

# SPRINT

## How to Solve Big Problems and Test New Ideas in Just Five Days

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**With John Zeratsky and Braden Kowitz**

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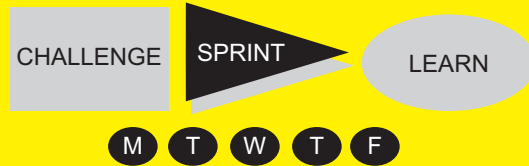
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The Web site for this book is at [www.thesprintbook.com](http://www.thesprintbook.com).

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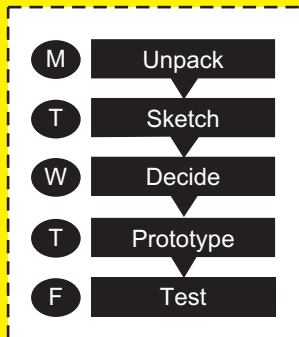
**MAIN IDEA**



A "Sprint" is a five-day learning process. You start with a pressing business question or challenge and map it out, develop potential solutions, decide on the best, build a prototype and validate your ideas with real live customers – all in a week.

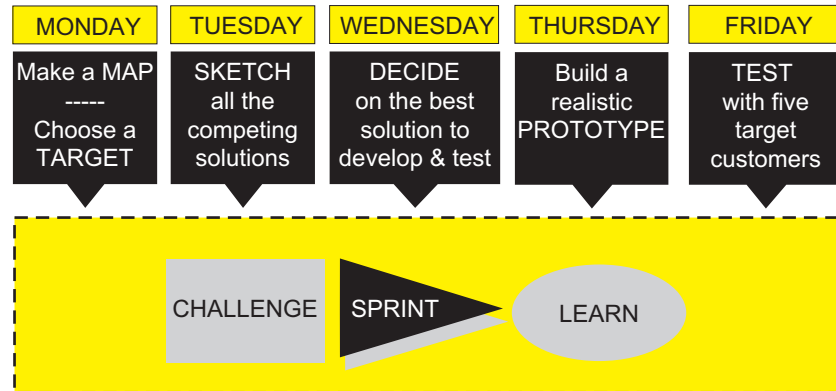
A Sprint isn't intended to give you a ready-to-ship product. Pure and simple, it is a concentrated method for answering your most pressing business questions. A Sprint will help you flesh out the nitty-gritty details, make rapid progress on developing a product and help you know for sure you're headed in the right direction.

The roadmap for a good Sprint is:



*"The Sprint gives our startups a superpower: They can fast-forward into the future to see their finished product and customer reactions, before making any expensive commitments. When a risky idea succeeds in a sprint, the payoff is fantastic. But it's the failures that, while painful, provide the greatest return on investment. Identifying critical flaws after just five days of work is the height of efficiency. It's learning the hard way, without the "hard way."*

– Jake Knapp



**Set the Stage** . . . . . Page 2

To run a great Sprint, you need to assemble the right team and identify the right challenge to go after. You also need to get the time and space you need.

**MONDAY – Make a MAP and Choose a TARGET** . . . . . Page 3

Monday is when you create a path for the Sprint. Do this by agreeing to a good long-term goal, mapping out the challenge, talking with experts and then picking your target.

**TUESDAY – SKETCH all the competing solutions** . . . . . Page 4

Tuesday you come up with a host of solutions that may work. You start by looking at whether you can remix existing solutions and sketch out better ways to do things.

**WEDNESDAY – DECIDE on the best solution to develop and test** . . . . . Page 5

Wednesday is when you decide which solution has the best chance of achieving your long-term goal. You create a storyboard which is a step-by-step plan for your prototype.

**THURSDAY – Build a realistic PROTOTYPE** . . . . . Pages 6 - 7

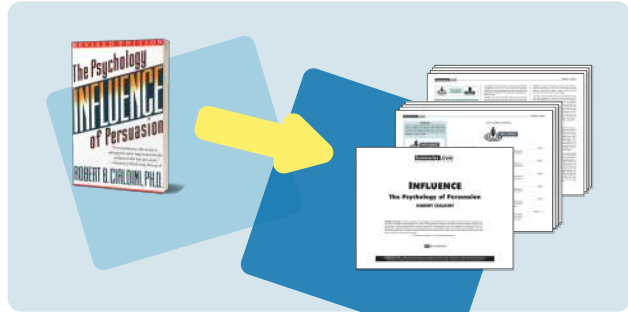
On Thursday, you "fake-it-till-you-can-make-it" a little. In just one day, you build an actual working prototype of what your solution will look like. You bring that storyboard to life.

**FRIDAY – TEST with five target customers.** . . . . . Pages 7 - 8

On Friday you take the bold step of letting potential customers interact with your prototype solution and see what they think. You'll then know what you need to do next to succeed.

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