

# GET STARTED:

Developing Your Passion into  
a Sustainable Venture

A CO.STARTERS Workshop

 CO.STARTERS®

# Introductions

This is \_\_\_\_\_ . Despite finding \_\_\_\_\_  
challenging, he/she is energized when \_\_\_\_\_ .  
His/her idea is \_\_\_\_\_ and he/she hopes  
it will \_\_\_\_\_ .

## CUSTOMER CONVERSATIONS

### Potential Customers:

\_\_\_\_\_ is like my ideal customer  
\_\_\_\_\_ is like my ideal customer  
\_\_\_\_\_ is like my ideal customer

### Questions to Ask:

1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_

## Tips for Talking with Customers

**Choose the right people:** While you should talk with as many people in your community as possible, it's important to focus first on those who are actually experiencing the problem you've identified. You want to make sure you are really listening to the people you plan to serve and understanding their perspectives. Also, by focusing first on those who are most deeply experiencing the problem, you'll get more valuable information than by talking to people for whom the problem is less pressing.

**Talk face-to-face:** If at all possible, talk with people in person. You can learn a lot not only from what they say, but how they say it. If you can't meet with someone in person, phone or video communication is a solid second option. The least valuable way to talk with customers is through email or text messaging.

**Get stories.** What sort of stories would you need to hear in order to know whether or not your assumptions are correct? Ask questions that will get people to tell you those

stories. For example, ask "Have you ever had an experience where [describe the situation]? Will you tell me about it?" Remember, ask open-ended questions (questions without yes or no answers) that will get them to share what they really think.

**Listen.** Talking with customers will only help you if you are willing to listen to their feedback and stories. You should be listening more than talking in these customer interactions. The purpose is not to tell them about your project, but rather to get the stories you need to figure out whether or not your assumptions are correct. In fact, avoid talking about your idea until you've gotten the stories you need.

**Be reflective.** Really listen when you talk with people about your project. Remember, if they say something negative, it isn't personal. Use what they say to make your idea better. Have a thick skin and remember that they are helping you. Although you don't have to do everything people suggest, spend some time thinking about what they said and how it should influence you moving forward.

## Join CO.STARTERS!

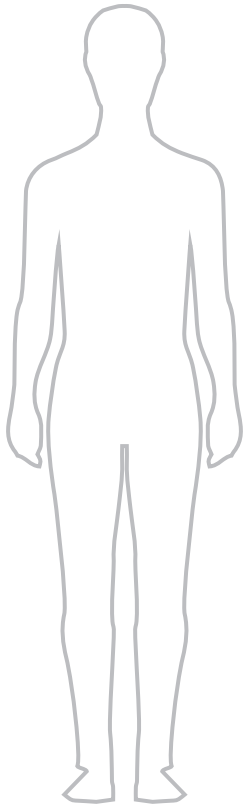
This 3-month program will equip you with the insights, relationships, and tools needed to turn your ideas and passion into a sustainable and thriving endeavor. Contact your local host to apply, or learn more about the CO.STARTERS network at [costarters.co](http://costarters.co)

## CONNECT WITH US.

**Email:** [feedback@costarters.co](mailto:feedback@costarters.co)  
**Facebook:** /costarters  
**Twitter:** @costarters  
**Instagram:** @costarters

## CUSTOMER

WHO DO YOU SERVE?



## PROBLEM

WHAT IS THE PROBLEM YOUR CUSTOMER HAS?



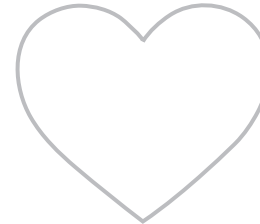
## SOLUTION

WHAT DO YOU OFFER YOUR CUSTOMER?  
WHAT DOES YOUR CUSTOMER GET?



## MESSAGE

WHAT IS YOUR STORY?  
HOW DOES YOUR CUSTOMER HEAR IT?



## REVENUE

HOW DO YOU MAKE MONEY FROM  
YOUR CUSTOMER?



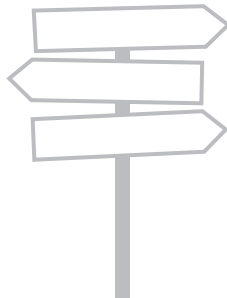
## BENEFIT

WHY DOES YOUR CUSTOMER WANT YOUR PRODUCT OR  
SERVICE? HOW DO YOU SOLVE THE PROBLEM?



