



Pro Tips for Success

The path to proof of concept is up to you, but the following are a few suggestions that have helped past teams to succeed. May the odds be ever in your favor!

Customer Interviews

One of the most effective (and fun!) ways to build a startup is testing your ideas with customers, “pivoting” your ideas based on feedback, and repeating this process until you receive market validation.

In order to do this, you’ll need to get out of the building (and on the phone and on Zoom/Teams/Video Call Service of Choice), and talk to potential customers to test the guesses that you made on your initial Canvas.

As you gather meaningful feedback from this process, change your Canvas accordingly. You’ll be amazed at how much stronger your case becomes as you accumulate data to prove your assertions!

Helpful Resources:

- [Lean UX Customer Discovery](#)
- [Never Ask What They Want – 3 Better Questions to Ask in User Interviews](#)

Build a Prototype

Building a prototype is not only fun and helpful for the next round of the competition, but you can use it with potential customers to see how they respond and interact with your idea.

If the product is digital, the team can use a prototyping/wireframing tool such as [moqups](#), [balsamiq](#), [axure](#), or [proto.io](#). If the product is physical, the team should consider a rough physical prototype. If the business is a service-based business, put together a flow chart that diagrams the customer experience.

Do Some Research!

Doing research will help you to back up your argument that this is a big idea. While Google can be your best friend here, you should also make the best use of the library and its helpful staff. The library has a vast array of market research tools including databases that you normally have to pay to access, so make sure that you avail yourself of this amazing resource.

Find A Mentor

It always helps to get the advice of someone who has already walked the path that you’re starting to follow. If you’re interested in mentorship but need help identifying a mentor, please contact Professor Hammerschmitt.