

Name:

Date:

Class:

Lean Start-Up Worksheet

Skill:

- Application (AP)

Time on Task:

- 10–15 minutes

Goal/Purpose:

- The goal of this activity is to work through the concept of a lean start-up using a product you created with a partner.

You and your partner have created a product, and you want to hurry the process of getting the product into the hands of your customers. Both of you think you know who will see the value in your innovation. Prepare answers to the questions listed.

1. What product features does your product offer?

Answer:

2. Who will be the target market for this product?

Answer:

3. What do you think the demand for the product will be?

Answer:

4. Describe who your competitors would be?

Answer:

5. How will your product differentiate from competitors' products?

Answer: