



BUILDING PRODUCTS

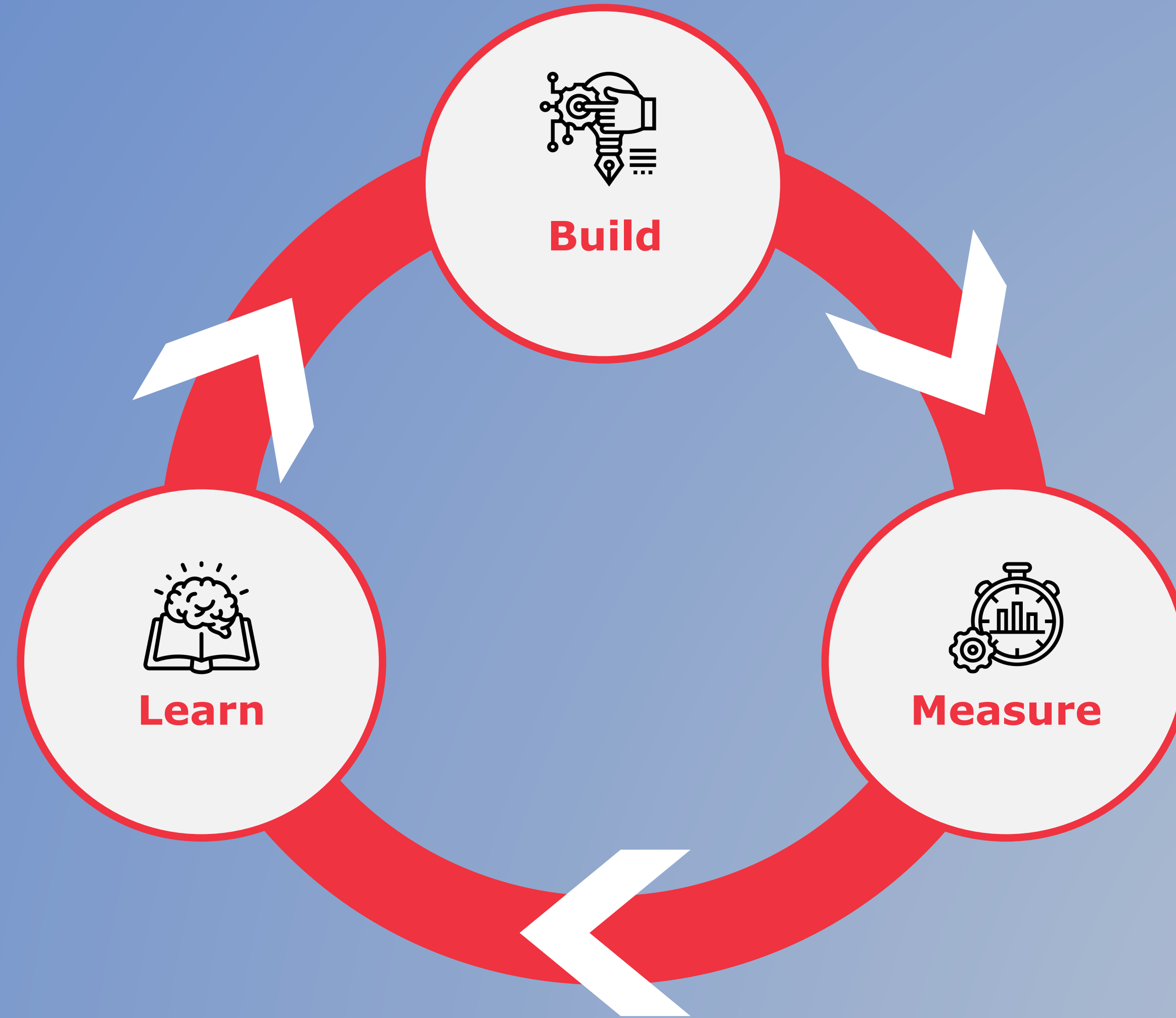
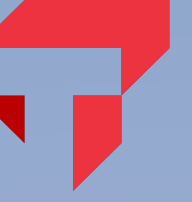
with Agile Development

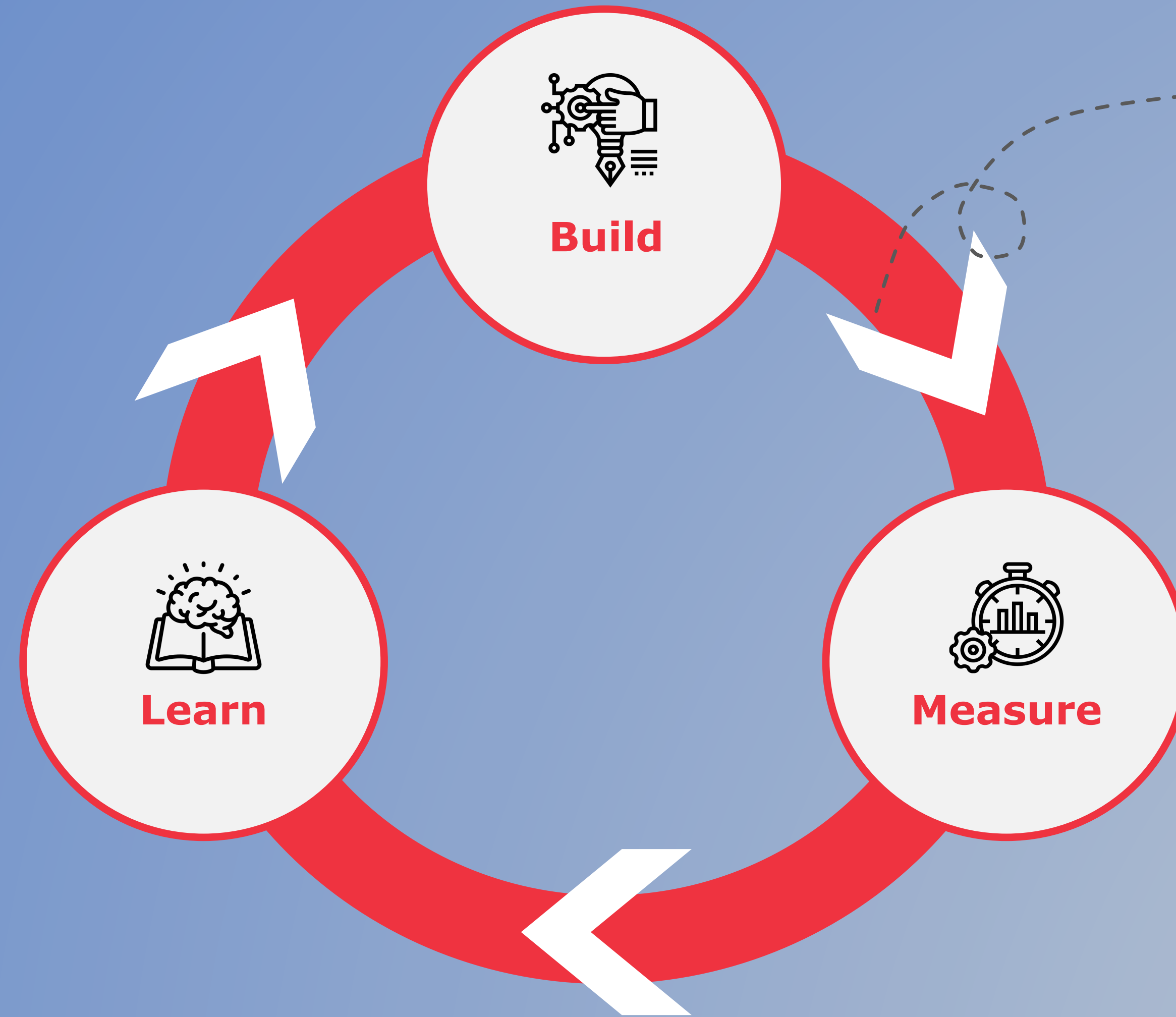
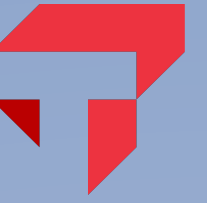
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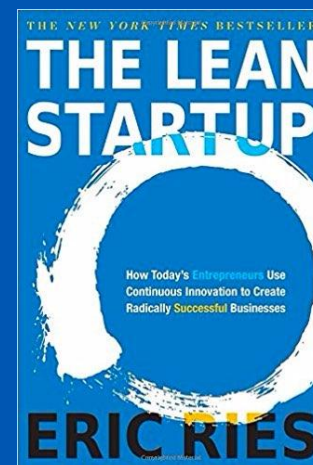




