

ARE YOU READY TO FURTHER DEVELOP YOUR IDEA?

Take the next steps to work on your idea in more depth and detail. Make use of the relevant information and the useful video's!

<https://www.tilburguniversity.edu/campus/entrepreneurship>

1 FOCUS

WHAT? FOR WHO?

Must see

- ▶ Lean startup
- ▶ Lean canvas

Should do

Fill in a Lean canvas

- ▶ Lean canvas

2 DERISK

CHECK YOUR ASSUMPTIONS & TALK TO POTENTIAL CUSTOMERS

Must see

- ▶ Experiment Board
- ▶ Riskiest Assumptions
- ▶ Customer Interviews
- ▶ Early Adopters

Should do

Fill in an Experiment Board and interview at least 10 Potential users of your idea

- ▶ Experiment Board

3 BUILD

TEST YOUR SOLUTION WITH POTENTIAL CUSTOMERS

Must see

- ▶ Pivot
- ▶ Measure
- ▶ MVP

Should do

Make an MVP and test your solution.

4 PITCH

PITCH YOUR IDEA WITHIN 1 MINUTE

Must see

- ▶ Pitch

Should do

Complete your madlib.

MY STARTUP, _____
IS WORKING ON _____
TO HELP _____
TO SOLVE _____
BY _____

READY?

Register for an expert-hour
With a business developer to
Receive more coaching & feedback.