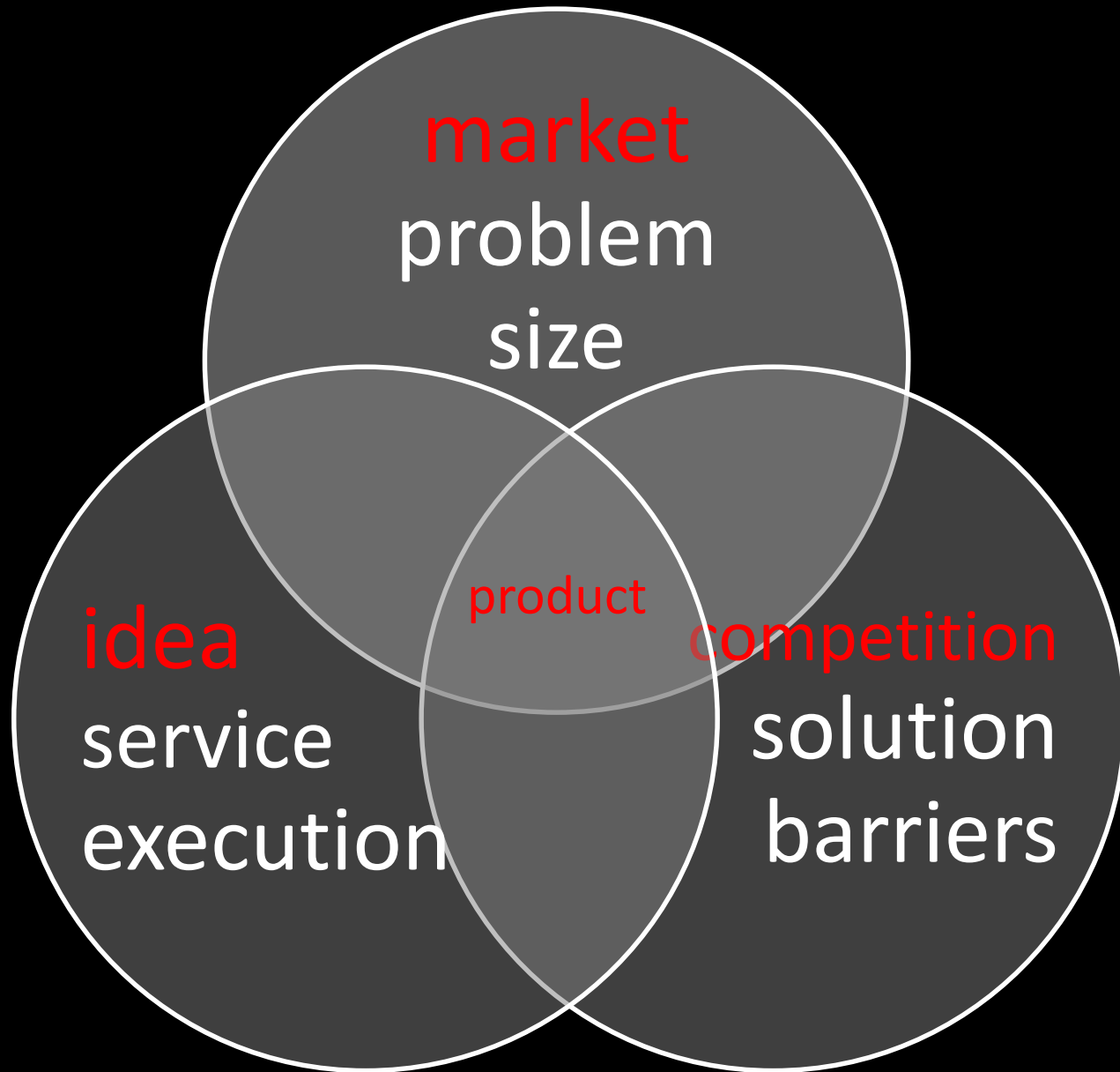
More than 10%+ per week = superstar
(facebook, twitter, dropbox, instagram)

What makes Innovative Products?