Time is not spent equally across these 3 activities

What do you build?


that version of a new product [or service] which allows a team to collect the maximum amount of validated learning about customers with the least effort.



ERIC RIES
Author of The Lean Startup



FIVE MISUNDERSTANDINGS **ABOUT MVPs**



#1 VIABLE \neq CRAPPY

An aerial photograph of a long, modern cable-stayed bridge spanning a wide, deep blue lake. The bridge features multiple tall, white pylons with numerous stay cables. The surrounding landscape includes rolling green mountains in the distance and a sandy shoreline with some vegetation in the foreground. A small boat is visible on the water near the shore.

#2 NOT A DESTINATION

What do you measure and learn?

	MAPS #1 > CONCEPT	MAPS #2 > P-M EVAL	MAPS #3 > P-M FIT
	<p>MAP #1 PPC Campaign Landing Page</p>	<p>MAP #2 Product Drawings Detailed Spec</p>	<p>MAP #3 Prototype Functional Output</p>
CUSTOMER INTERACTION	<p>Features / Benefits description 'More info' Call to Action</p>	<p>Face-to-face technology demo</p>	<p>Field Pilot</p>
LEARNING OBJECTIVE	<p>Market insight Find early adopters</p>	<p>Locate Strategic Partners Seed Funding Paid-beta customers</p>	<p>Revenue Customer Validation Capital Investment</p>
INVESTMENT	\$	\$\$	\$\$\$



**#3 VALIDATES OR INVALIDATES
KEY HYPOTHESIS**

**#4 DOESN'T HAVE TO
BE A PRODUCT AT ALL**



A workspace featuring a silver laptop on a wooden desk. An iPad is propped up behind the laptop, displaying the Unbounce website. The website has a blue header with the Unbounce logo and navigation links. The main content area is white with a blue background for the main heading. The heading reads "Build, publish & A/B test landing pages without I.T." followed by "The landing page builder for marketers". Below this is a large orange button that says "GET YOUR OWN UNBOUNCE ACCOUNT". There are three circular icons in a row: a document with a checkmark, a cloud with a plus sign, and a document with a checkmark. To the left of the laptop is a small notebook with a pen. In the foreground, there is a white coffee cup on a saucer. A smartphone is lying on the desk to the right of the laptop. The background is a blurred wooden surface.

#5 NOT ALWAYS A LANDING PAGE



What do you build? (examples)



1. Storyboards



2. Landing Pages



3. Demo Videos



4. Wizard of Oz

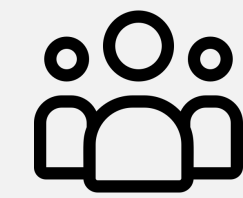


Storyboards

A panel or series of panels of rough sketches outlining the sequence of events a consumer will experience before, during and after using our product / service.



