



WWW.VAIRIX.COM

Inception workshop (demo)

Introducción al taller de
inception para emprendedores

VAIRIX y los emprendedores

- ▶ La empresa tiene experiencia trabajando con el ecosistema emprendedor.
- ▶ Nació como una *startup* y mantiene dicho espíritu.
- ▶ Hacemos software que sirve para catalizar negocios.
- ▶ Por eso detectamos el siguiente problema...

Problema



Emprendedor cliente

10%

Normalmente por costo

90% de emprendimientos fallan por autodestrucción^[1] en menos de 2 años^[2]



Emprendedor proveedor (de software)

10%

[1] R. Carroll, Silicon Valley's culture of failure... and 'the walking dead' it leaves behind, in: The Guardian, Jun 2014, online: <http://www.theguardian.com/technology/2014/jun/28/siliconvalleystartupfailureculturesuccessmyth>

[2] M. Crowne, Why software product startups fail and what to do about it, in: Proceedings of the International Engineering Management Conference (IEMC), 2002, pp. 338-343.

Nuestra solución

Para solucionar esto, planteamos a los emprendedores:

- ▶ Determinar el nivel de madurez tecnológico del emprendedor a través de nuestro *framework* (*post-brainstorm*, *pre-validation*, *post-validation*)
 - ▶ Con los *post-brainstorm* hacer el taller de *inception*.
 - ▶ Con los *pre-validation* construir experimentos (MVPs, *landing pages*, prototipos) para probar rápidamente su idea en el mercado.
- ▶ El último nivel recién es el que está apto para desarrollar su producto final con una empresa de desarrollo a elección.

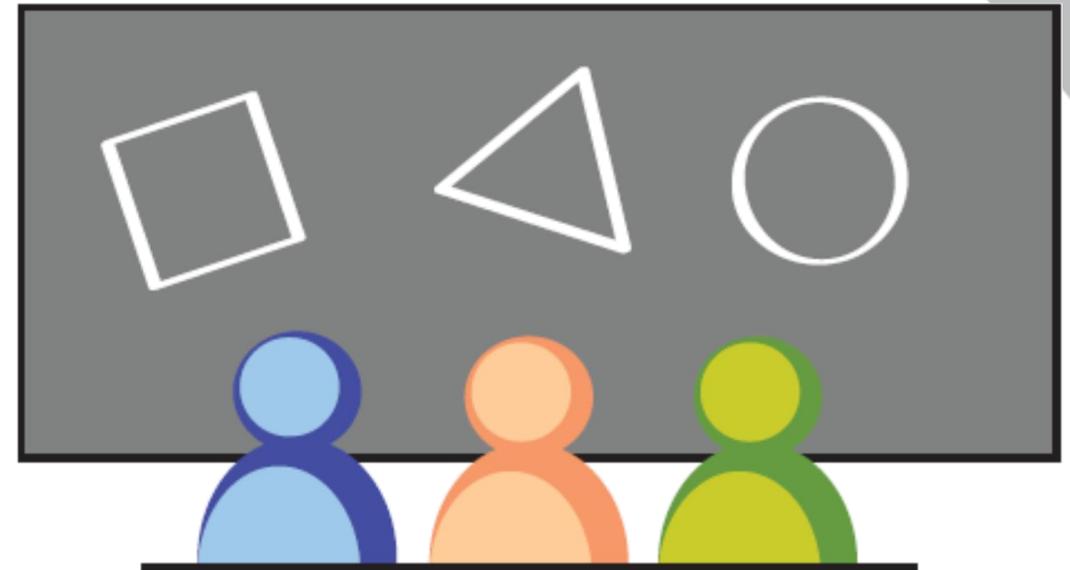
VAIRIX y las “*post-brainstorm*”

- ▶ Taller de inicio (*inception workshop*): es un *workshop* corto (máx. una semana) que se prepara para cada caso, se establece su modalidad (presencial o a distancia) y la ocurrencia de las distintas sesiones. La salida del *workshop* incluye:
 - ▶ lista de objetivos de negocio y principales riesgos
 - ▶ lista priorizada de funcionalidades del software
 - ▶ roles y flujos principales del software
 - ▶ lista de “habilidades” que debe tener el proveedor de dicho software.
 - ▶ Idea de tamaño
 - ▶ lista de elementos negociables/no negociables