Peter Thiel





Make something people want

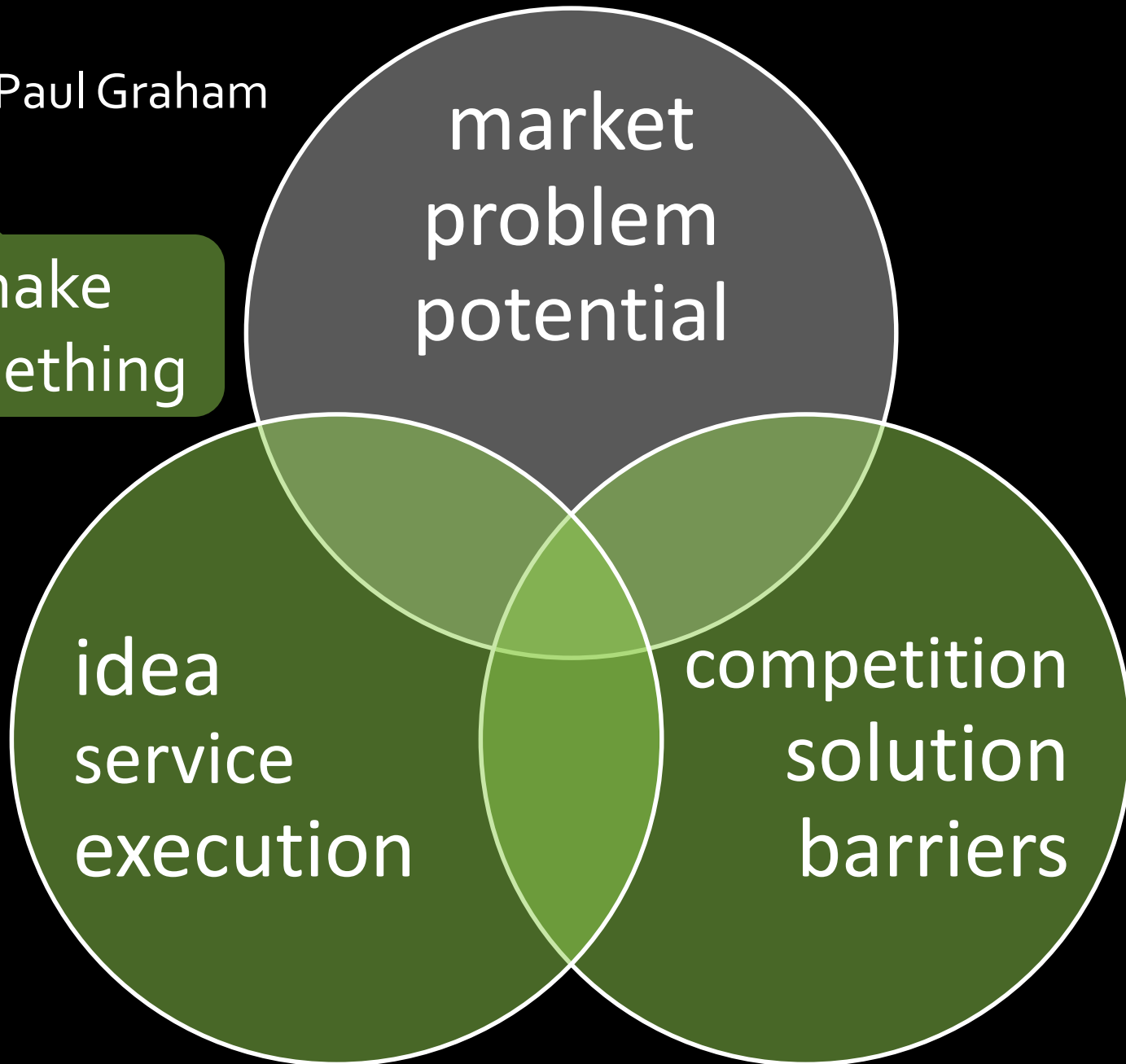


Paul Graham



Paul Graham

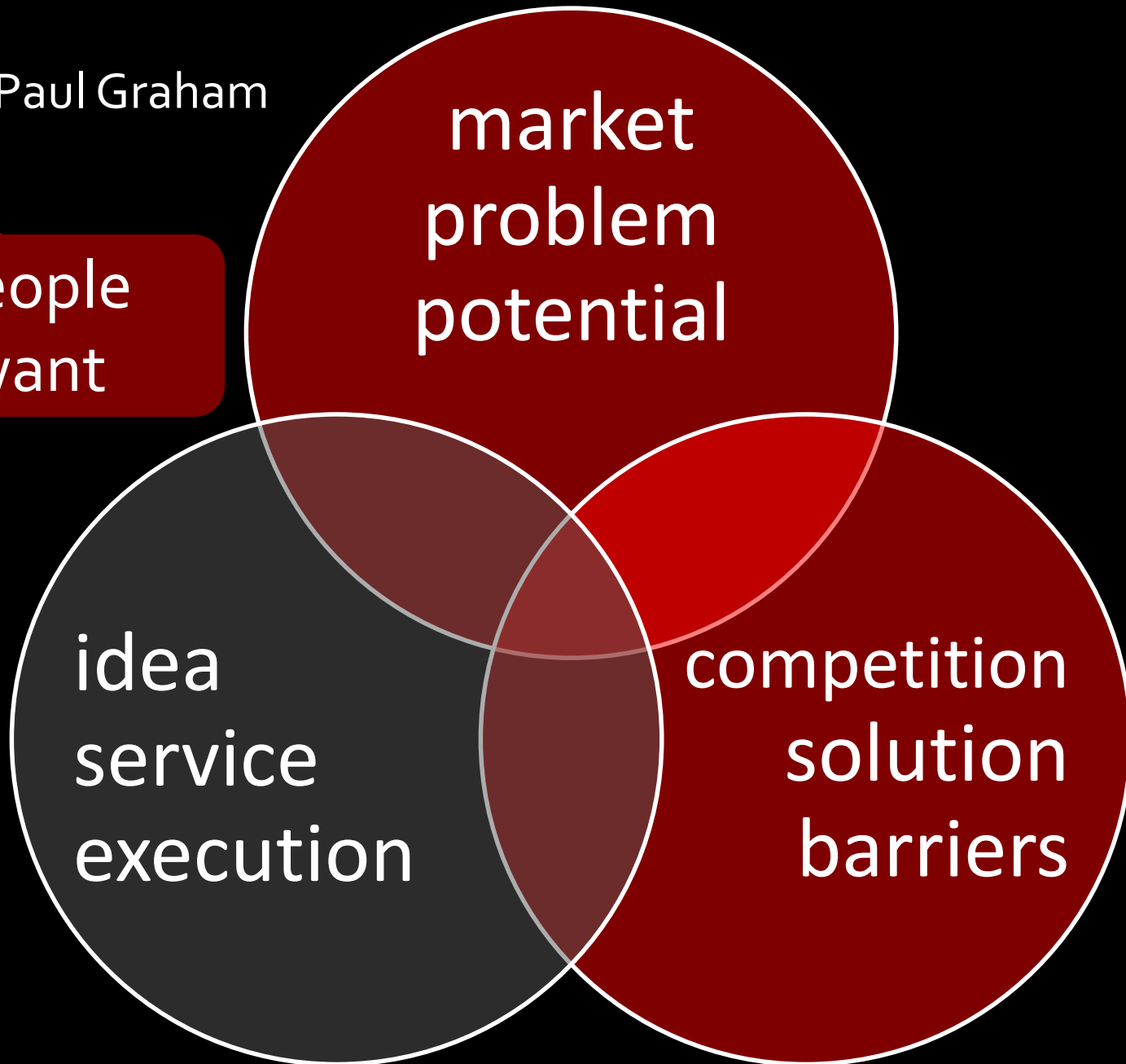
make
something





Paul Graham

people
want



Knowing what
People Want
is harder than
Making Something

- (a) Find **simple solutions**
- (b) to **overlooked problems**
- (c) that actually **need to be solved**, and
- (d) **deliver** them as **informally** as possible,
- (e) **starting with a crude version 1**, then
- (f) **iterating rapidly**.



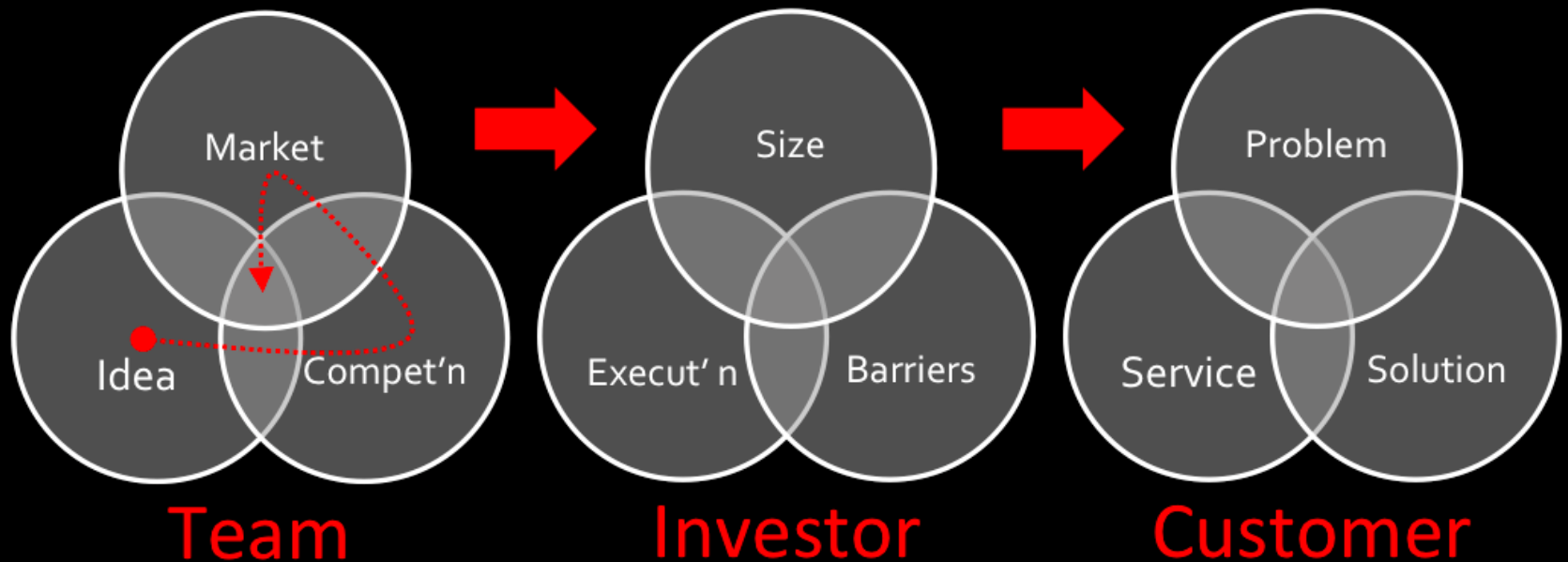
Paul Graham

Rookie mistake:

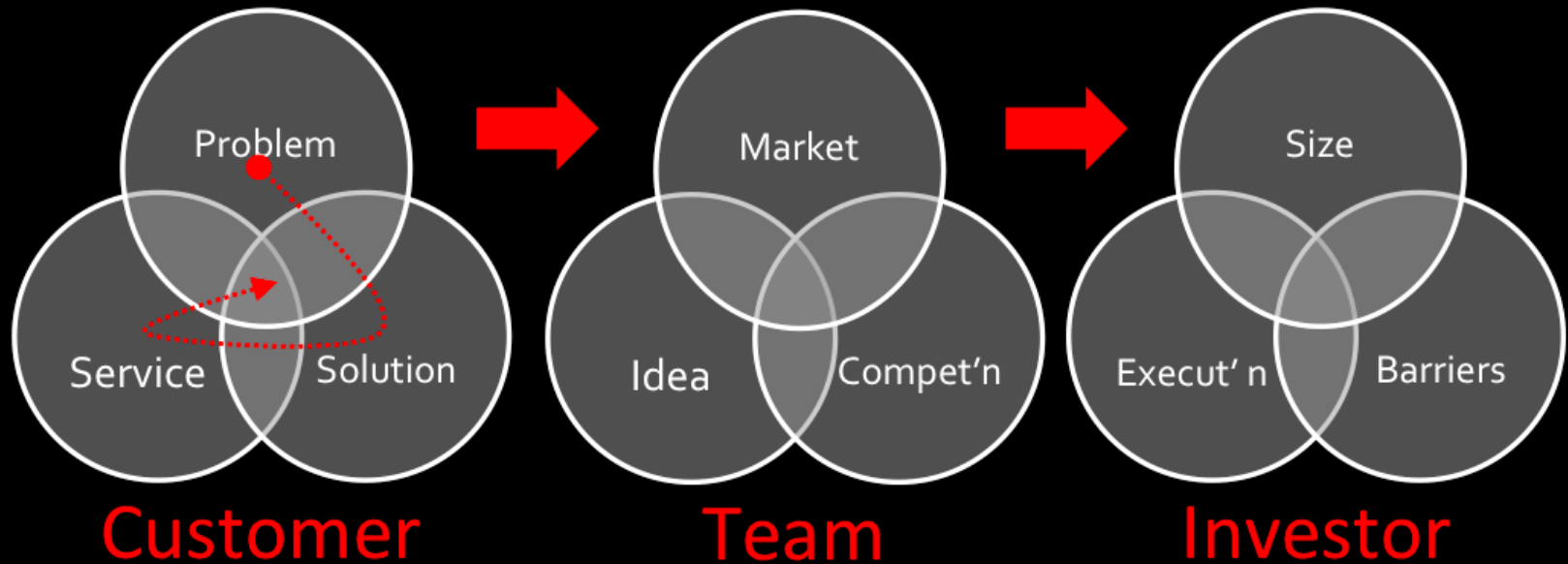
Starting with
cool/ego/itch idea

Product development equivalent of
convenience sampling

Rookie Mistake



Better Path



How does one get an
Innovative Product Idea?