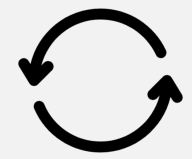
Landing Page: High Performing



User Centric



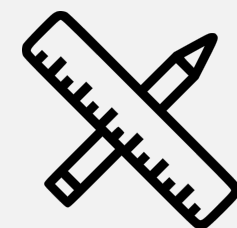
Clear & Concise



Conversion Focused



Shareable



Measurable



Consistent



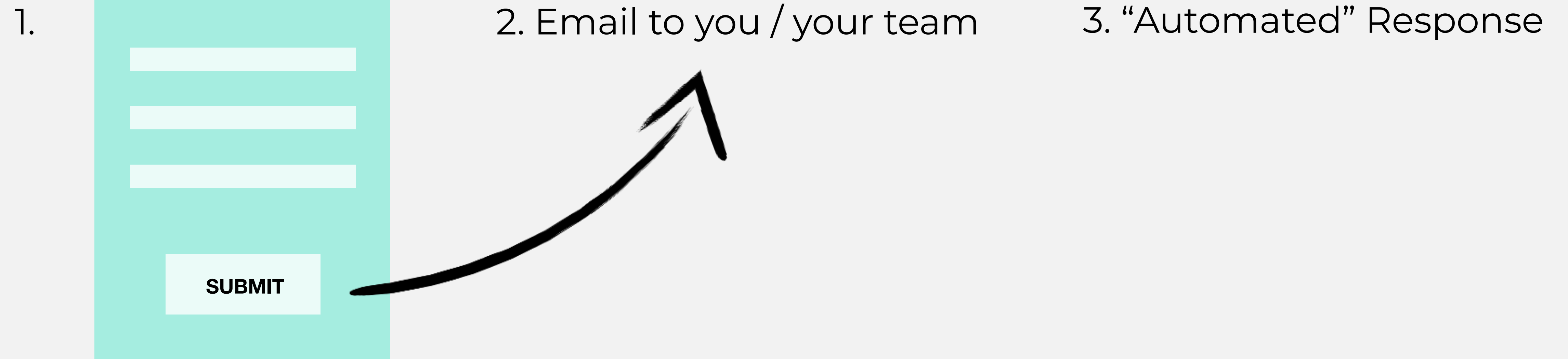
Demo Video

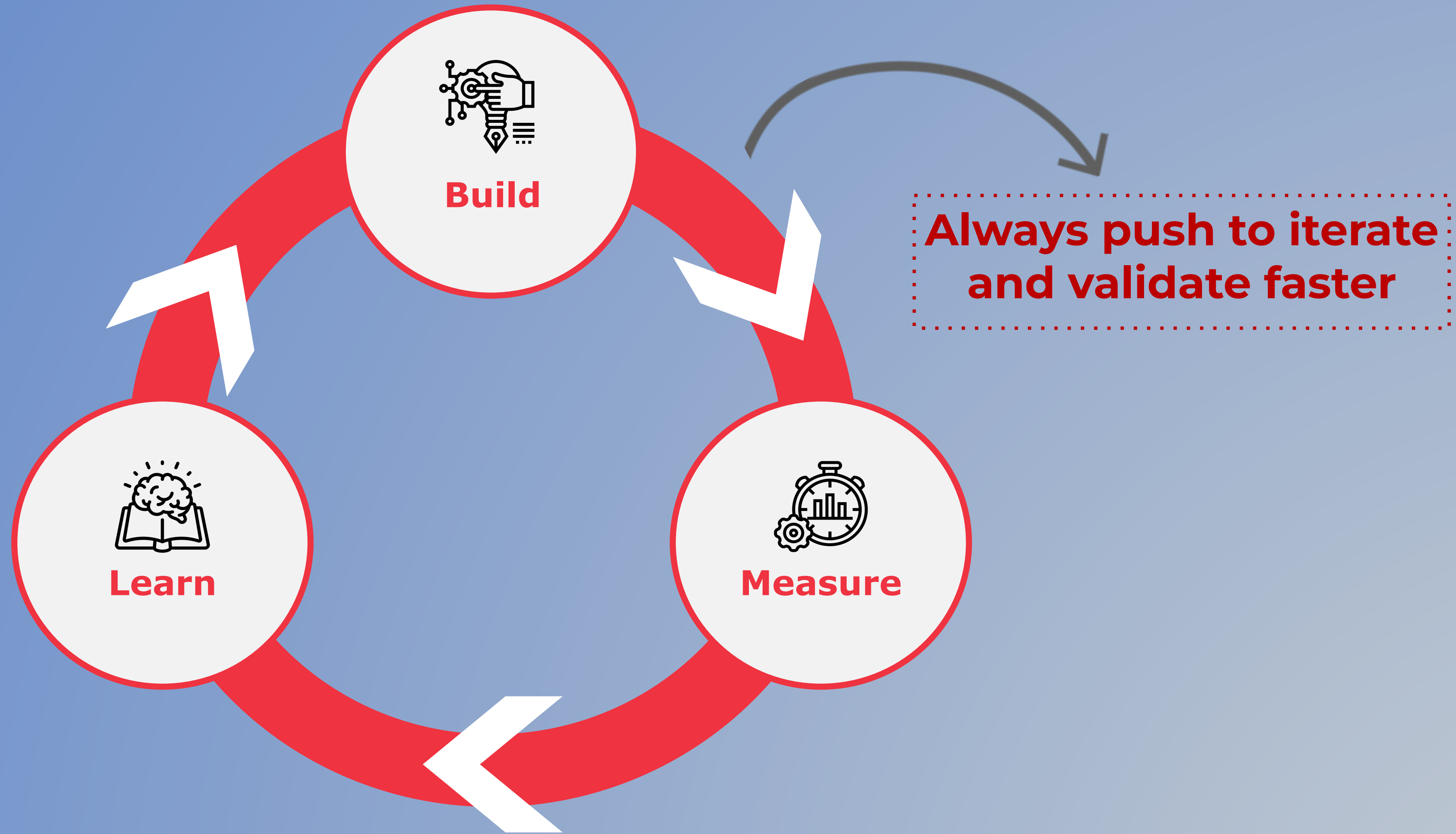
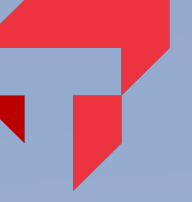


<https://www.youtube.com/watch?v=7QmCUDHpNzE>



Wizard of Oz







Generative AI is transformational:

Across lifecycle of startup development

Phase 1:
Ideation

Brainstorming

Developing Project Names

Mind Mapping Assistance

Competitive Gap Analysis

Developing an Ideal
Customer Profile
(ICP)

Phase 2:
Idea Validation

Every single MAP
described earlier can be
created faster & better with
Generative AI:

Storyboards

Landing Pages

Wireframes

Manual Prototypes

Plus many others

Phase 3:
Scaling Up

Go-To-Market Plans

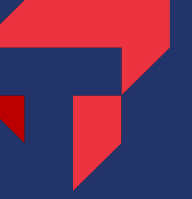
Revenue Model Strategies

Pitch Deck Development

Generative AI is transformational:

3 Keys to Effective
Utilization

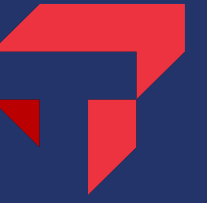
- Proper Prompting (TELeR Taxonomy)
- Proper Decomposition of Tasks
- Proper Integration of External Data & Systems



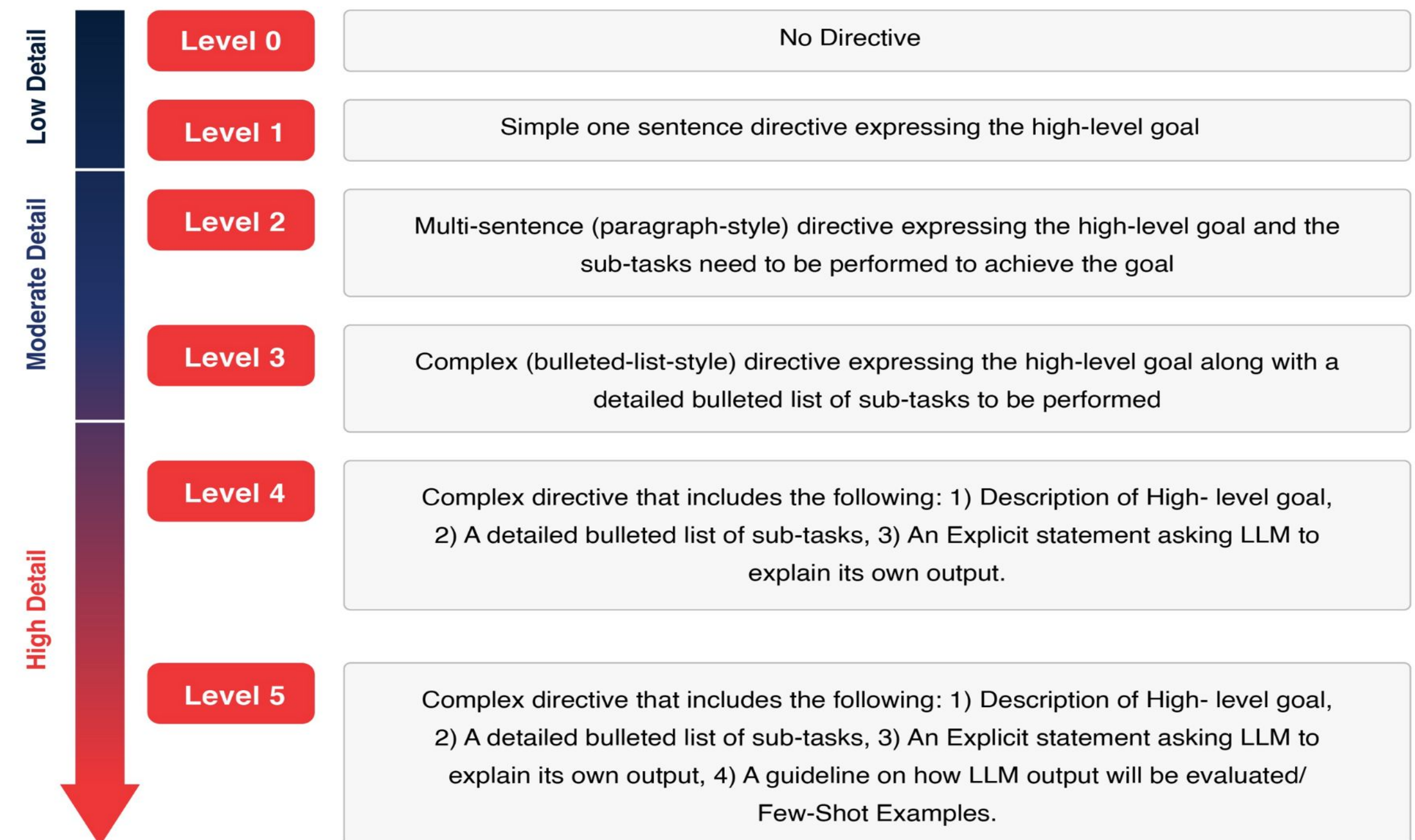
Generative AI is transformational: Example: Brainstorming



