

StartupSac Office Hours

Problem-Solution Fit

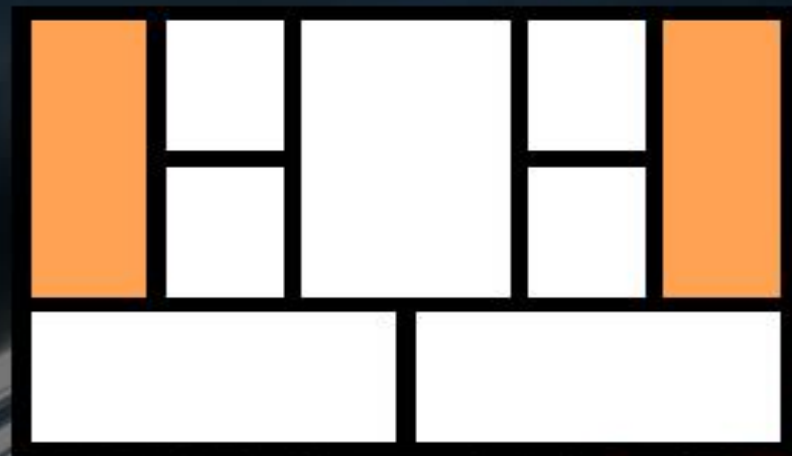
Brian Gladden, DBA

**Entrepreneur in Residence at the Sacramento State University Carlsen Center for
Innovation & Entrepreneurship**

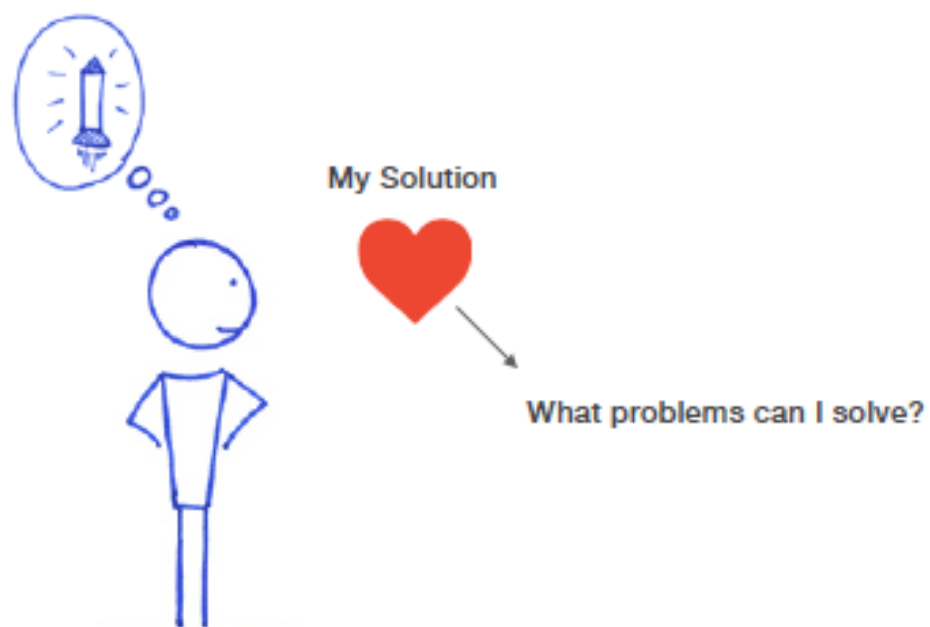


CARLSEN CENTER
INNOVATION & ENTREPRENEURSHIP
SACRAMENTO STATE

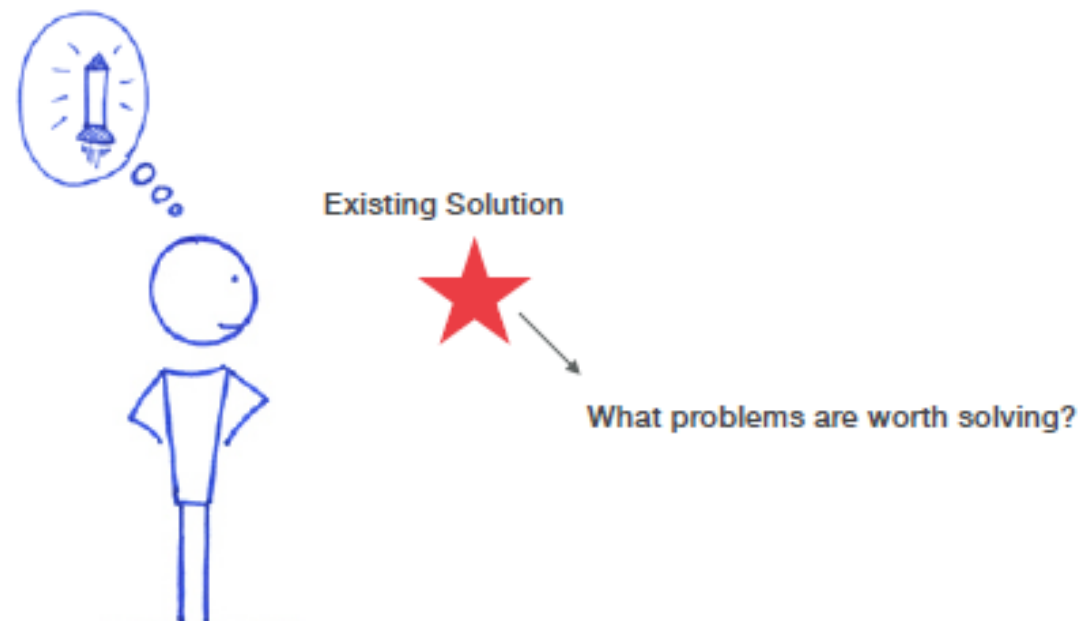
A KEY MINDSET SHIFT



LOVE THE **PROBLEM**
NOT YOUR SOLUTION



The **Innovator's Bias**



The **Innovator's Gift**

THE ENTREPRENEURIAL METHOD

MODEL



Start with a
business model



PRIORITIZE



Prioritize what's
riskiest



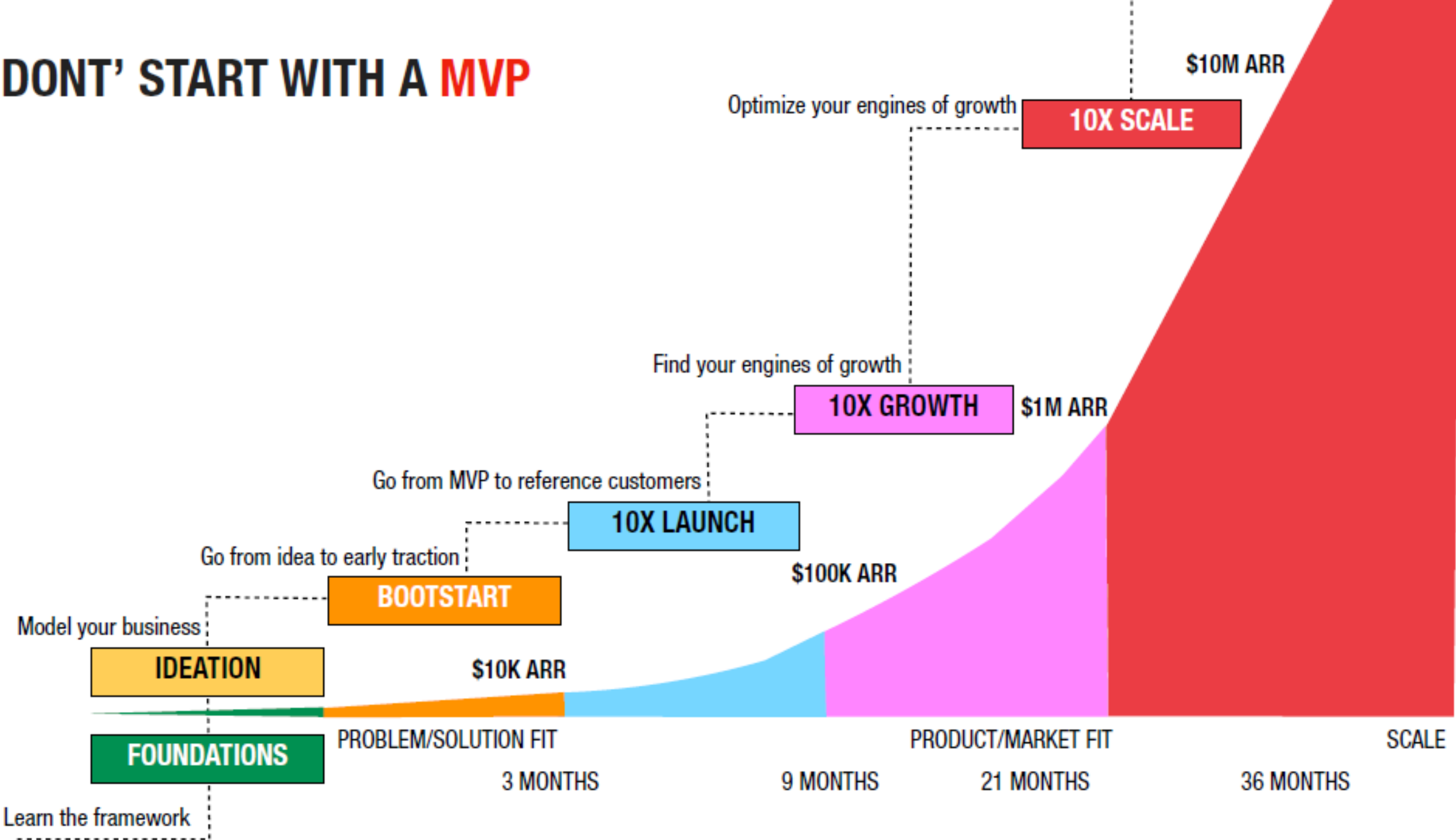
TEST



Test & refine
the model



DONT' START WITH A MVP



PROBLEM

List your top 1-3 problems.



SOLUTION

Outline a possible solution for each problem.



UNIQUE VALUE PROPOSITION

Single, clear, compelling message that states why you are different and worth paying attention.



UNFAIR ADVANTAGE

Something that cannot easily be bought or copied



CUSTOMER SEGMENTS

List your target and users.



EXISTING ALTERNATIVES

List how these problems are solved today



KEY METRICS

List the key numbers that tell you how your



HIGH LEVEL CONCEPT

List your X for Y analogy (e.g. YouTube = Flickr for videos)



CHANNELS

List your path to customer (inbound or



EARLY ADOPTERS

List the characteristics of your ideal customers



COST STRUCTURE

List your fixed and variable costs



REVENUE STREAMS

List your sources of revenue



Lean(er) Canvas



What are your early adopter's top 3 problems?