Secret to get product
ideas = don't think of
product ideas

notice problems
instead of
thinking ideas

The problems you
understand best are ones
that affect you personally

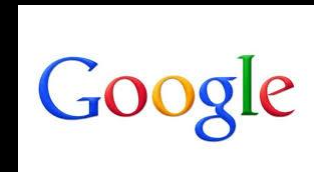
Wozniak wanted a
computer

=



Larry and Sergei
couldn't find
stuff online

=



To solve others' problems,
find a way to **make them**
your own

Adora Cehung
PhD candidate but left to
pursue startup opportunities.



Get Your Place Cleaned

It's simple, affordable, and convenient

BOOK APPOINTMENT



- ✓ Starting at \$25.00/hr
- ✓ Easy online scheduling
- ✓ 100% Satisfaction Guarantee
- ✓ Cleaners bring all supplies and equipment
- ✓ Cleaners are background checked and certified

 Like 94,918 people like this. Be the first of your friends.

What are the attributes
of a **worthy problem?**

1. Hard
2. Schleppy
3. Unsexy
4. Frequent
5. Urgent



Dropbox

All your photos, videos,
and docs anywhere

hard to solve
schleppy and unsexy
problem felt frequently
solution needed urgently

Painkiller



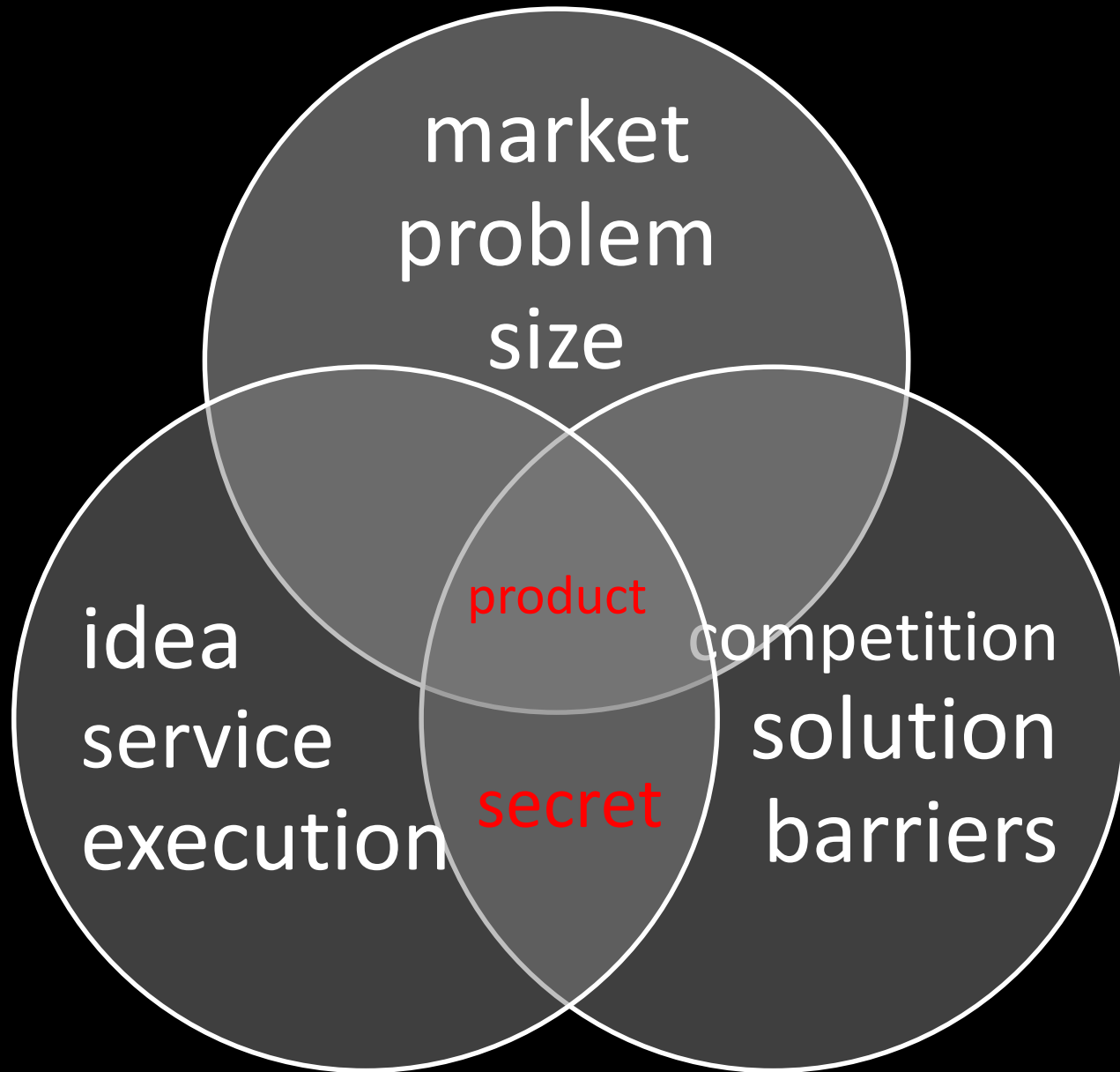
Vitamins



How does one **notice**
product-worthy
problems?