Brainstorming: Single Prompt



Five Levels of Detail for LLM Prompts (from TELeR taxonomy)



Source: <https://arxiv.org/abs/2305.11430>

Brainstorming: Single Prompt

Directive 1: Description of High-Level Goal

Develop a new startup idea for a <entrepreneur profile> who has <entrepreneur skills / experiences>. A good startup idea will include the following attributes: <list of startup constraints> and should take advantage of <startup trends>.

Directive 2: A Detailed Bulleted List of Sub-Tasks

To develop a startup idea, you need to come up with an idea that you believe <entrepreneur profile> should focus on given the information above. Then walk through the following steps to flush this startup idea out:

First, project the size of the opportunity. In other words, if this idea was successful how much value would an entrepreneur accrue. For <entrepreneur profile> this needs to be at least <entrepreneur min goal> Second, provide some evidence that customers would be interested in this startup idea and who the ideal customer would be for it. Third, provide an overview of the high level steps <entrepreneur profile> should take to initially explore this idea. Finally, provide your summary of the strengths and weaknesses of the startup idea.

Directive 3: An Explicit Statement Asking LLM to Explain Its Own Output

Provide justification for your suggested startup idea by explaining why you are recommending it.

Directive 4: A Guideline on how LLM output will be evaluated / few shot examples

A good justification should be coherent and in English only. It will include the following information:

The first section should include an overview of the idea, often described as an elevator pitch. This section should be less than 300 words.

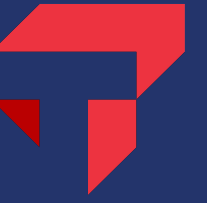
Next should be your justification of why you are recommending the startup idea and should be less than 250 words.

After that you should provide your explanation of the size of the opportunity and should be less than 200 words.

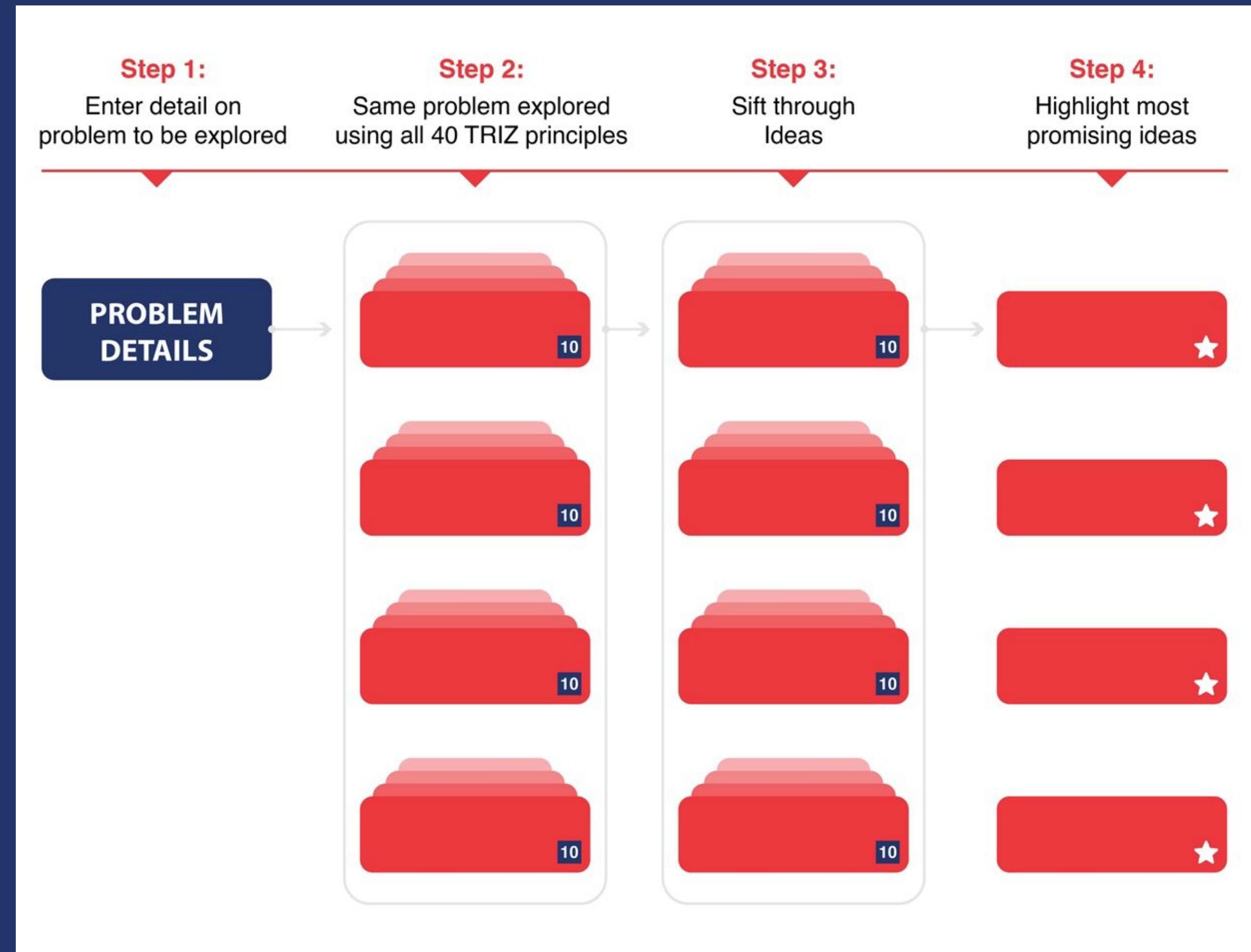
After that you should provide your evidence that customers would be interested and finish that section with a summary of your ideal customer profile.

Then you should include a bulleted list of the high level steps to initially explore this startup idea.