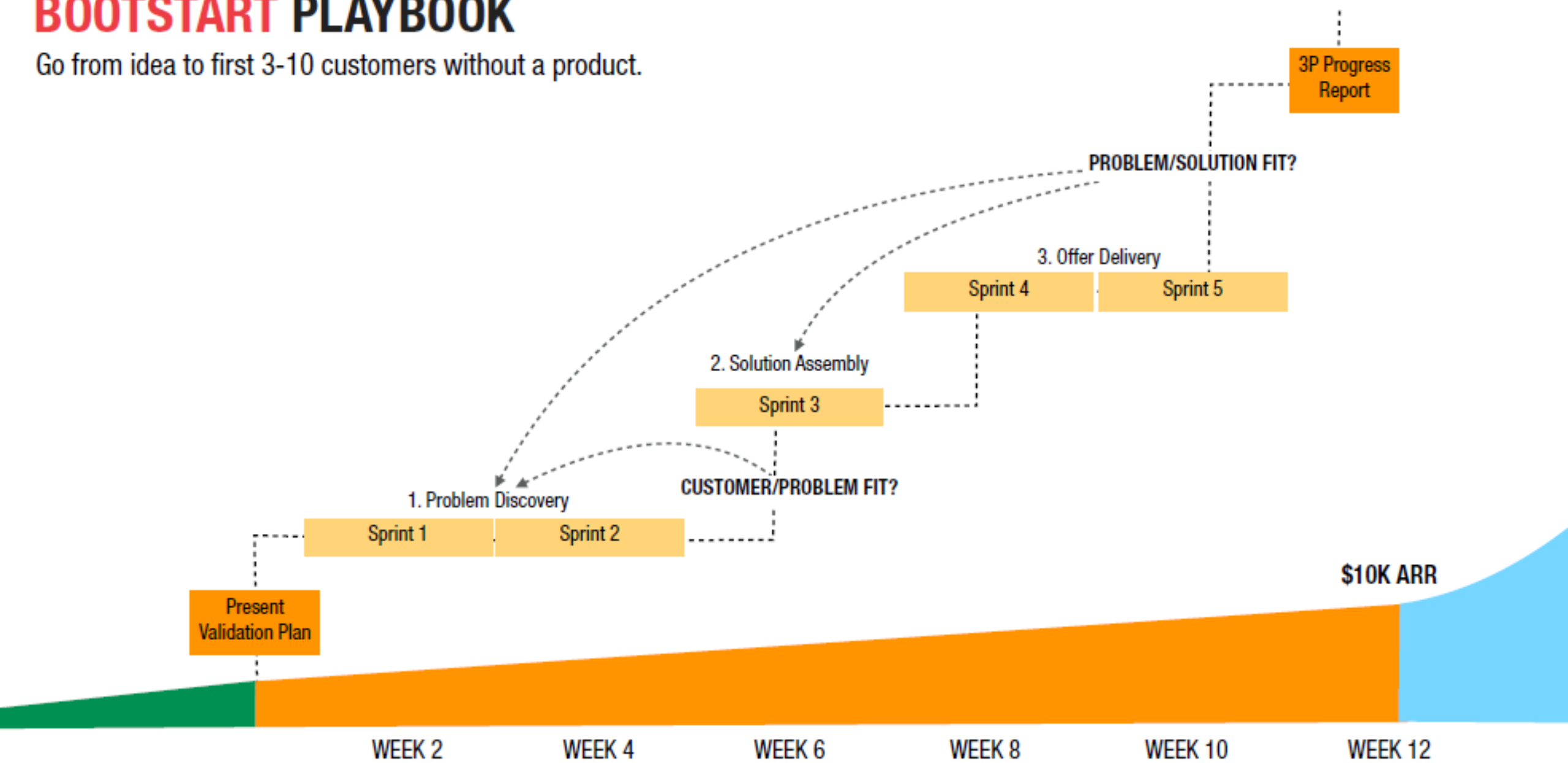
Who is the customer?

How do they solve the problem today?

How will you qualify/identify early adopters?

BOOTSTART PLAYBOOK

Go from idea to first 3-10 customers without a product.



MODEL



Start with a
business model



PRIORITIZE



Identify what's
riskiest



TEST



Test & refine
the model



LEAN SPRINT



CARLSEN CENTER
INNOVATION & ENTREPRENEURSHIP
SACRAMENTO STATE

STORY 1

CUSTOMER/PROBLEM FIT

Understand
Problem



INSIGHTS



Define
Solution



THE SOLUTION



STORY 2

PROBLEM/SOLUTION FIT

Craft an
Offer



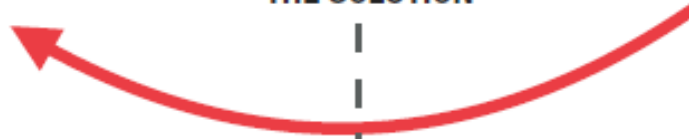
THE OFFER



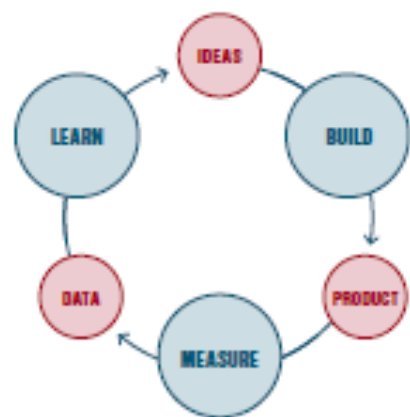
Build
MVP



THE MVP



Where the rubber hits the road



Experiment

A cycle around the **Build/Measure/Learn** loop.



Offer

A stand-in for your solution that helps you define your **UVP** and **MVP**.