Cultivate a Secret

Secret = you believe in it +
 most others don't +
 you got the right answer



STRING



VENTURES

Story

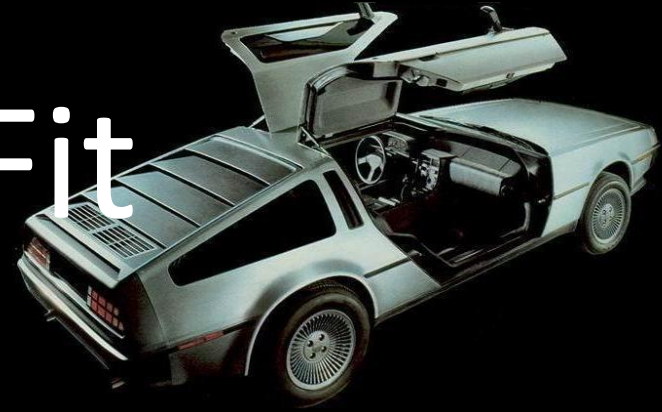
MVP Validation



Product
Iterations



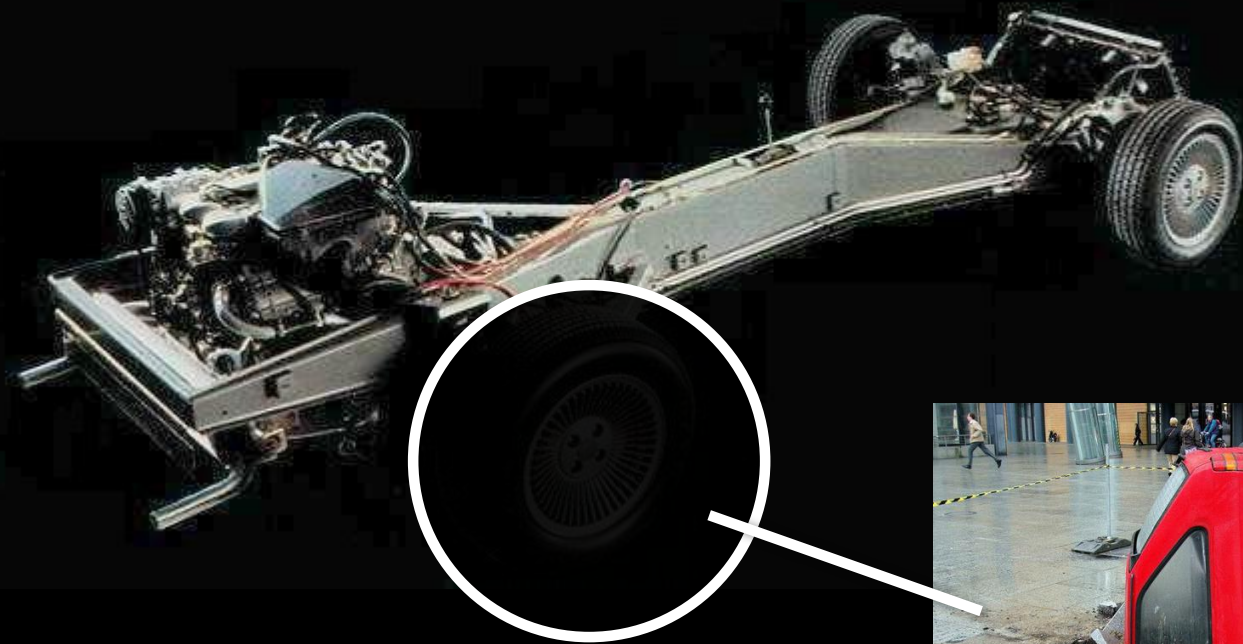
Product Market Fit



Growth: Engine Tuning
Conversion = Desire – Friction



Even in the earliest stages, if some key components are missing, then **your product doesn't make sense**



Go home, car, you are drunk.

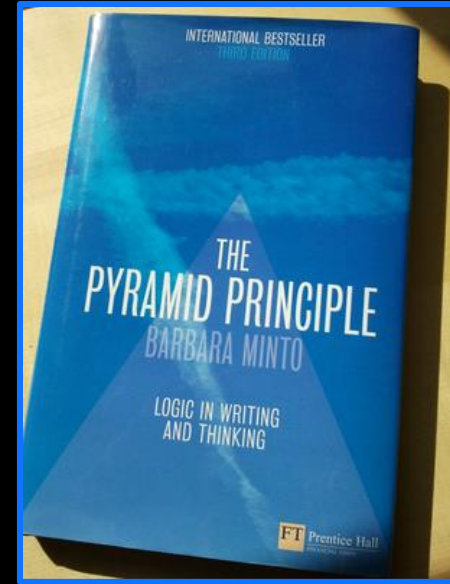
Usually, what's missing?

You should:

Tell a compelling story

Solution =
Situation +
Complication +
Question + Answer

Enter Minto's SCQA Framework



The minimum structure for storytelling

Classical Story Pattern

- In a happy **Situation**
- Some disturbing **Complication** occurs
- That triggers a **Question**
- Hero finds the **Answer**





SCQA = optimal Solution structure

- **Situation** Living room walls were nice and clean
- **Complication** My daughter turned the walls into a mess
- **Question** What should I do?
- **Answer** Hire a painter

Situation:

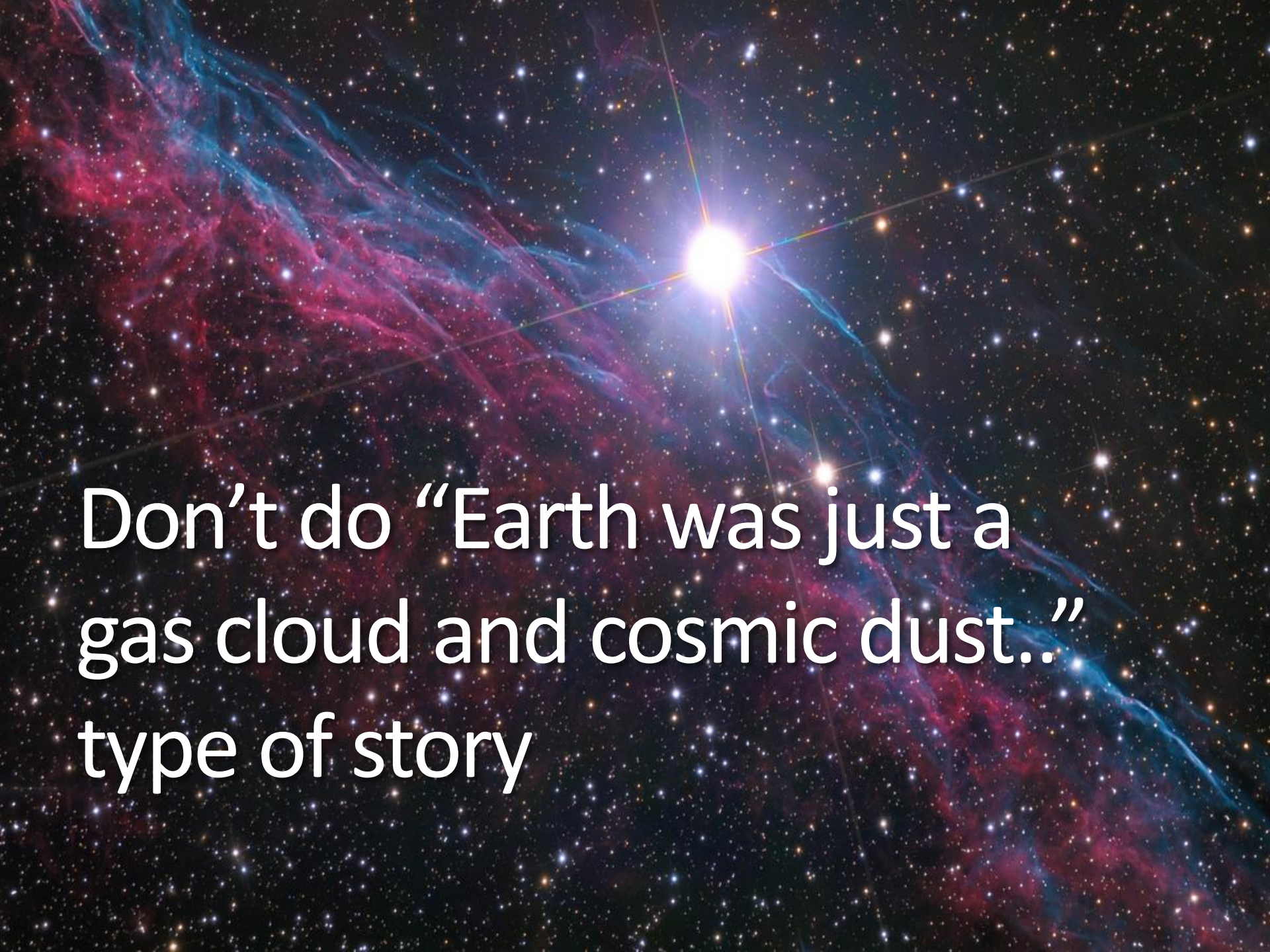
Nearest equilibrium state

Complication:

Status quo Shaking Event(s)

Question & Answer Naturally Flow

- When you read
Situation + Complication
customer's Question
must pop up in your mind
- Answer answers the Question
- Your product's essence = Answer



Don't do "Earth was just a
gas cloud and cosmic dust.."
type of story

Tell a compelling story
that people can relate



SyncStop

formerly The USB Condom

[Order Now](#)

Charge Safely

Protect your mobile phone from accidental syncing and malware!



Protect your data

SyncStop prevents accidental data exchange when your device is plugged into someone else's computer or a public charging station. SyncStop achieves this by blocking the data pins on any USB cable and allowing only power to flow through. This minimizes opportunities to steal your data or install malware on your mobile device.

SyncStop is the 'cased' version of the original USB Condom. We listened and spent some time designing and manufacturing our own enclosure.



