

Day 1:

My Business Idea _____

Step 1: Start at the End – Define Success

- **What is your idea?**

(Describe it in one sentence. Be specific!)

Example: A premium coffee mug company that sells stylish, ergonomic mugs for specialty coffee lovers.

- **What does long-term success look like?**

- What is your ultimate goal for this idea? *(Think 1-3 years from now.)*

Example: Become the go-to brand for high-quality coffee mugs that make every coffee moment special.

- How will you know if you've succeeded? *(Write measurable outcomes, like revenue, followers, or customer impact.)*

Example: Sell 10,000 mugs in the first year and earn a loyal customer base of coffee enthusiasts.

Step 2: What Could Go Wrong?

- **List potential challenges or risks your idea might face:**

1. What assumptions are you making? *(Example: People are willing to pay more for a premium coffee mug.)*
2. What external factors could cause failure? *(Example: Competitors with lower prices, limited market demand.)*
3. What internal challenges could arise? *(Example: High production costs, difficulty marketing the product.)*

- **What are the key unknowns you need to address?**

Example: Will customers value design and quality enough to pay premium prices?

Step 3: Frame the Sprint Questions

- What specific questions do you need to answer to validate your idea? Think of these questions as your risk mitigators.

Example Questions:

- 1 "Do coffee lovers care about the design of their mugs?"
- 2 "Will they pay ₹700-1000 for a high-quality mug?"
- 3 "What features make a mug feel premium?"

Step 4: Map the Customer Journey



List each step your customer will take from discovering your product to sharing it:

Example Map:

1. **Discover:** (How will they find your product?)
Example: Instagram ads, influencers, blog posts.
2. **Explore:** (How will they learn about your product?)
Example: Product descriptions, 360° images, reviews.
3. **Decide:** (What will convince them to buy?)
Example: Testimonials, comparisons, limited-time offers.
4. **Purchase:** (How will they complete the purchase?)
Example: A seamless checkout process.
5. **Experience:** (What will make them love your product?)
Example: Great design, premium packaging.
6. **Share:** (How will they talk about or recommend it?)
Example: Encourage social media posts with branded hashtags.

Try to keep the map as concise as possible. Not exceeding 10 steps in any case. You may have multiple stakeholders as well. That's completely ok. Keep the map as realistic as possible as it will be guiding you throughout your journey as an entrepreneur.

Step 5: Identify the Critical Moment

- **Which step in the journey is the most important to get right? Why?**
Example: The “Decide” step—because if we can’t convince them of the value, they won’t buy.

This template gives you a clear roadmap for Day 1.