



Intro and “A-Round” Guidelines

NORTHWESTERN UNIVERSITY

Kellogg
School of Management

KELLOGG EDUCATION TECHNOLOGY INCUBATOR

KETI's mission is to help Kellogg create the premier technology experience amongst business schools by harnessing the power of student-led innovation

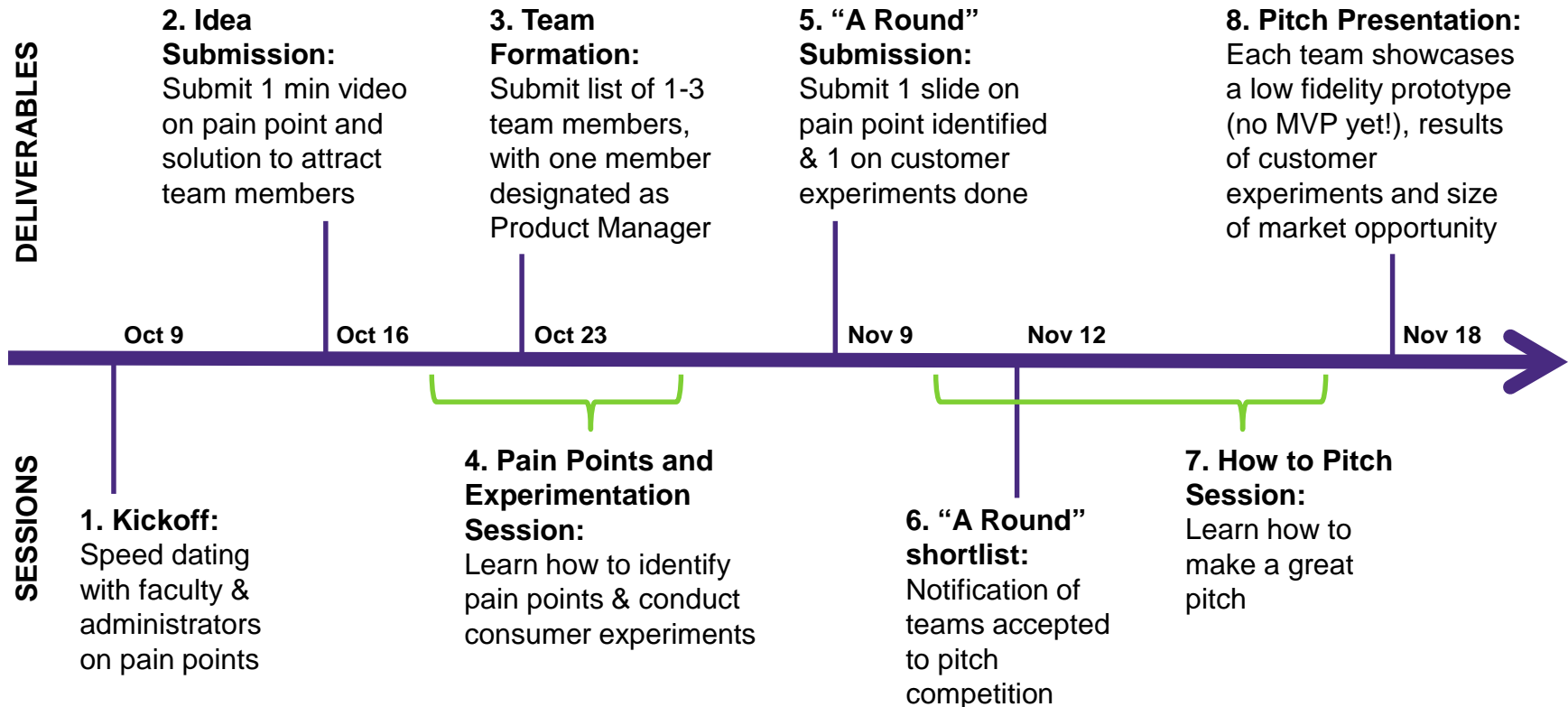
KETI's pitch-incubate process



Fall '14	Winter '15	Spring '15
<ul style="list-style-type: none">• Identify biggest pain points• Organize teams• Rapid experiments w/ consumers• Pitch solution concept• Final teams selected	<ul style="list-style-type: none">• Create minimum viable product (MVP) – both the technology and the business model• Launch MVP• Teams can apply for NUvention or KIEI courses	<ul style="list-style-type: none">• Pilot product• Gather feedback• Refine product and re-launch• Present results to panelists• Teams can apply for NUvention or KIEI courses

Product managers can then turn their pilot into a startup

Pitch competition summary



Competition in more detail (1/2)

1

Kickoff

(Oct-9)

2

Idea Submission

(Oct-16)

- This is an opportunity to pitch for more team members if you have an idea but want to build your team
- You will upload a <1 minute video to a public website (e.g. YouTube) describing the pain point or idea, and submit a short survey (link to be emailed tomorrow)
- We will publish links to all the videos to our mailing list and on our website
- Interested students will get in touch with you directly

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Team Formation

(Oct-23)

- You should form teams of 1-3 students, with 1 designated as “Product Manager”
- The only deliverable will be a short survey capturing the name of your idea, a brief description and a list of team members
- You are also required to submit a video if you have not done so already

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Competition in more detail (2/2)

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“A Round” Submission (Nov-9)

- We will run an introduction to pain points and ideation session with faculty
- Teams submit 2 slides:
 - 1 on target customer, pain point, and solution
 - 1 on riskiest assumption and customer experiment conducted
- Faculty and administration will shortlist teams based on desirability, feasibility and viability as well as quality of consumer research

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8

Pitch Presentation (Nov-18)

- We will run a how to pitch session with faculty
- Shortlisted teams prepare an ~8 minute pitch (plus ~5 minutes of Q&A) and deliver it to a panel of judges and student audience
- Winners chosen by a combination of judges and audience voting

What now?



- We have decided to extend the deadline for KETI 2015 until Nov-9. To submit your idea, please fill out this form: <http://goo.gl/forms/V51NdHbLx7> and the read on...
- Instead of requiring an upfront PowerPoint submission (like last year), we wanted to give you an opportunity to refine your idea by talking to actual target customers, “Lean Startup” style.
- Your task for the next two weeks will be to run your first iteration of user testing to find your “product-market fit”.

Resources to help your research

- Profs. Cast and Schonthal's website: <http://thebestnextthing.com/>
- Lean Startup material and books: <http://theleanstartup.com/>
- Steve Blank's books, website (<http://steveblank.com/>) and Udacity course ([EP-245](#))
- Stanford d-school: <http://dschool.stanford.edu/>
- [KIEI-462](#): New Venture Discovery 😊

Deliverable – Due Sun Nov 9, 11:59pm **KETI**

Email to keti@kellogg.northwestern.edu

- Deliverable will be **two** PowerPoint slides covering:
 - An introduction to your product
 - Target customer segment
 - Pain removed or gain created
 - Your solution
 - Customer discovery activities
 - Results of customer experiment conducted
 - Thoughts on your riskiest assumption to test next
- Some guidelines:
 - We are **NOT** looking for a large amount of work
 - We **ARE** looking for evidence that you spoke to customers (students, administrators, etc.) to validate assumptions



Questions

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