Inception deck



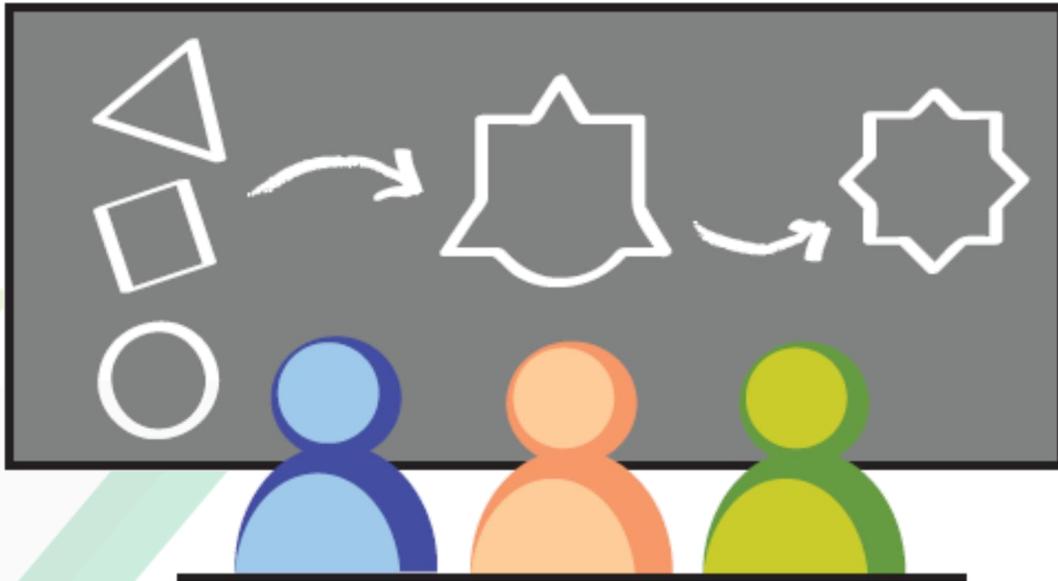
Estamos todos de acuerdo, entonces...



Oh oh... y ahora?

Inception deck

Necesitamos algo que...



Ahhh... ahora si!

Inception deck

Pero que es?

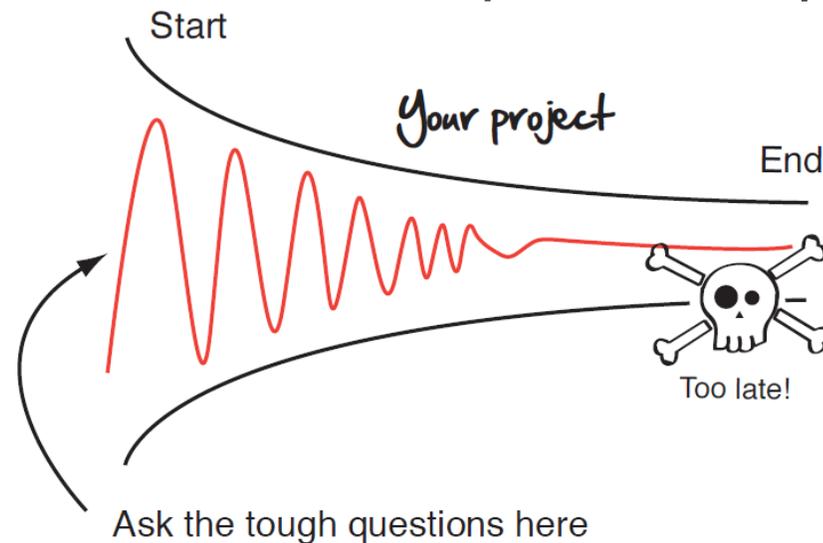
Son 10 preguntas... que estarías loco si no te las hicieras antes de comenzar un proyecto.

Inception deck

1. ¿Por qué estamos aquí?
2. Crear un *Elevator Pitch*
3. Diseñar la “caja del producto”
4. Crear una lista de “NOs”
5. Conocer el vecindario
6. Mostrando la solución
7. ¿Qué te despierta por las noches?
8. Determinar el tamaño
9. ¿Qué estamos dispuestos a dar?
10. ¿Qué vamos a obtener?

Métodos ágiles

- ▶ Es el primer paso en el desarrollo de una solución de software usando una metodología ágil.
 - ▶ Railware: empresa famosa por sus *inceptions* en Kiev.
 - ▶ SCRUM, XP, RUP, etc.
- ▶ Es LA forma de desarrollar software para *startups*



Adaptación de VAIRIX del Inception Deck

1. ¿Por qué estamos aquí? → “One Word”
2. Crear un *Elevator Pitch* → “Elevator pitch”
3. Diseñar la “caja del producto” → “Product box | landing page”
4. Crear una lista de “NOs” → “Create NOT list”
5. Conocer el vecindario → “Stakeholder map” | “relationship matrix”
6. Mostrando la solución → “Set edges” → “Graphic gameplan” → “Stories”
7. ¿Qué te despierta por las noches? → “What Keeps you Up at Night”
8. Determinar el tamaño → No aplica
9. ¿Qué estamos dispuestos a dar? → “Trade-off sliders”
10. ¿Qué vamos a obtener? → “What’s it going to take?”