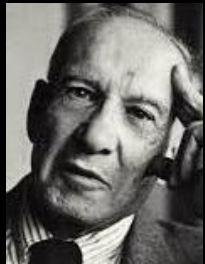
Persona

Make something
people want



Paul Graham

Purpose of the entrepreneur
is to **create a customer**

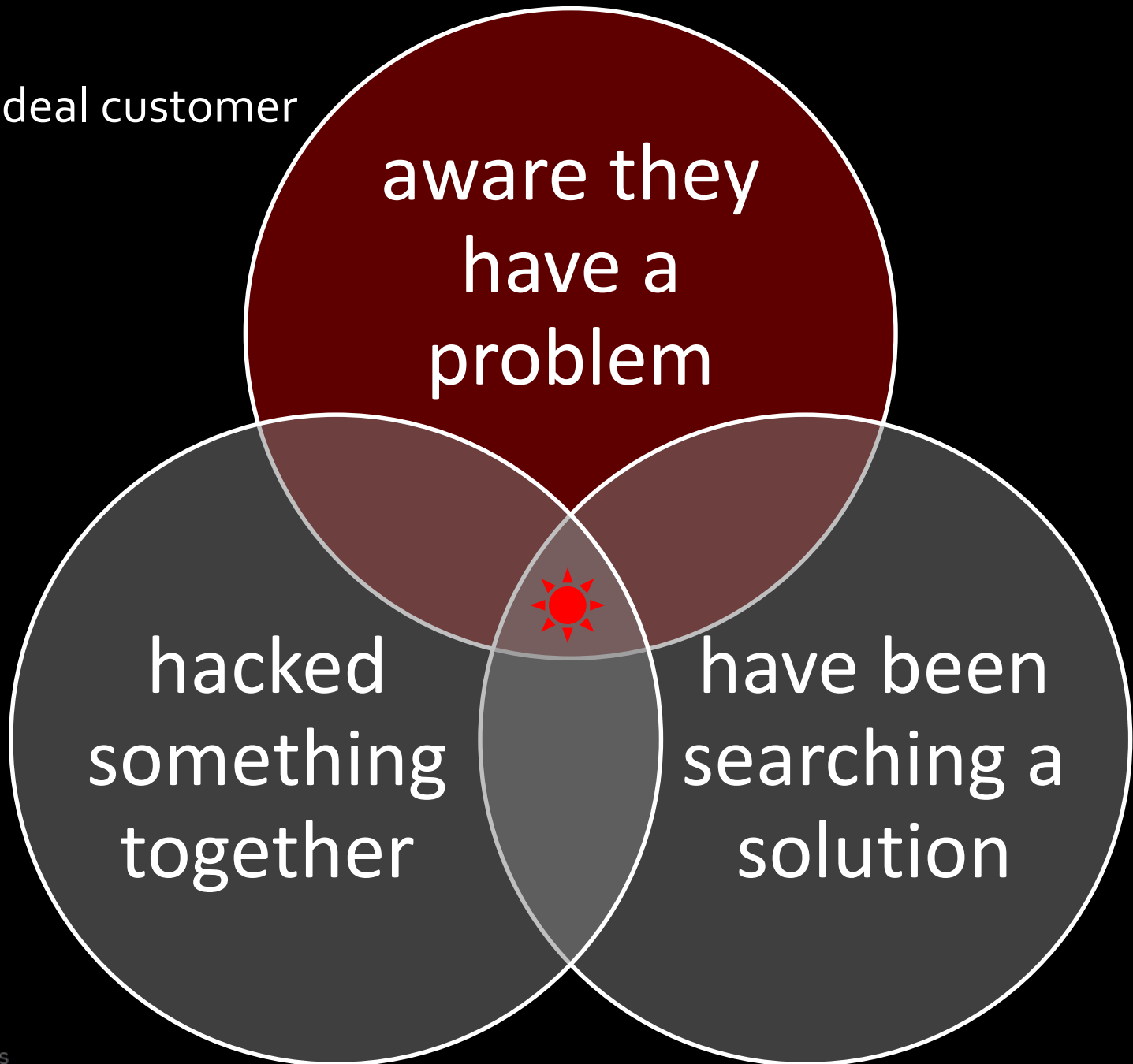


Peter Drucker

How do you
pick a customer?