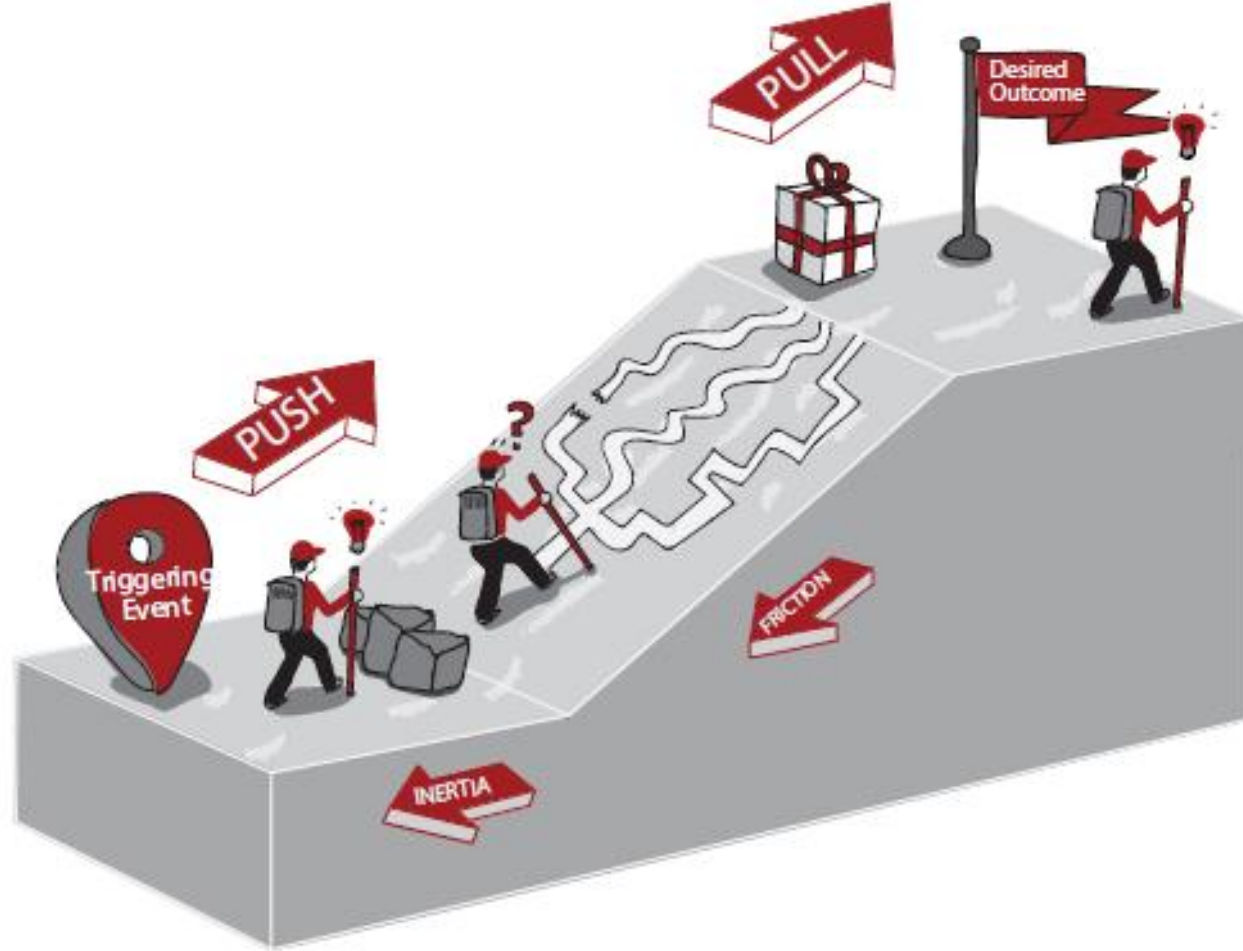
The MVP

The smallest solution that **creates, delivers, and captures monetizable** value from your customers.



PRINCIPLE:

Early adopters are people that have experienced a switching trigger.