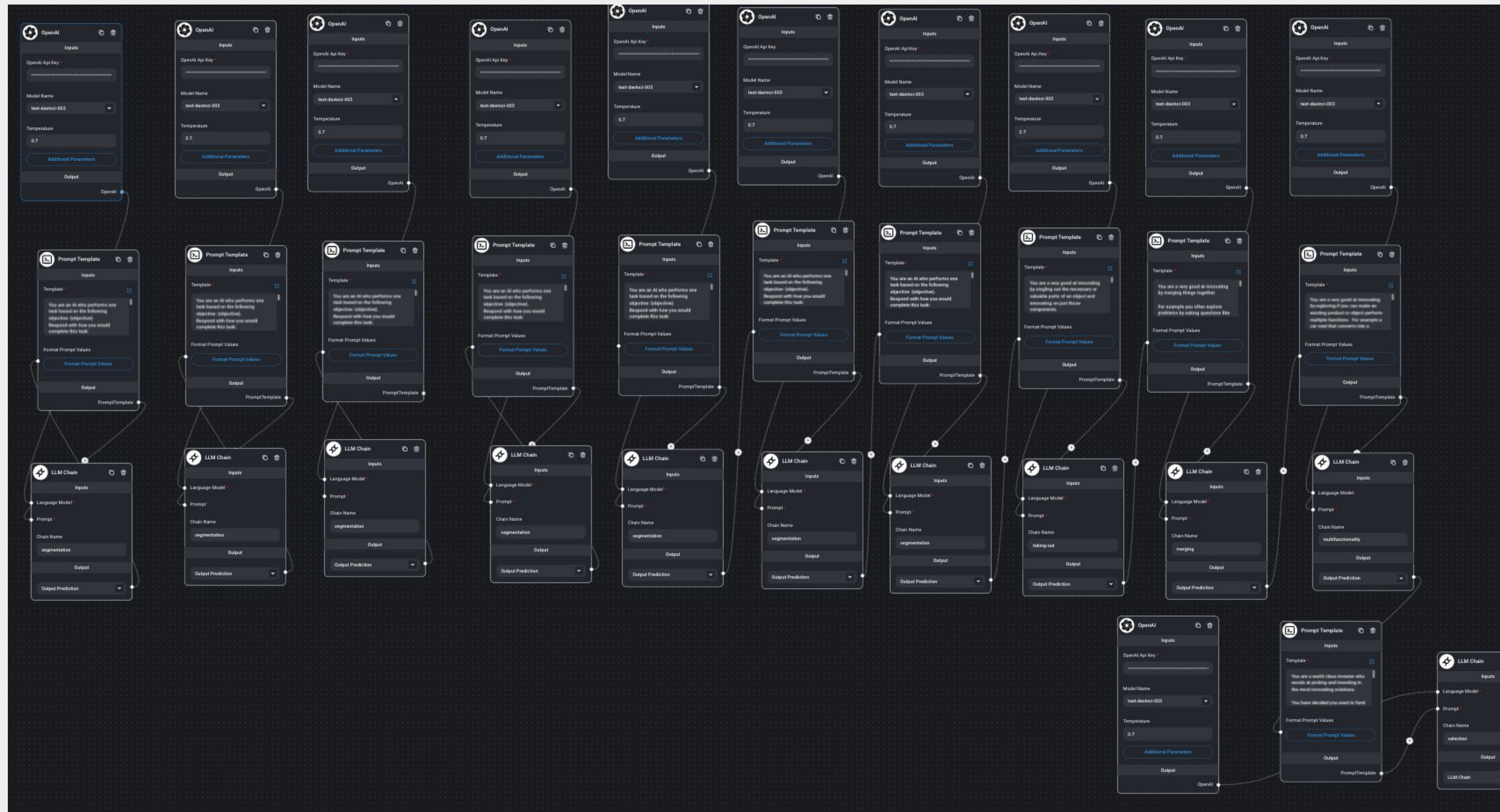
Finally, provide your summary of the strengths and weaknesses of the startup idea. This should be done as two bulleted lists: first a list of strengths and then a list of weaknesses. Examples of similar ideas that <entrepreneur profile> finds compelling include <startup examples.>