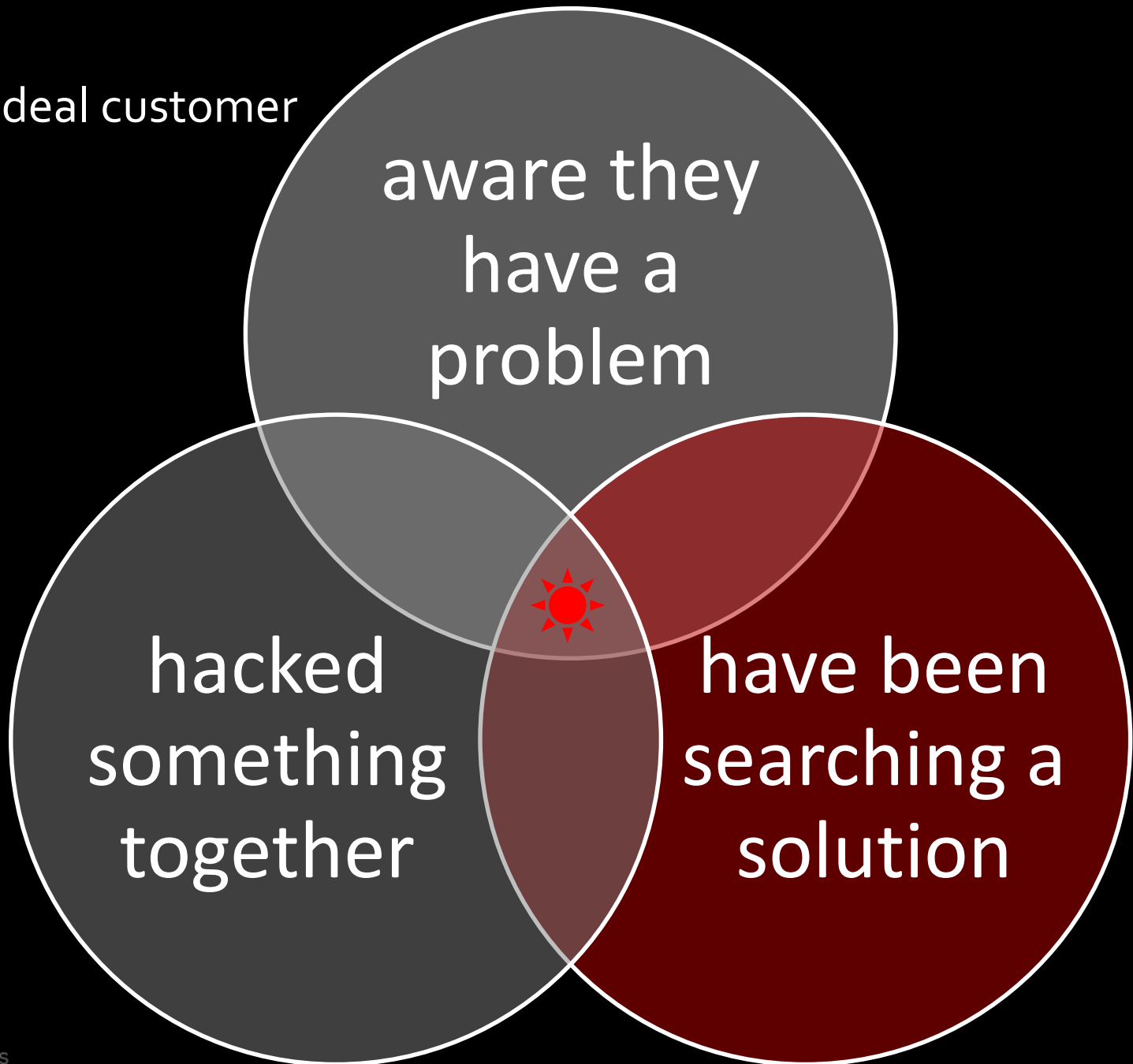


ideal customer



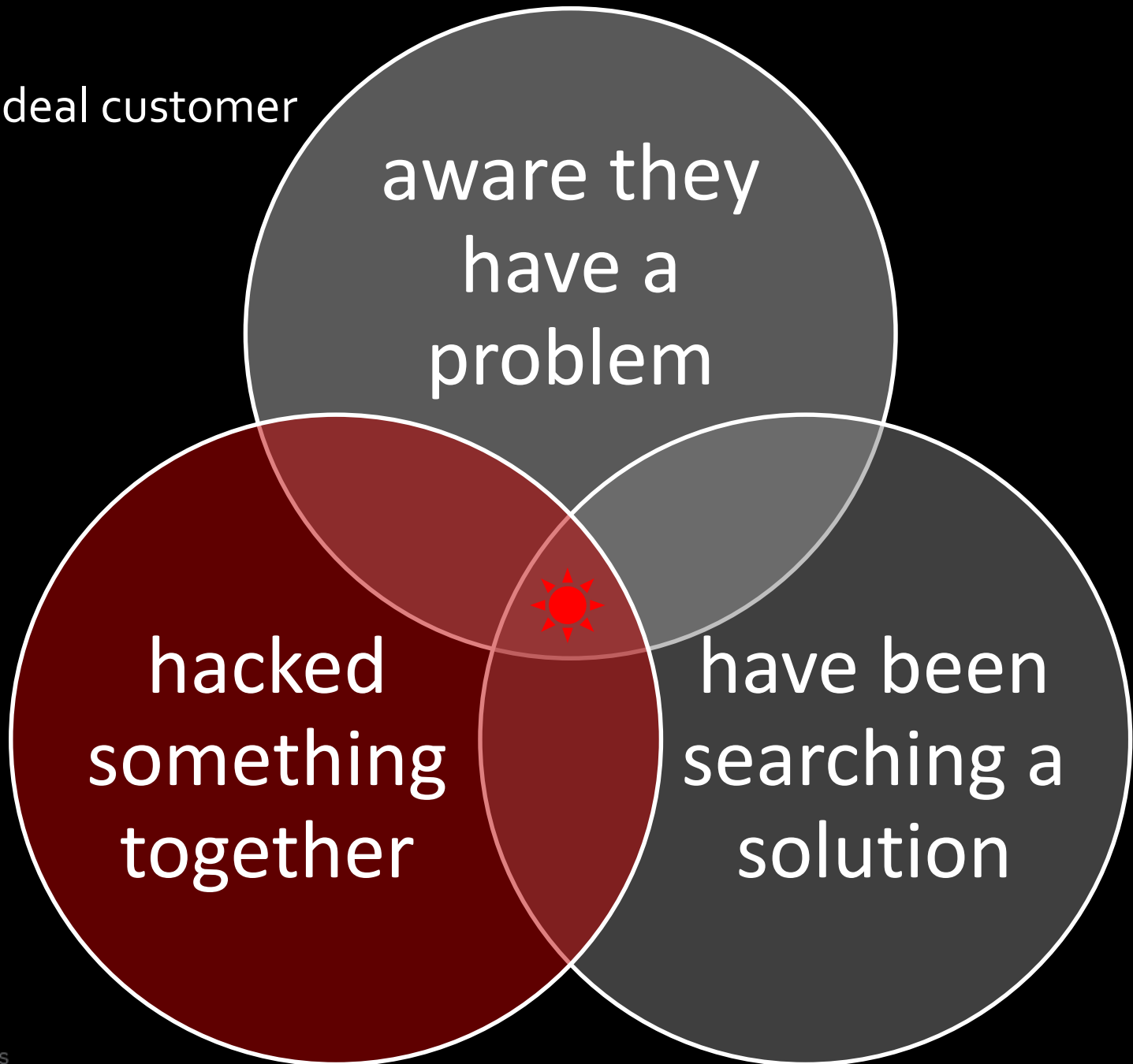


ideal customer





ideal customer







portrait

- STALKS FEW PEOPLE INTENSELY
- SWAPS FB ACCOUNT DETAILS TO RECH TARGETS
- USES FB 1-2 HRS/DAY
- SHARES PICS/Gossip WITH (LOSE FRIENDS)
- STALKS MORE AROUND LIFE EVENTS

behaviors

- EDA, 24 YR OLD
- STUDENT AT BOĞAZİÇİ
- USES IPHONE
- SINGLE
- SPENDS 1000TL/month
- LIVES IN ISTANBUL
- HAS 700 FB FRIENDS

facts

- NEEDS TO REMAIN ANONYMOUS
- WANTS TO KNOW LIFE EVENTS ASAP
- NEEDS TO SWAP COMMENTS/Gossip freely
- WANTS ACCESS TO WHAT COMMON FRIENDS CAN SEE/SHARE

wants and goals

Best interview
contains a **Story**
about recent and specific
experience

Topic Map





portrait

- STALKS FEW PEOPLE INTENSELY
- SWAPS FB ACCOUNT DETAILS TO RECH TARGETS
- USES FB 1-2 HRS/DAY
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facts

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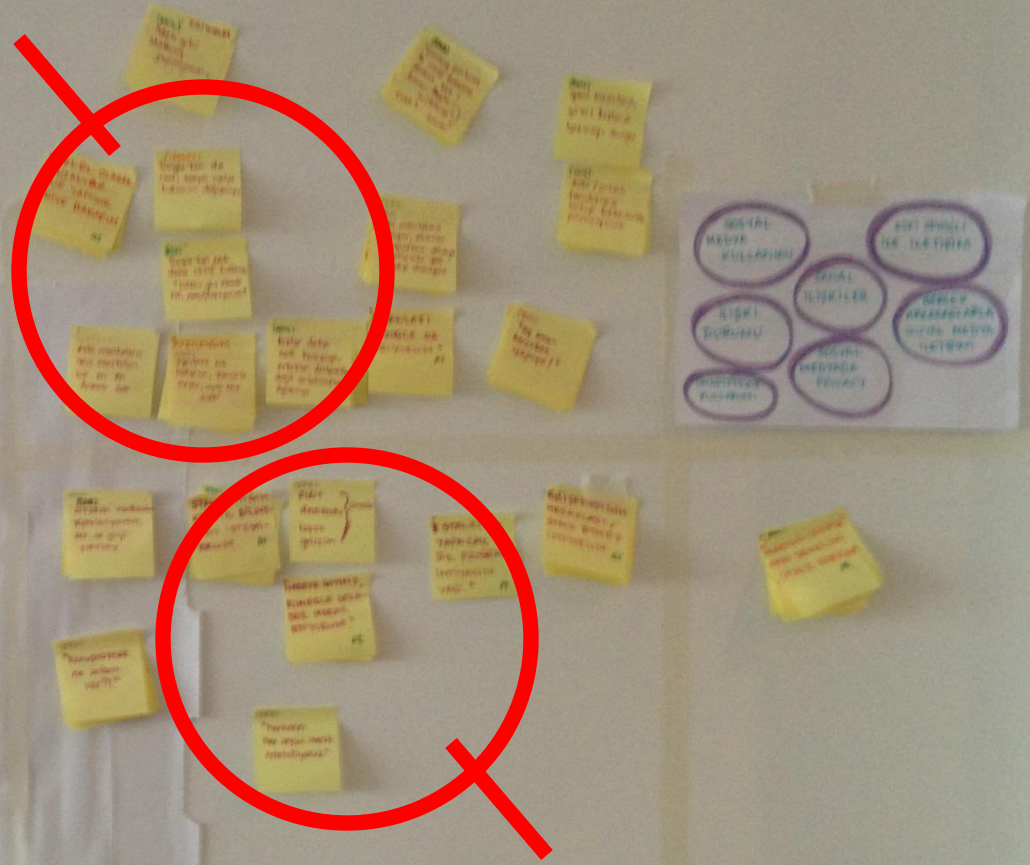
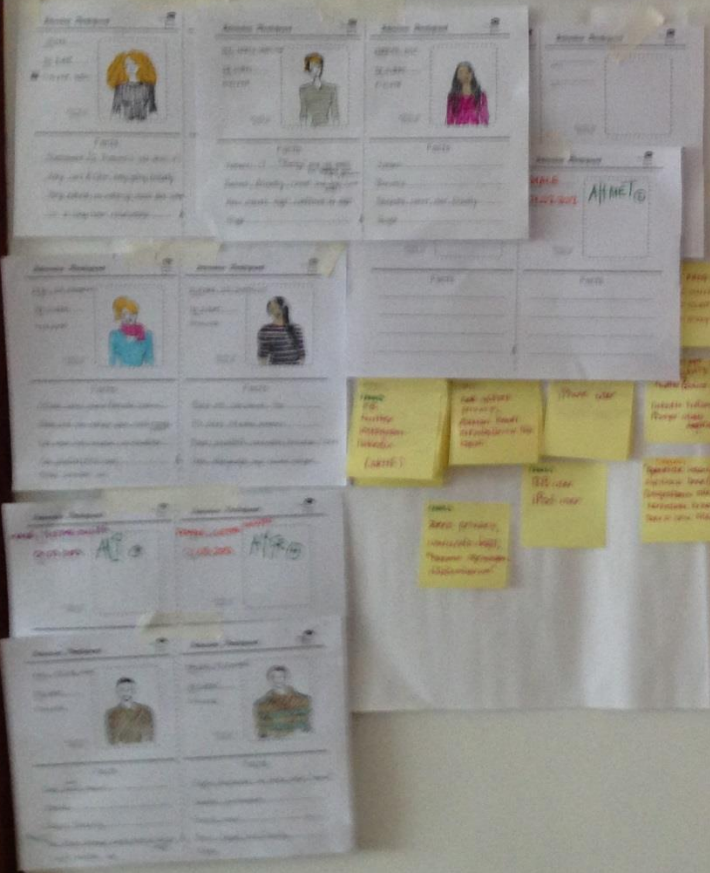
wants and goals