THE CUSTOMER FORCES MODEL

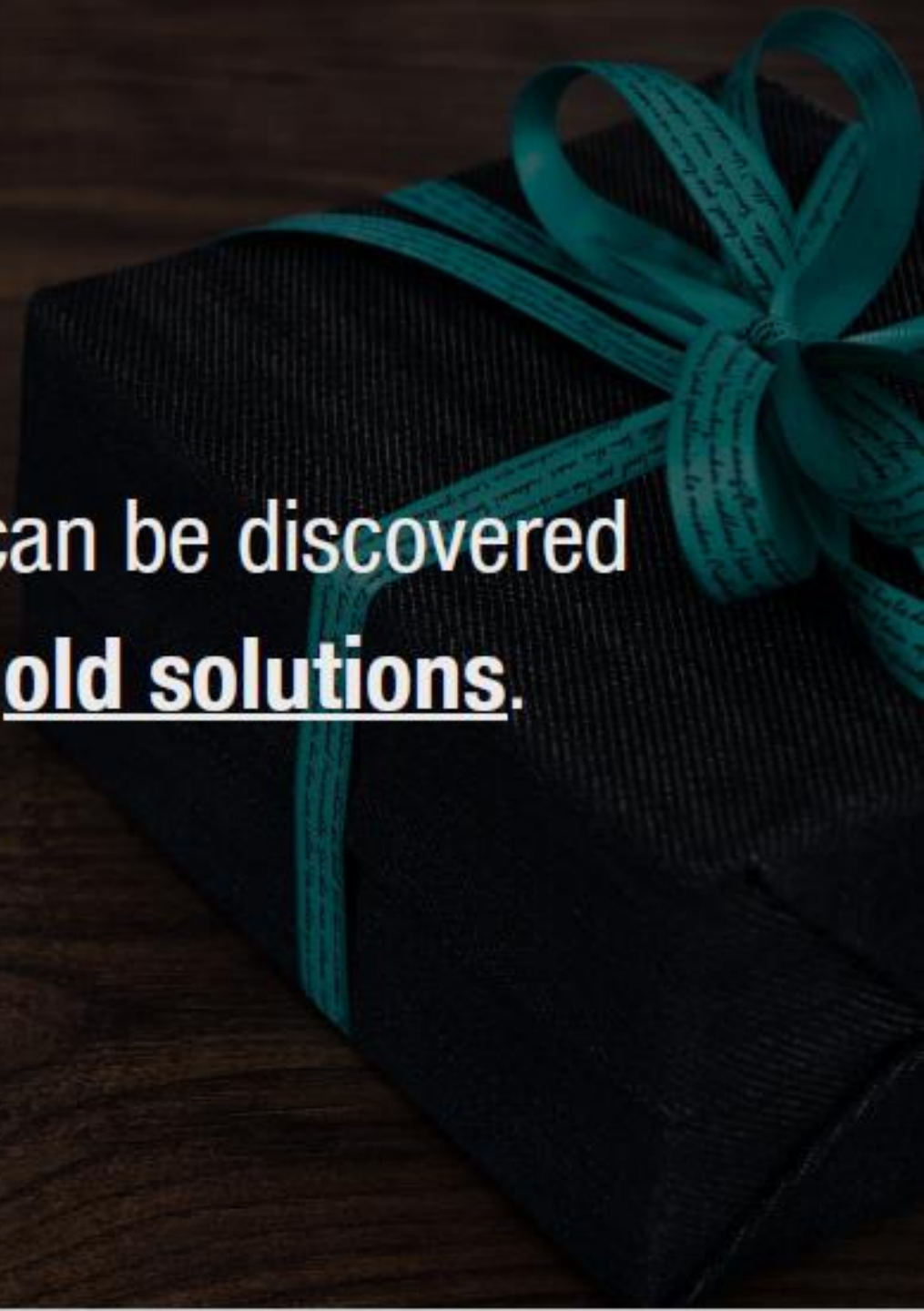
A customer behavior model

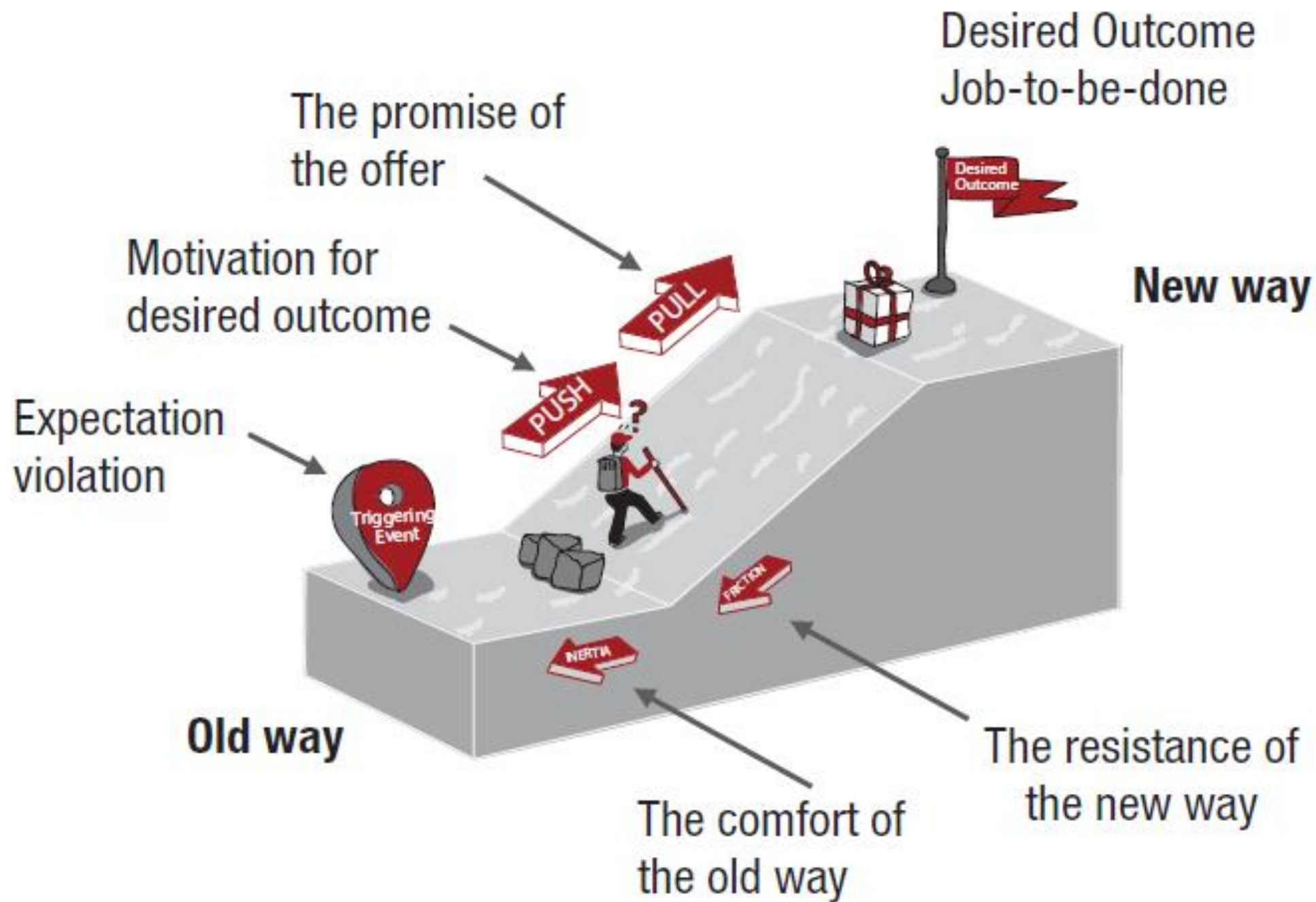


CARLSEN CENTER
INNOVATION & ENTREPRENEURSHIP
SACRAMENTO STATE

THE INNOVATOR'S GIFT

New problems worth solving can be discovered by studying how customers use **old solutions.**





The **job** of listening to music



MAFIA OFFER: An offer your **customers can not refuse**



CARLSEN CENTER
INNOVATION & ENTREPRENEURSHIP
SACRAMENTO STATE



特斯拉



ROADSTER

Low Volume (500 cars/year)
High Price





STAGE 2: MODEL S

Mid Volume
Less-High Price

0
EMISSIONS

5+2
AVAILABLE SEATING

3.2^{SEC}
0-60 MAX
ACCELERATION

UP TO 275^{MI}
RANGE AT 65 MPH

MODEL S

ZERO EMISSIONS. ZERO COMPROMISES.

Introducing a car so advanced
it sets a new standard for
premium performance.

ORDER

TEST DRIVE

CALL ME

What's Next?

- Sign up for Toolkit series
 - <https://www.csus.edu/center/carlsen/virtual-toolkit-series.html>
- Sign up for LeanStack free content on Continuous Innovation Mindset and Business Modelling.
 - Contact Brian Gladden at brian.gladden@csus.edu