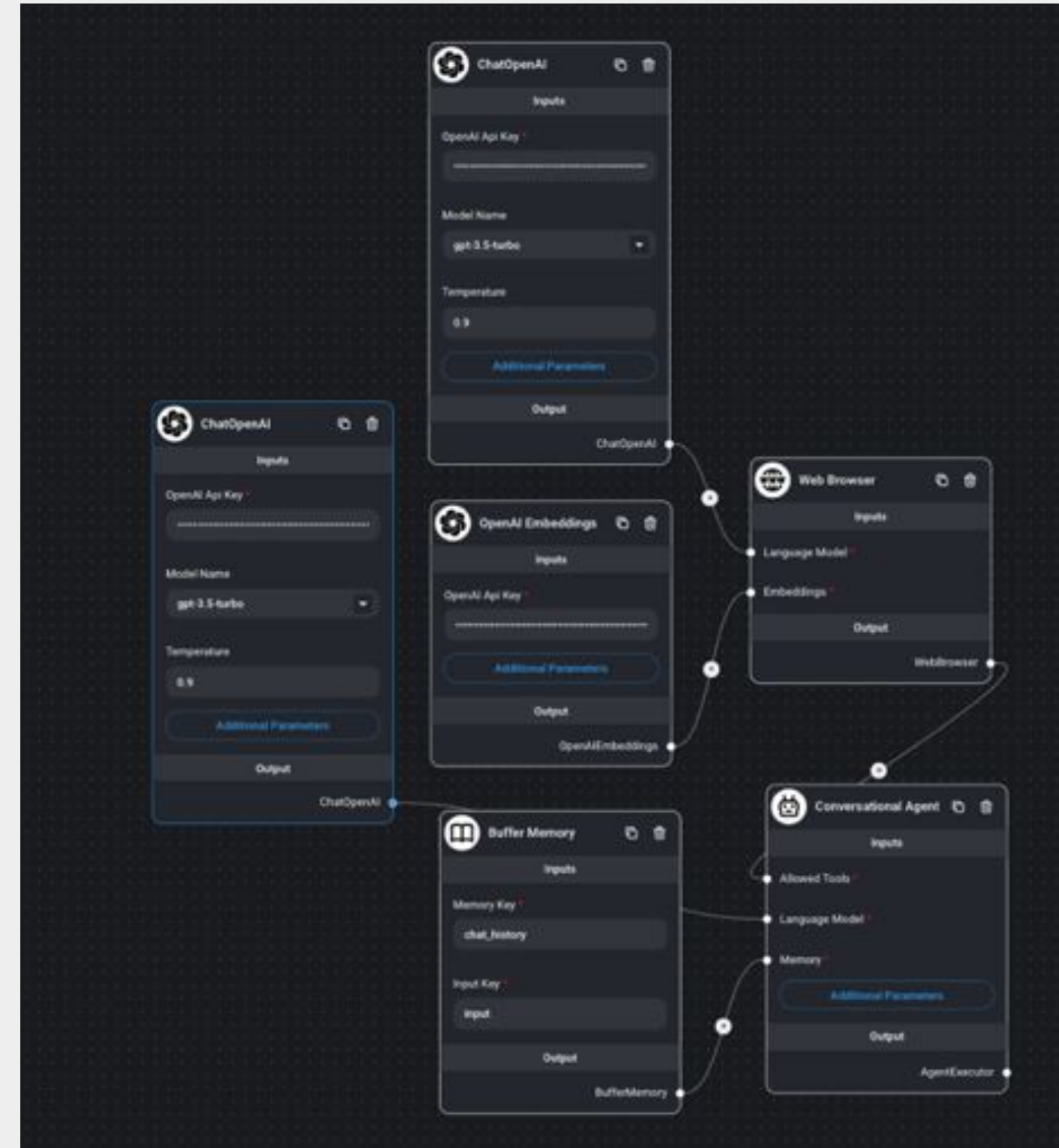
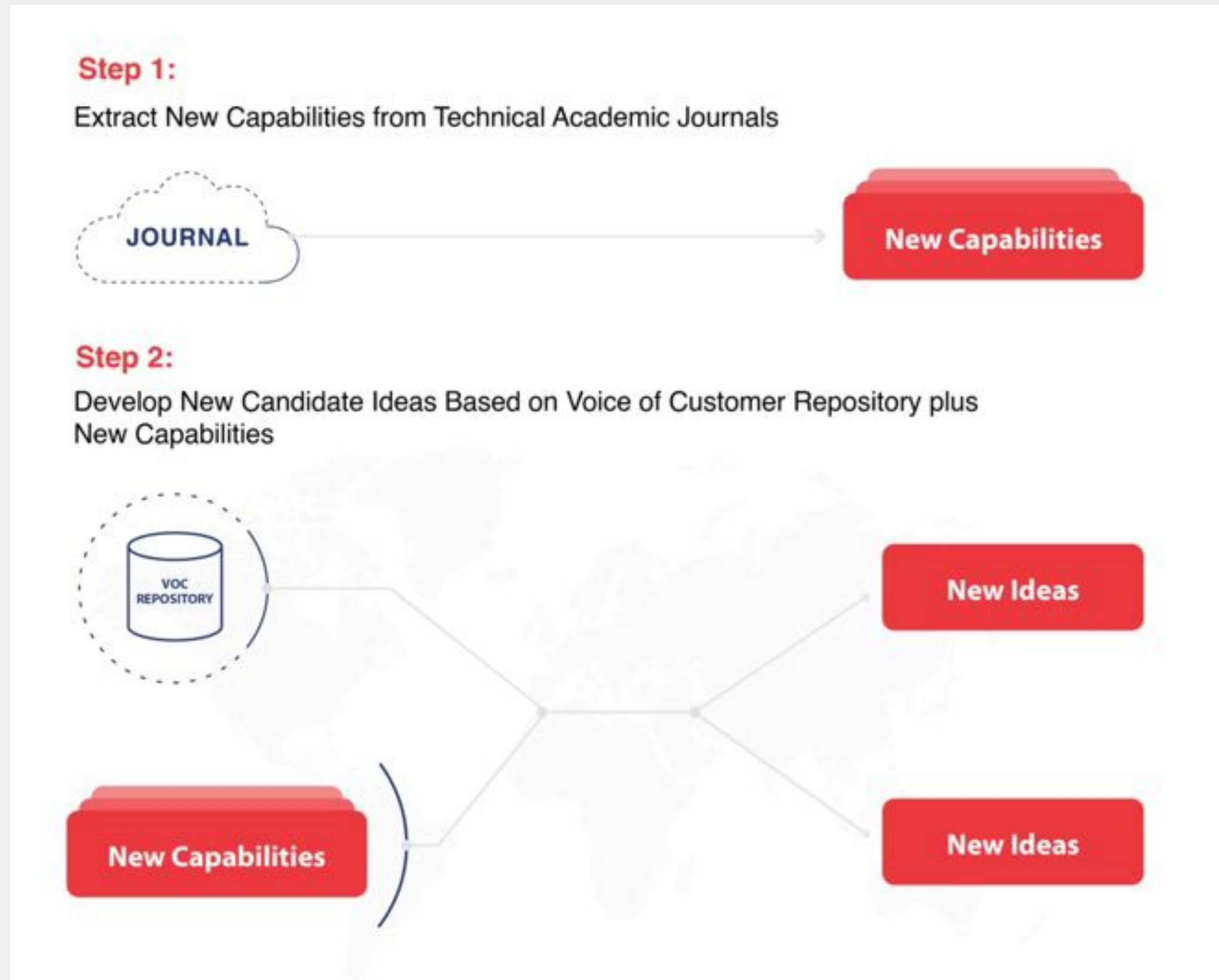
Brainstorming: Proper Decomposition Example

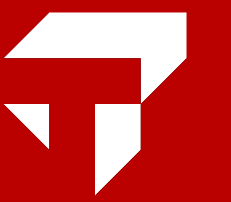


Brainstorming: Proper Decomposition Example



Brainstorming: Proper Integration Example





How do you build?

AGILE DEVELOPMENT





What do we mean by *AGILE*?

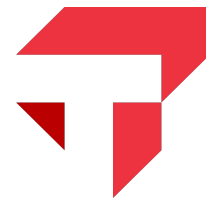
We value...

Individuals & Interactions over process and tools

Working products over documentation

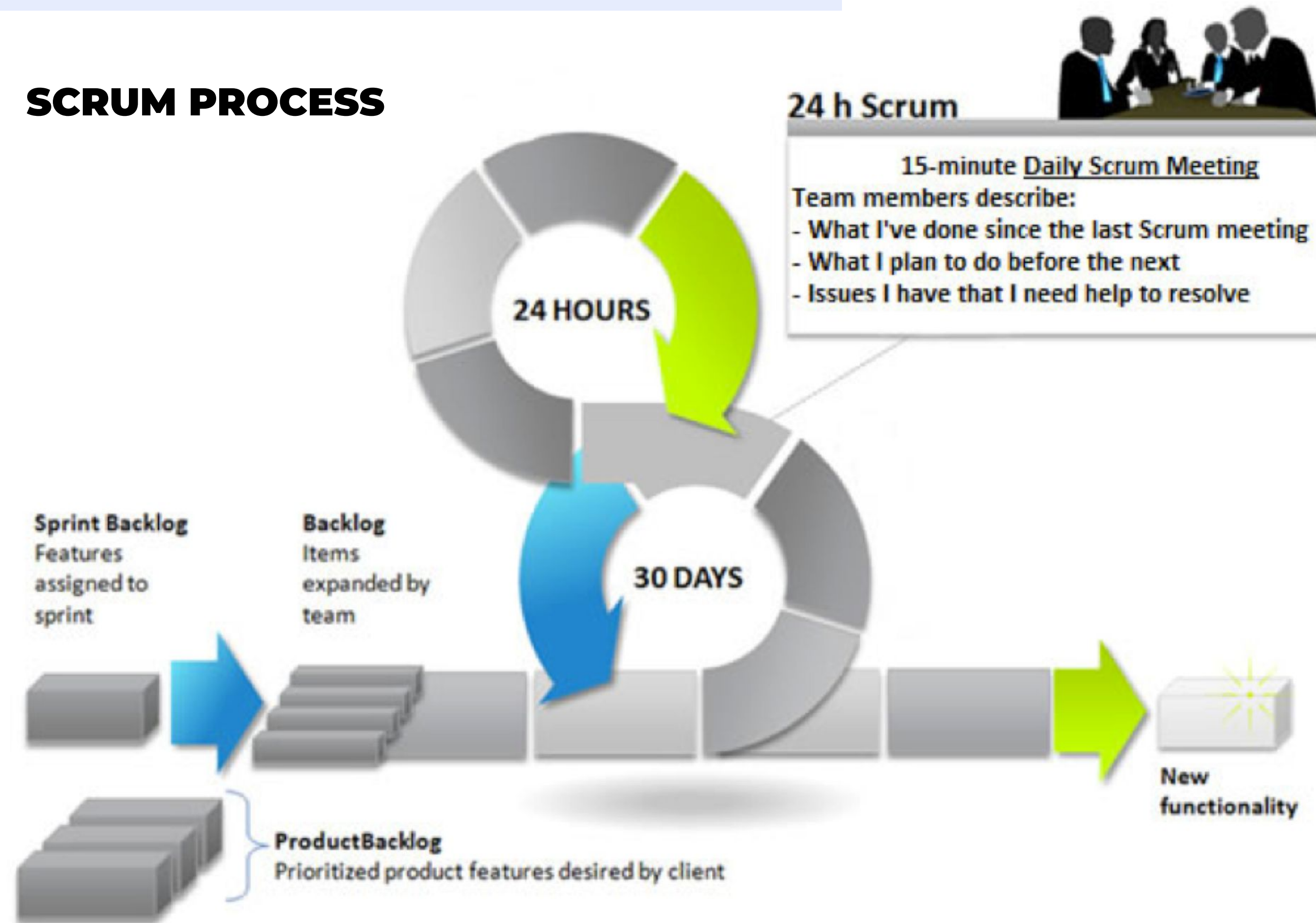
Customer collaboration over negotiation

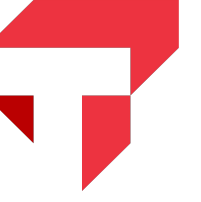
Responding to change over following a plan



The process of scrum?

SCRUM PROCESS





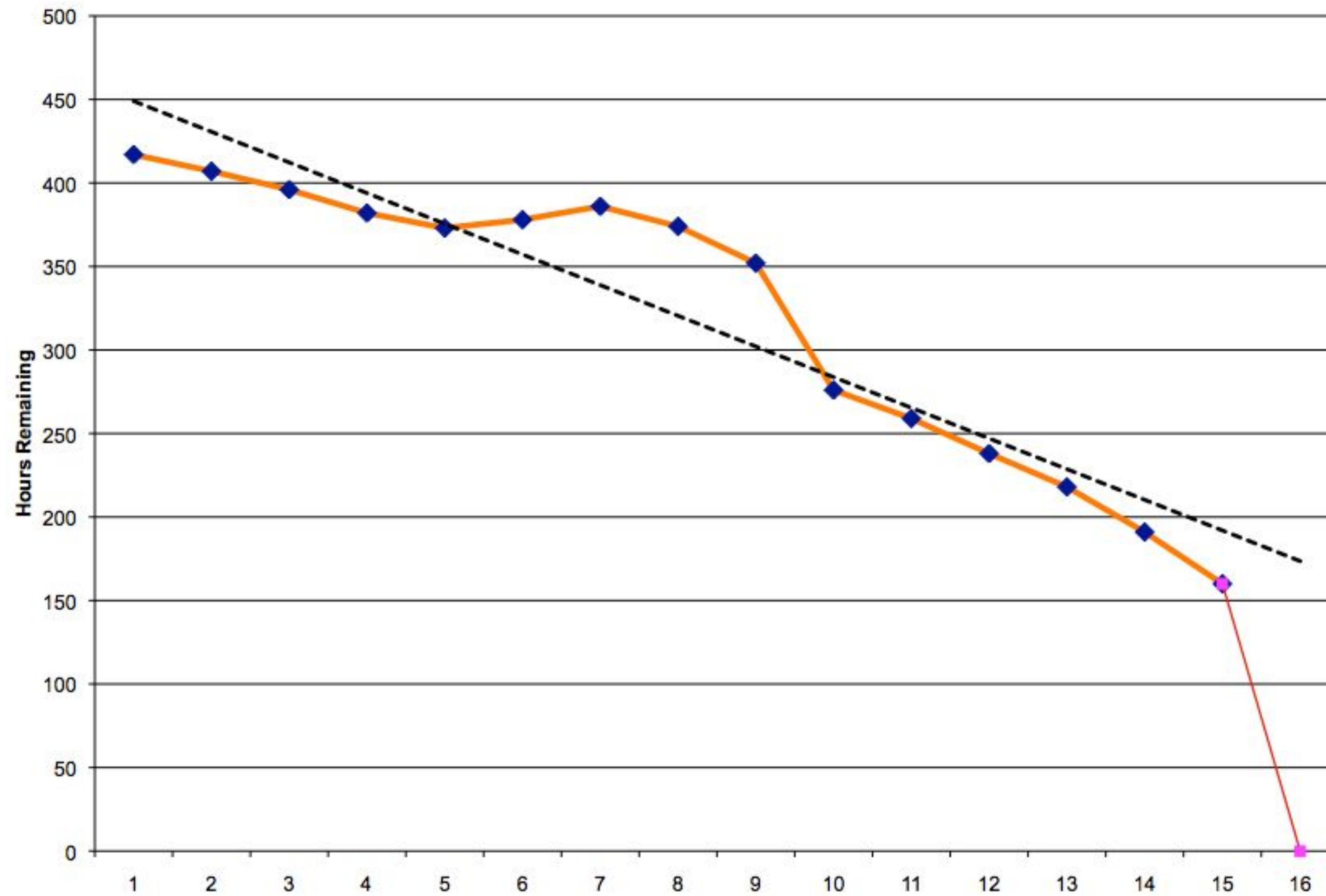
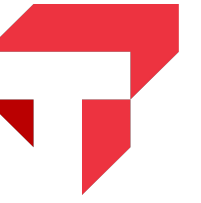
Velocity/Burn Down

The average decrease in estimates for the total effort / time remaining is a sprint's velocity