Seek Behavioural Clusters

Who is
24 yr old
USES iPhone
LIVES in Istanbul
SINGLE
HAS 700 FB FRIENDS

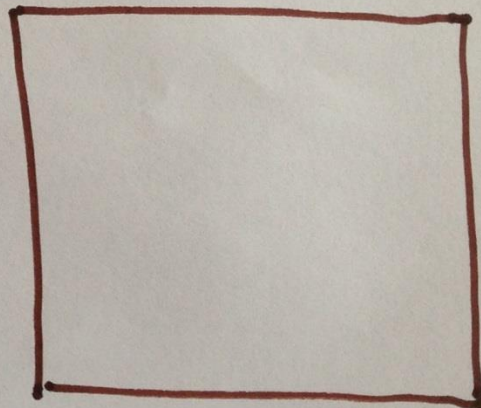
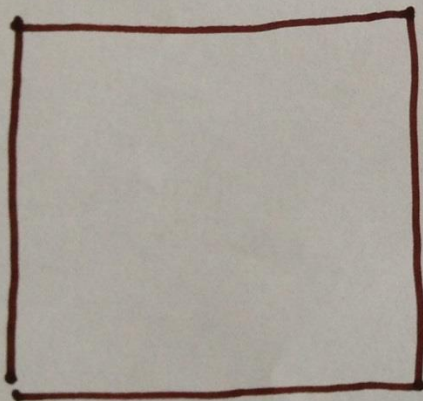
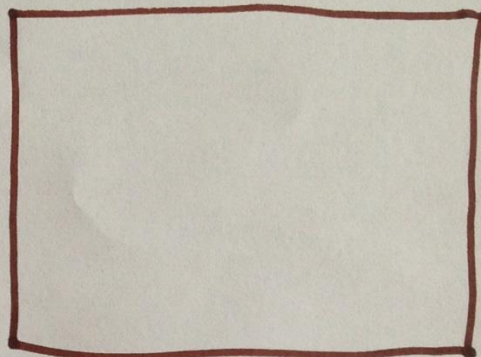
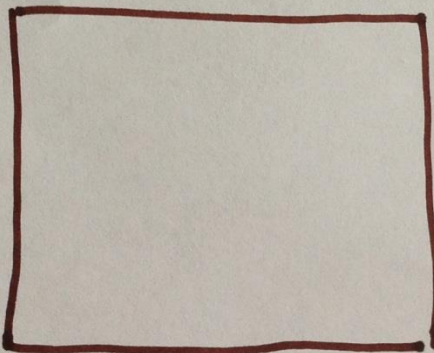
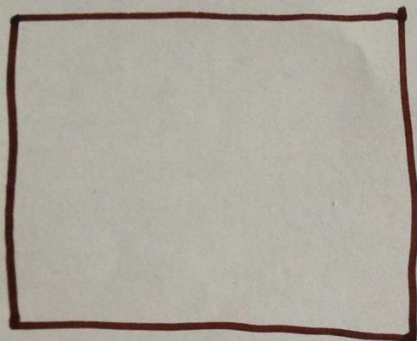
Spoke to few people in high school
Some acquaintances in high school
Uses FB / iMessage / WhatsApp
Spoke with close friends
Jokes more everyday

Usual Acquaintance (High school)
Spoke to few people in high school
Spoke to some / high school friends
Spoke to some / high school friends
Spoke to some / high school friends

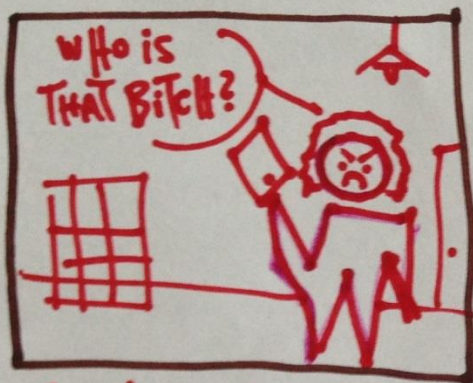


Seek Desire Clusters

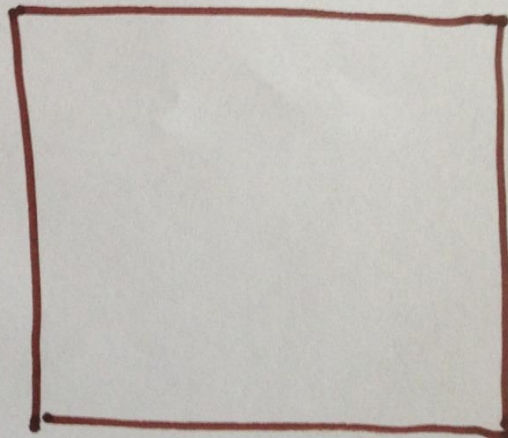
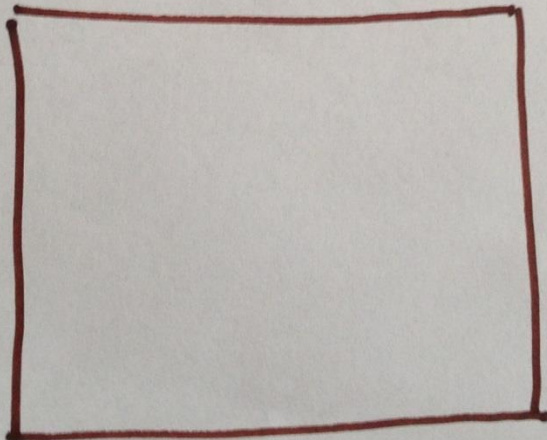
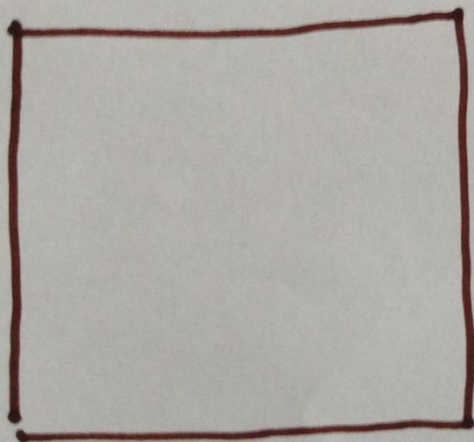
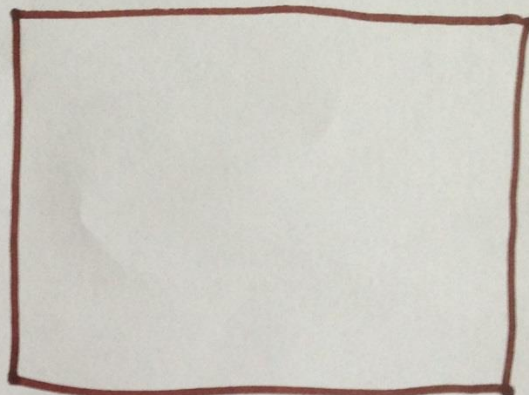
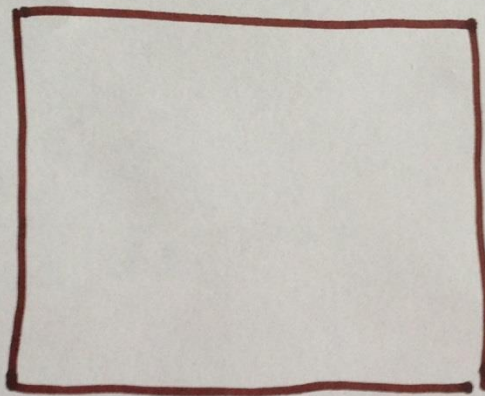
With _____, _____ CAN...



WITH STALKER, EDA, CAN...