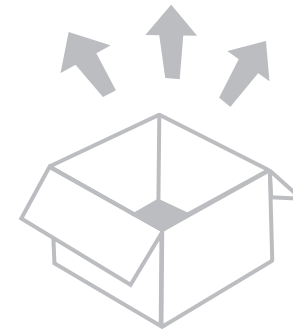
## ALTERNATIVES

HOW IS YOUR CUSTOMER  
CURRENTLY SOLVING THE PROBLEM?  
WHAT ARE THE ALTERNATIVE SOLUTIONS TO THE  
PROBLEM? WHAT'S THE COMPETITION?



## DISTRIBUTION

HOW DOES YOUR PRODUCT OR SERVICE  
GET TO YOUR CUSTOMER?



## ADVANTAGE

WHAT GIVES YOU THE EDGE OVER THE ALTERNATIVES?  
WHY ARE YOU THE BEST PERSON TO DO THIS?



NAME \_\_\_\_\_

**CO.STARTERS**<sup>®</sup>  
CANVAS

## STARTUP NEEDS

WHAT ARE YOUR ONE-TIME NEEDS TO GET STARTED (MONEY, PEOPLE, THINGS, TECHNOLOGY, ACTIVITIES)?



COMING  
SOON

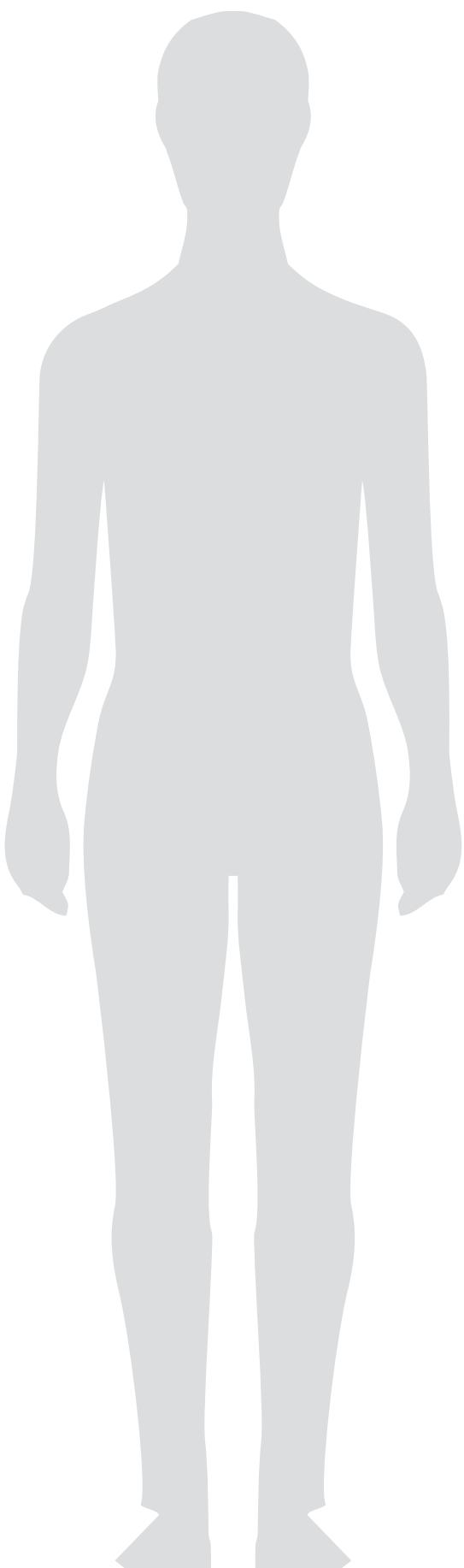


## COSTS

WHAT ONGOING NEEDS ARE ESSENTIAL TO KEEP YOU GOING (MONEY, PEOPLE, THINGS, TECHNOLOGY, ACTIVITIES)?

NOW  
OPEN





<b>NEXT STEPS</b>	<b>What can you do to move your venture forward?</b>	<b>What might keep you from doing this?</b>	<b>Who can help?</b>
<b>In the next HOUR →</b>			
<b>In the next DAY →</b>			
<b>In the next WEEK →</b>			
<b>In the next MONTH →</b>			