

Playground for Entrepreneurs

Heart Area

Choose the 3 most important questions or subjects that you want to work on, in the Heart Area

- * Awareness of the customer needs. Are you part of the customer segment yourself?
- Your activities and routines, and how they are focused on the progress of your project.
- * What is your personal ideal circumstance to start your project?
- What do you lack that you can resolve by including other (specific) people in your team? Who or what kind of person will help you avoid your own pitfalls?
- * Shared interests and complementary skills. How can other people complement skills and help you avoid your pitfalls?
- Identify your next step. What's the next unavoidable thing you should really get over with?
- * What would you do with seed capital? What is your priority?
- What should your online organization look like?
- * Networks and partnerships.
- Visualize what success in the marketplace would look and feel like.

To Do

Aim/Goal/Expectation

To Do

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Aim/Goal/Expectation

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Ear Area

Choose the 3 most important questions or subjects that you want to work on, in the Ear Area

- * What can you learn from people with a completely different perspective?
- Your own ideas vs. your customers? How do you keep balance?
- Think about questions to ask. What will give you the insights you need?
- * Which events are useful to learn more about your idea or your market?
- What is true enthusiasm?
- How to respond to negative feedback.
- * Positive feedback and improvement suggestions. How can these help you to improve your value proposition?
- How do you get people's attention. Through your pitch.
- * Think about why wouldn't people buy your product?
- Communication channels. How can you make the most out of them?
- What is "critical mass" for you?

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Eye Area

Choose the 3 most important questions or subjects that you want to work on, in the Eye Area

- * Competitors and substitutes. National, international, high profile, low profile, etc.
- No competition is often a red flag.
- Brand image. How do you want your brand to be perceived?
- How real is the problem you are resolving to your customers? What are they already doing to resolve this?
- Detailed and intense observation.
- Visualize your customer's experience both with and without your product, without judging.
- * How does the customer perceive you?
- Turn your product into a niche product, or a mass market product. How does it change?
- Clarify your pitch in a way that even a 10-year-old would understand why this is a good idea.
- * How can you become top-of-mind?
- How do you compete? What if they copy you?

To Do

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Hand Area

Choose the 3 most important questions or subjects that you want to work on, in the Hand Area

- * Briefly explain your idea to someone and then ask them how they interpret your ideas, in their own words.
- How much time and money do you have available, and how can you make the most of it?
- * Adapt your prototype to a different segment. How does it change?
- How to get flooded with attention from your potential customers?
- * What are your early victories, that motivate you to keep going?
- What are your 3 next steps?
- * How can you get your first customer?
- How can you make most of customer recommendations?
- * Which guerrilla marketing actions can you take advantage of?
- Which customers give you most value, which ones do not provide you with enough value?
- * What can you do about customer loyalty?

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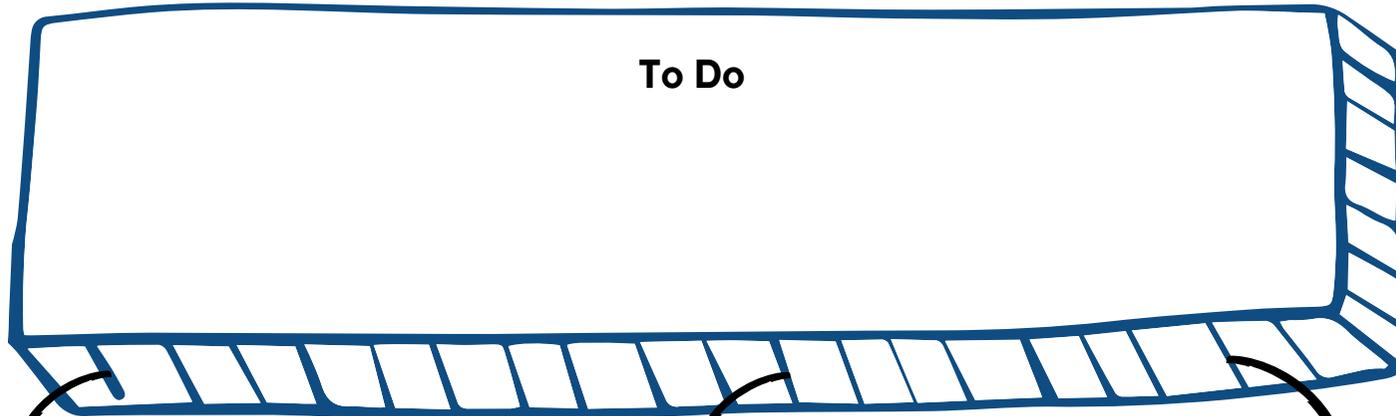
Aim/Goal/Expectation



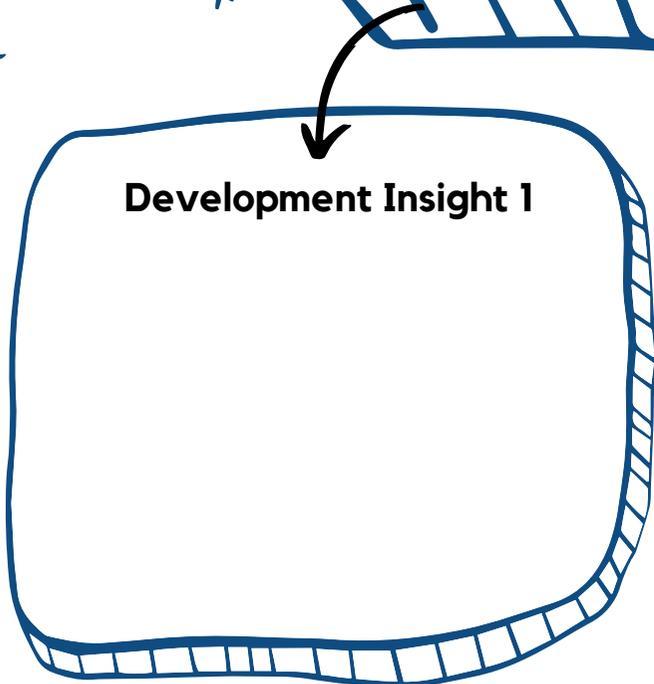
Getting to the Core Playground for Entrepreneurs



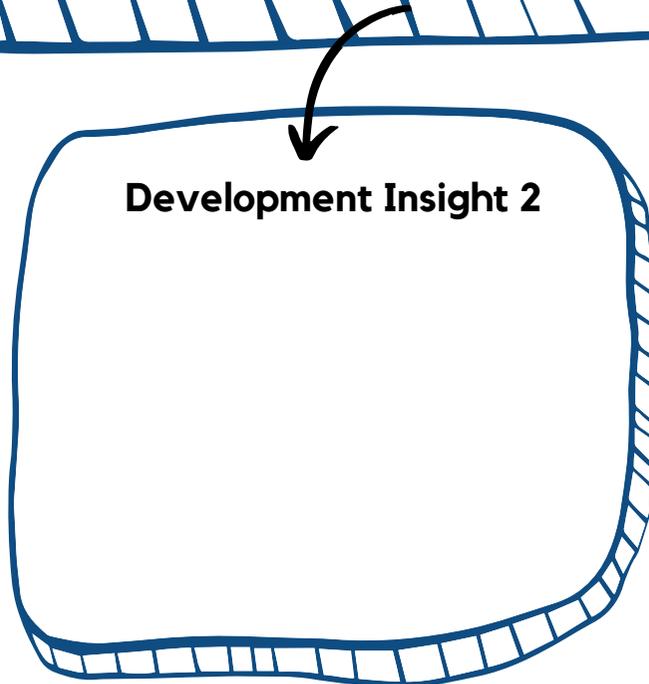
Concluding your To Do List and Extracting Insights
The Brain Area



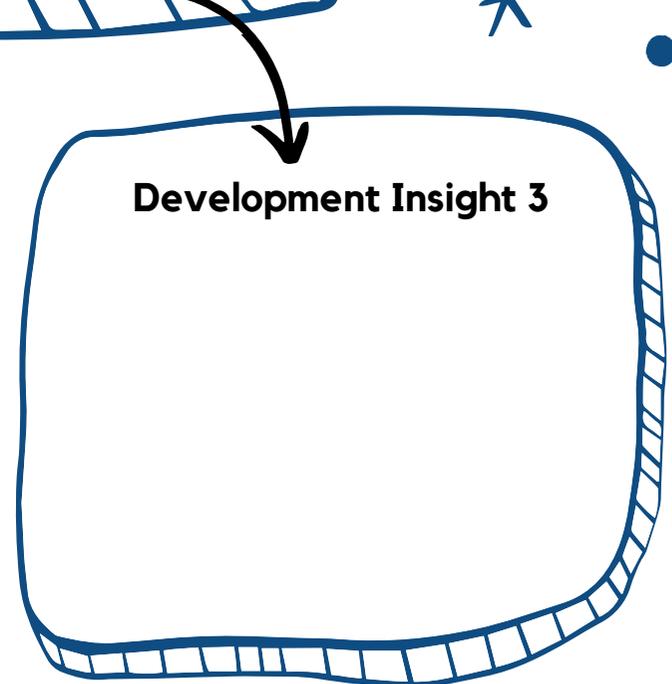
To Do



Development Insight 1



Development Insight 2



Development Insight 3