STALK HER EX-BF



WITH STALKER, EDA CAN



STALK HER EX-BF



UVP Testing: Smoke Test





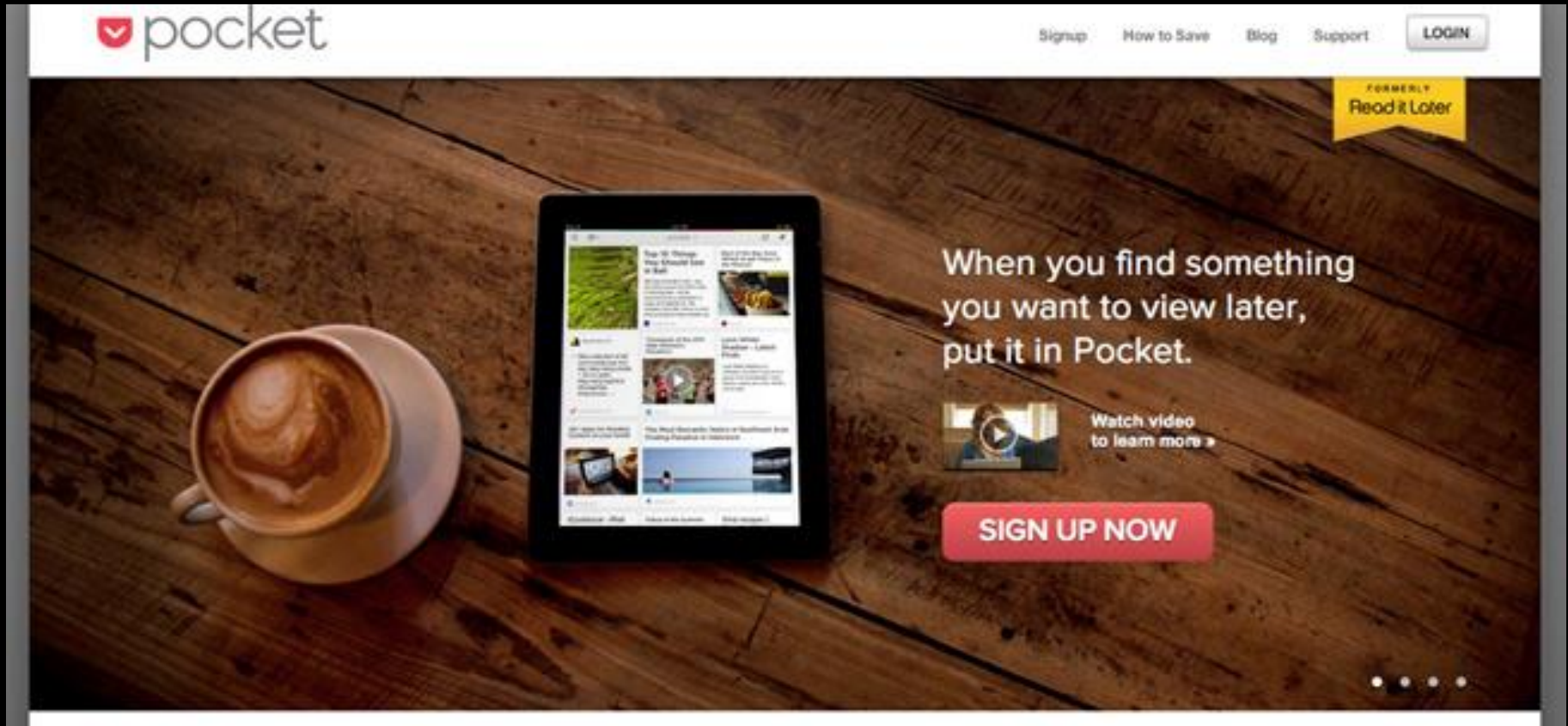
UVP → USP → Copy

Feature/Capability
(Meta Product)

Benefit
(Functional Product)

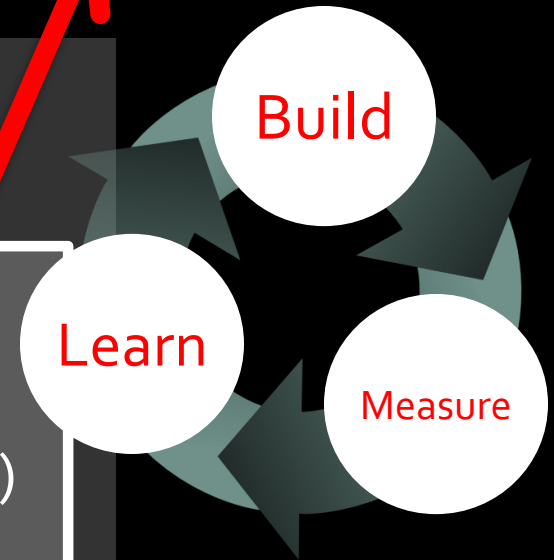
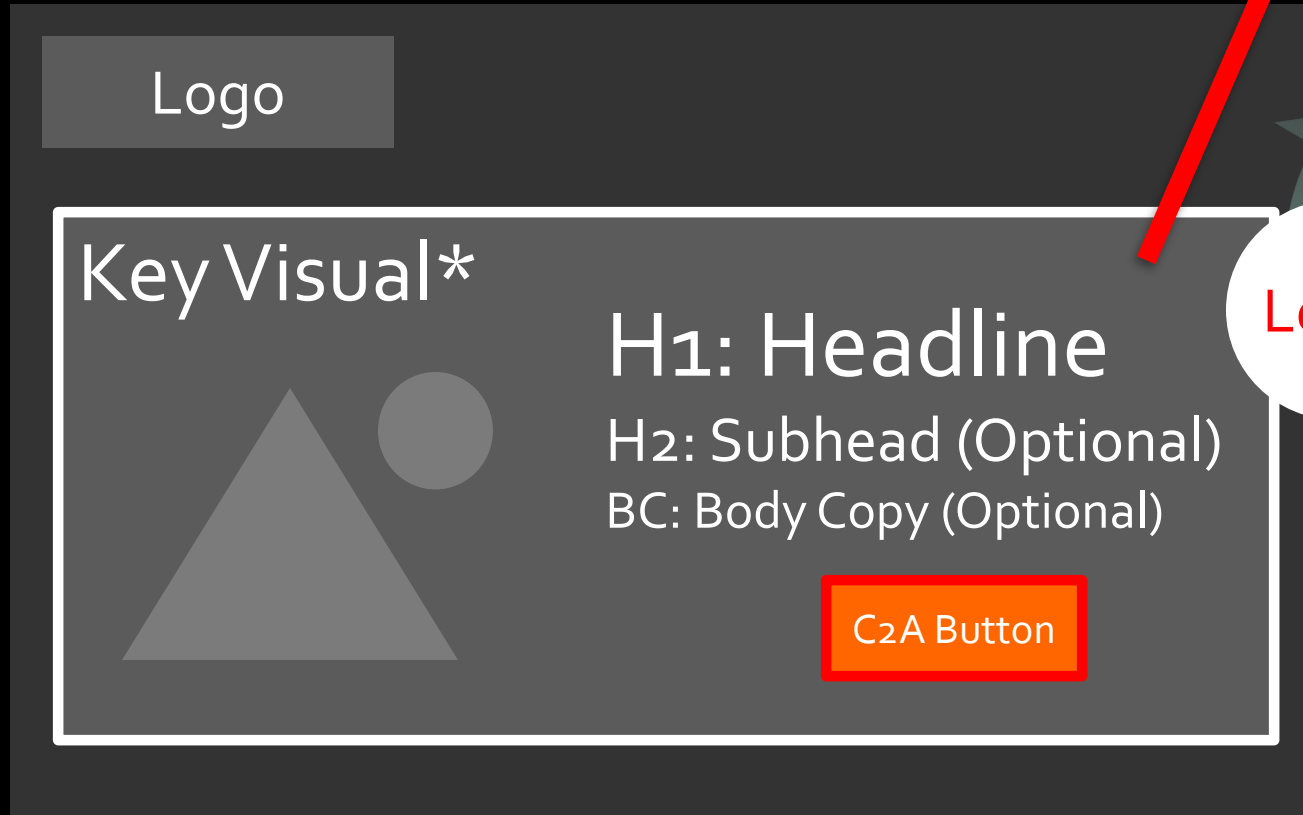
Mass Desire

Sample



Format Elements

USP



** Use: Compfight, Google image search, iStockPhoto*



Hyper-Responsive Buyer

Point of Difference (PoD) benefits set you apart

When you find deep pain points under
PoDs you identify market gaps.

PoD **separate you from competition.**

Hyper Responsive Buyers (HRBs) buy PoD benefits

HRBs already know the PoE benefits
and don't care for them.

Meet them in person

BUILD

2. Make

MEASURE

3. Check

LEARN

1. Think



If you are not embarrassed by
the first version of your product,
you've launched too late.



Reid Hoffman



Start small and grow in
concentric circles



a. Get to the edge of a
rapidly changing field
or

b. Disrupt an archaic and
slow-moving industry