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Product landing page

- Imagine que el cliente debe elegir su producto o emprendimiento de una galería y lo único que tiene para elegir es su *landing page*.

(tip: convertir funcionalidades en beneficios)

The screenshot shows the KingsleyJudd website's 'Wine Investments' landing page. It features a blue header with the KingsleyJudd logo and a 'Client login' link. The main content area has a green background with the text 'Wine Investments' and 'Amazing Opportunity Download Your FREE Brochure'. A large green box highlights '59.4% Yield in just 3yrs!'. Below this, there are several bullet points: 'Dividend paid within 30 days of purchase', 'Packages starting from 10,000 GBP', 'Commission-Free trading', and 'Capital gains Tax-Free'. A form with fields for 'First name', 'Last name', 'Your email address', and 'Phone number' is present, along with a 'Select a Country' dropdown and an 'Enter Free Prize Draw' checkbox. A prominent orange 'Download Now' button is at the bottom of the form. A small 'We Never Share Your Details' note is also visible. At the bottom of the page, there is a promotional banner for a 'Chateau Lafite Limited Edition Pen worth £1,200' with a 'WIN' button and a note to 'Tick the box on the form above and submit your detail to enter this month's Free Prize Draw'.

The screenshot shows the fasttrack website's 'We Sell Homes. Fast.' landing page. The header includes the fasttrack logo and tagline 'Quick Home Sale Experts'. The main headline is 'We Sell Homes. Fast.' with a photo of a smiling man. A testimonial from Bob Finch, London, states: 'Within 5 days of initially contacting Fast Track I had received 4 cash offers and was able to take the flat off the market. I would not hesitate to use Fast Track in the future and have already recommended them to friends and family as a refreshing alternative to traditional estate agents.' Below the testimonial, there are three bullet points: 'Sell Your Home in Days', 'Sell For 90-100% of Your Home's Value', and 'No Sale No Fee'. A large blue box on the right side contains a 'Get A Valuation & Offer Estimate' form with fields for 'Name', 'Address', 'Post Code', and 'Phone Number', and a 'Speed of Sale Required' dropdown. The form also includes a 'Valuation & Offer Estimate' button. At the bottom, there is contact information for fasttrack (0800 612 7025, sales@fasttracksales.co.uk) and logos for member companies like ico, The Property Ombudsman, and OFT.

The screenshot shows the Evernote website's landing page. The header includes the Evernote logo and navigation links for 'PRODUCTS', 'BLOGS', and 'THE TRUNK'. There are also links for 'Web Sign In', 'Create Account', and 'Go Premium'. The main headline is 'Remember everything.' with a green background. Below this, there are three columns: 'Capture anything.' (Save your ideas, things you like, things you hear, and things you see.), 'Access anywhere.' (Evernote works with nearly every computer, phone and mobile device out there.), and 'Find things fast.' (Search by keyword, tag or even printed and handwritten text inside images.). A large green button says 'GET EVERNOTE - IT'S FREE'. At the bottom, there is a row of icons for various Evernote integrations: Evernote, Skitch, Penultimate, Web Clipper, Evernote Hello, Evernote Food, Evernote Clearly, and Evernote Peek.

The screenshot shows a box of Nestlé Gold cereal. The box is yellow and blue with the text 'Nestlé GOLD Irresistible HONEY Taste! Irresistible sabor de la MIEL!'. It also mentions 'NESTLÉ CEREAL INTEGRAL Made with WHOLE GRAIN'. The box size is 460g (16.2 oz). In the bottom right corner, there is a blue banner for 'VITAMINEROS' with the text 'ADICIONADO CON 13 VITAMINAS Y MINERALES FORTIFICADO'.

Create NOT list

- ▶ La lista de “NOs” comienza a fijar elementos, definir expectativas al decir que es lo que NO vamos a hacer.

