

**How to Start a Business in 15 Minutes a Day**  
Part 2 Assessing Needs Through Customer Interaction  
15 Minute Daily Worksheet

**Week 1**  
**Using the Business Model Canvas**

- Day 1: Spend time getting prepared for this process by rereading Part 2
  - What sticks out to you:  
\_\_\_\_\_  
\_\_\_\_\_
  
- Day 2:
  - Download the Business Model Canvas from the LaunchWaco article or from Strategyzer (<https://www.strategyzer.com/canvas/business-model-canvas>).
  - Review each of the nine categories and write at least one phrase for each category below that reflects a fact-based assumption about your business:
    - Value Proposition: \_\_\_\_\_
    - Channels: \_\_\_\_\_
    - Customer Relationships: \_\_\_\_\_
    - Customer Segments: \_\_\_\_\_
    - Revenue Streams: \_\_\_\_\_
    - Key Partners: \_\_\_\_\_
    - Key Activities: \_\_\_\_\_
    - Key Resources: \_\_\_\_\_
    - Cost Structure: \_\_\_\_\_
  
- Day 3:
  - Revisit the BMC and consider a second or third fact-based assumption in each of the nine categories:
    - Value Proposition: \_\_\_\_\_
    - Channels: \_\_\_\_\_
    - Customer Relationships: \_\_\_\_\_
    - Customer Segments: \_\_\_\_\_
    - Revenue Streams: \_\_\_\_\_
    - Key Partners: \_\_\_\_\_
    - Key Activities: \_\_\_\_\_
    - Key Resources: \_\_\_\_\_
    - Cost Structure: \_\_\_\_\_
  - Spend the remainder of your time on the Value Proposition section by reviewing your 2-3 phrases from above, editing them, and then moving those that are strongest into the BMC Template that you downloaded online.
  
- Day 4:
  - Now evaluate the phrases you've written for Channels, Customer Relationships, and Customer Segments. Edit them, and move the strongest into your template.
  
- Day 5:
  - Start with Revenue Stream and then move to the far left of the BMC to evaluate your phrases for Key Partners and Key Activities. Edit them, and select the strongest transfer

into your template.

- Day 6:
  - Finish reviewing the remaining sections for Key Resources and Cost Structure. Edit them and move the strongest of them into the template.
- Day 7:
  - Review each of the nine categories to determine if additional edits, additions or subtractions are necessary.
  - This is not a final document, but you now have your first complete draft of fact-based assumptions about how your business model will work and you can move into building an MVP while editing this document as time allows in the coming weeks.

## **Week 2**

### **Building an MVP**

- Day 1:
  - Review the types of MVPs discussed in the article above and research additional MVP styles to determine which type fits your business idea best.
- Day 2:
  - Once you've selected your type, research examples so that you can consider multiple means of creating your MVP before moving forward.
- Day 3:
  - Go back to your earlier notes and last week's BMC to review and finalize your key features and value proposition that you believe will be to focus on for the MVP. Remember you will only be able, in most cases, to include one or two key features and you want to ensure those features relate to the customer problem and your value proposition.
    - Feature 1: \_\_\_\_\_
    - Feature 2: \_\_\_\_\_
    - Value Proposition 1: \_\_\_\_\_
    - Value Proposition 2: \_\_\_\_\_
- Day 4:
  - Depending upon which version of the MVP you are using, begin building out this MVP, imagine what content or structure it will have and finalize a draft sketch of it on your computer or notepad.
- Day 5:
  - Work on building your MVP.
- Day 6:
  - Continue working on it.
- Day 7:
  - Finish your MVP in preparation for getting it out in front of customers.



- Contact each of these 10 or more customers, request feedback and send your MVP.
- Day 7:
  - Collect feedback from your customers by creating a simple survey through Survey Monkey or a Google form and send it to all potential customers that you have sent your MVP to with a request they fill it out.

**Week 4**  
**Build Measure Learn...Go!**

- Day 1:
  - At this point you should begin to receive feedback directly or through your survey. Organize and collect responses in a single location.
- Day 2:
  - Review all feedback collected so far and list the most useful and actionable information you have:
    - \_\_\_\_\_
    - \_\_\_\_\_
    - \_\_\_\_\_
    - \_\_\_\_\_
    - \_\_\_\_\_
- Day 3:
  - Continue organizing feedback and send a reminder to potential customers with a request for feedback.
- Day 4:
  - Continue to reviewing and organizing the new feedback while listing new useful and actionable information:
    - \_\_\_\_\_
    - \_\_\_\_\_
    - \_\_\_\_\_
    - \_\_\_\_\_
    - \_\_\_\_\_
- Day 5:
  - At this point you should have collected the majority of your responses and feedback. Organize any additional feedback. Create a final list of fact-based assumptions that you believe are either confirmed through this research, need to be corrected or changed, or are completely new assumptions that need to be researched further for validation:
    - Confirmed assumptions:
      - \_\_\_\_\_
      - \_\_\_\_\_
      - \_\_\_\_\_
    - Corrected/Changed assumptions:
      - \_\_\_\_\_
      - \_\_\_\_\_
      - \_\_\_\_\_
    - New assumptions needing to be validated:
      - \_\_\_\_\_
      - \_\_\_\_\_

• \_\_\_\_\_

- Day 6:
  - Spend the last days of your week updating your BMC with the final assumptions from day 5 to prepare for your next go/no go decision.
  
- Day 7: Stop and assess and make go/no go decision by reviewing all of your notes and considering whether you are prepared to move forward into another month of planning.
  - Decision: \_\_\_\_\_
  - Notes and additional thoughts:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_