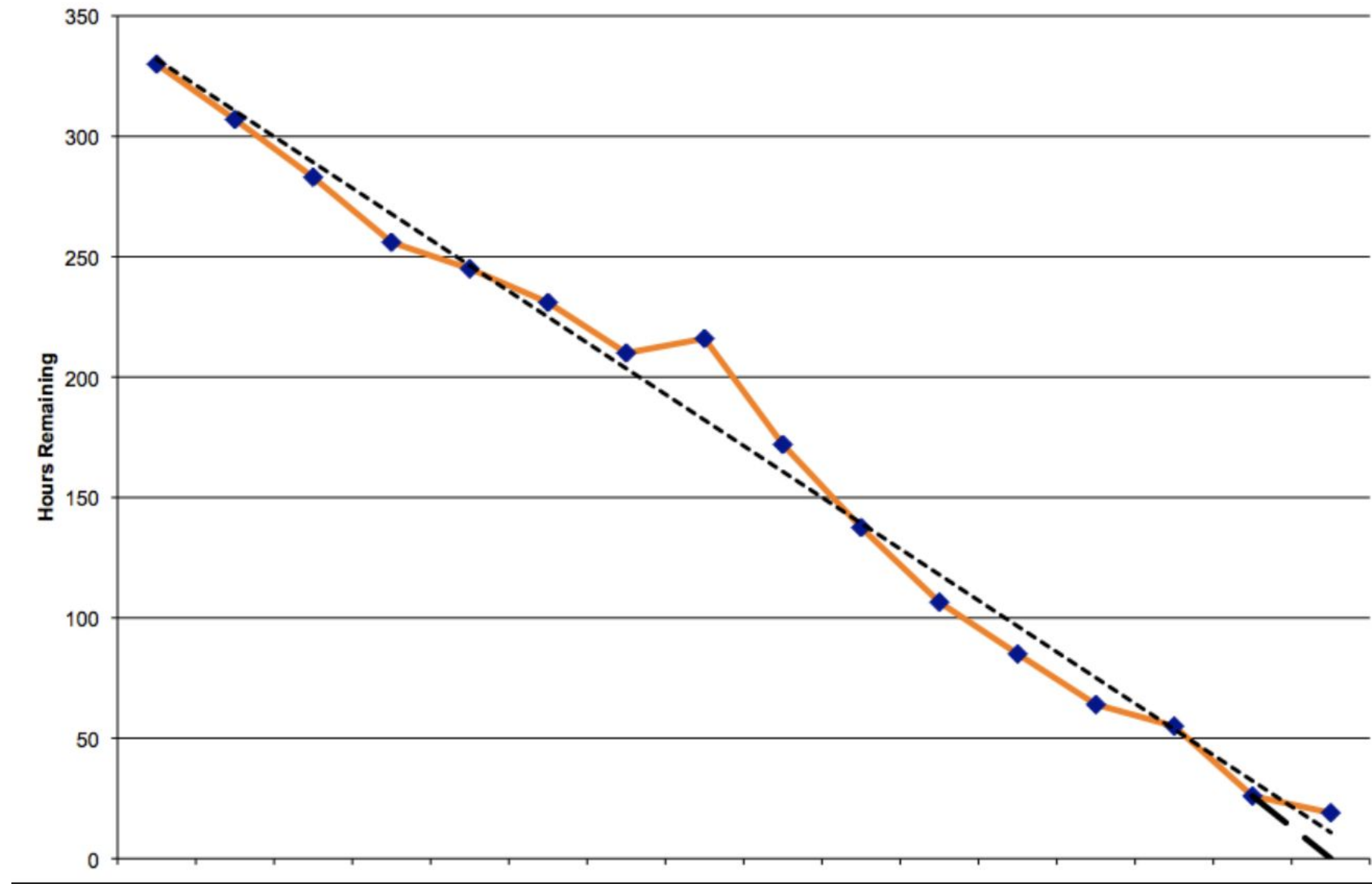
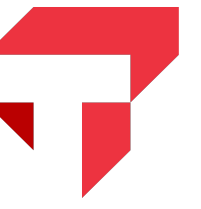
Overtime velocity becomes very helpful for planning purposes

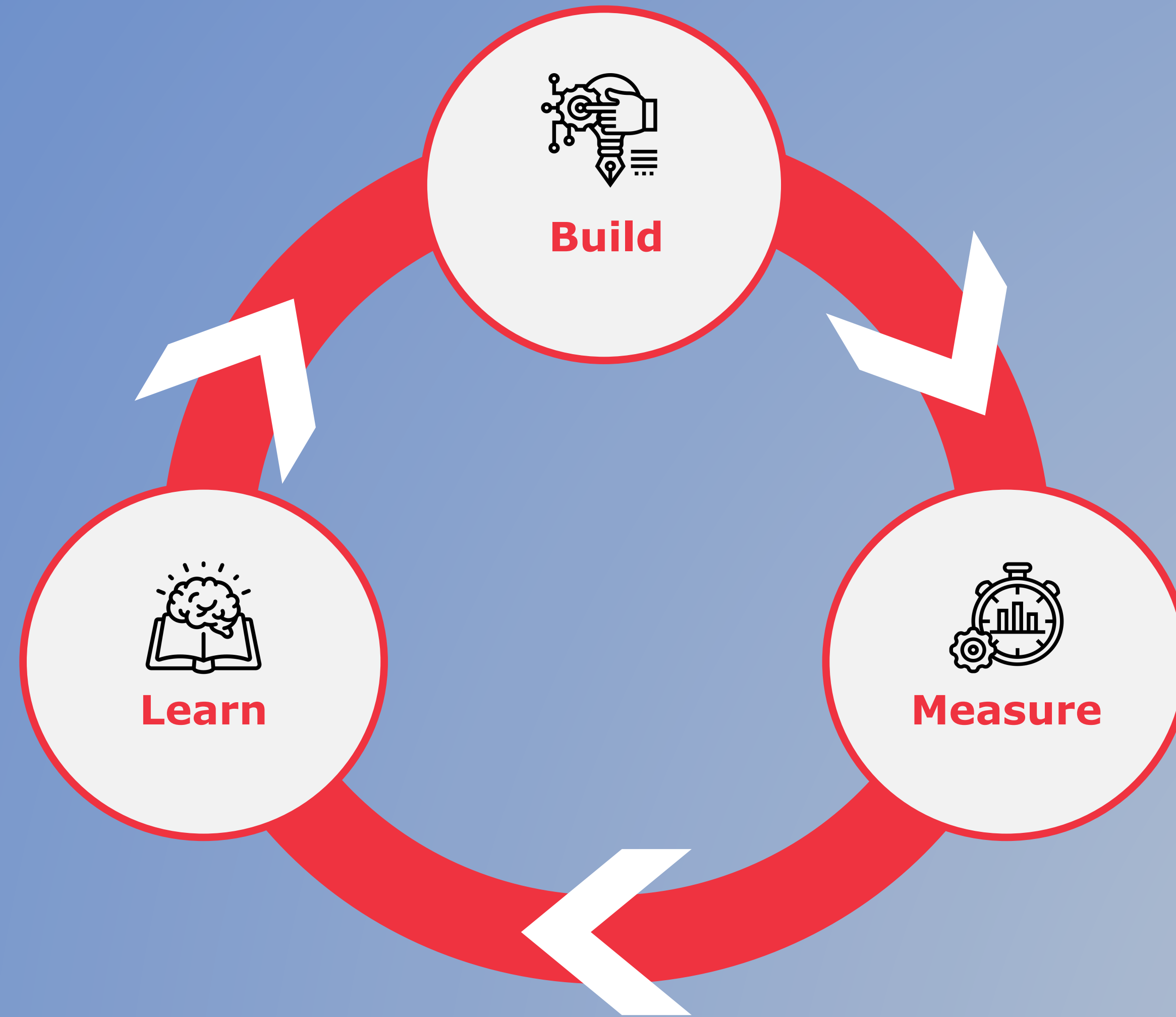
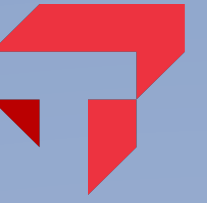
The chart showing daily total of time remaining is called a burn down chart or sprint's signature

Velocity/Burn Down



Velocity/Burn Down





Thank you.



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