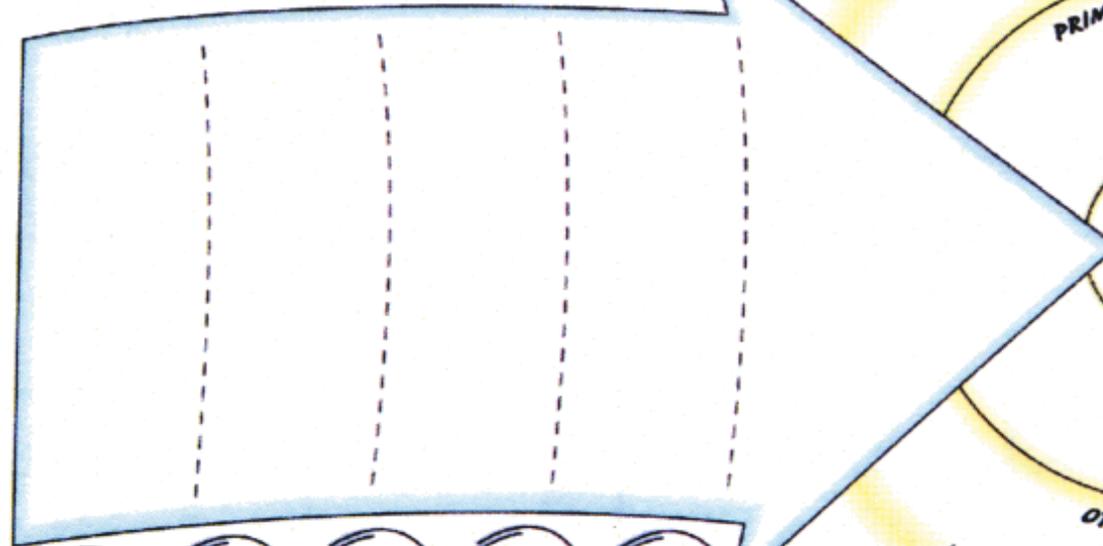
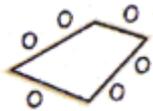
IN SCOPE	OUT OF SCOPE
Administer road closure requests Display road closures by date Email distribution lists Basic admin Basic search Reporting	Material tracking Delivery scheduling Automated traffic routing
UNRESOLVED	
Level of map precision Mapping technology to be used Source of satellite imagery	Integration with legacy construction work permit system

Graphic gameplan

GAMEPLAN

● TEAM/
RESOURCES

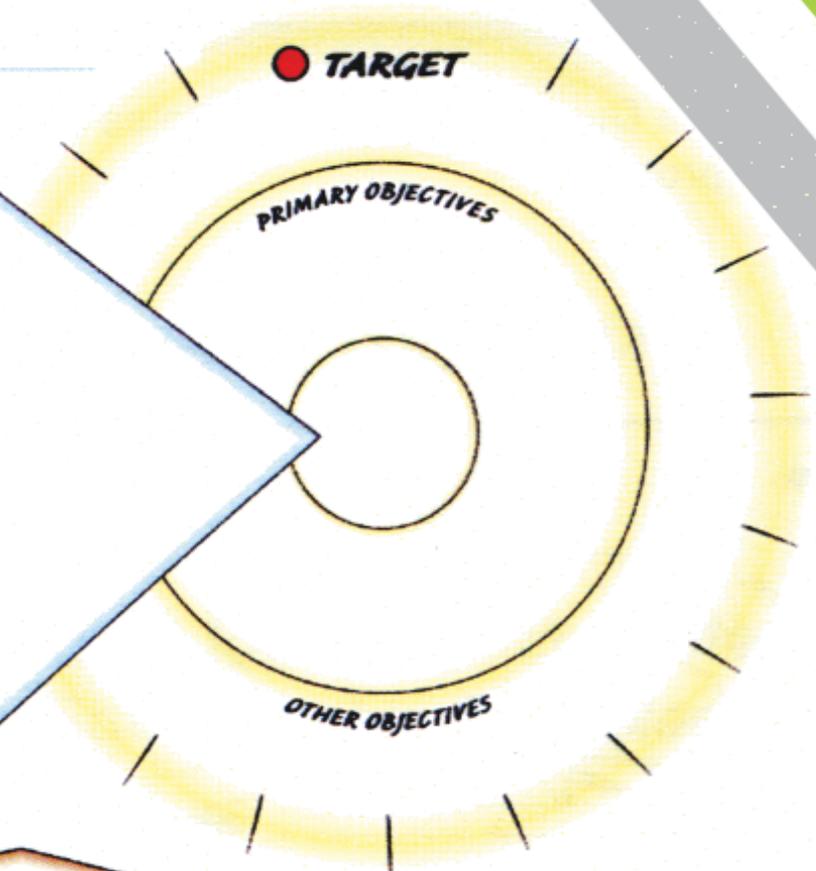
● STAGES / TASKS



● SUCCESS
FACTORS

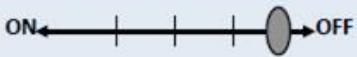
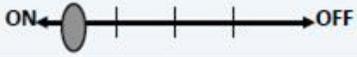


● CHALLENGES



copyright THE GROVE

Trade-off sliders

The classic four	
	Feature completeness (scope)
	Stay within budget (budget)
	Deliver project on time (time)
	High quality, low defects (quality)

* They can't all be 'ON'

* No two can occupy the same level

