

STARTUP WEEKEND

How To Take a Company From Concept to Creation in 54 Hours

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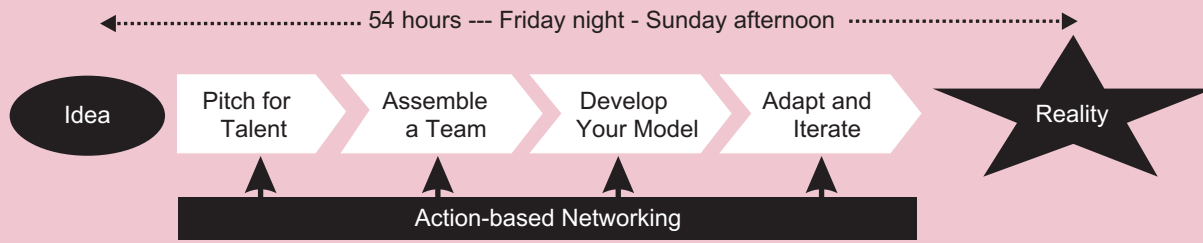
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MAIN IDEA

Startup weekend is about taking an idea and turning it into a going business concern over the course of a weekend. Instead of having a long and expensive development period, this is learning by doing. The essence of the startup weekend experience is:



Underlying philosophy – There are no brilliant ideas, only brilliant execution Page 2

The idea of going from vague concept to a going business concern over the course of one weekend has become feasible because of several interlinked technological developments. Instead of getting bogged down in analysis paralysis, participants pick an idea and get to work making it happen. The startup weekend approach may well signal the birth of a future golden era of entrepreneurship.

Action-based Networking Page 3

The key to making the startup weekend work is to create an atmosphere of action-based networking. Rather than working on making the right impression, you get to understand and tap into the skill sets of the people around you. Everyone who attends a startup weekend must join a team and must contribute in a meaningful way. That insistence on participation creates a unique high-energy, low-risk setting where ideas can thrive.

Pitch for Talent. Page 4

Good ideas need great teams if they're to go anywhere. The first activity of any startup weekend is the cattle call for ideas – everyone has 60 seconds to present their idea and attract a team of people who can make it happen. By being forced to summarize your solution in a sentence in this way, you cut through the fog and attract what every idea needs to move forward – talent and energy.

Assemble a Team Page 5

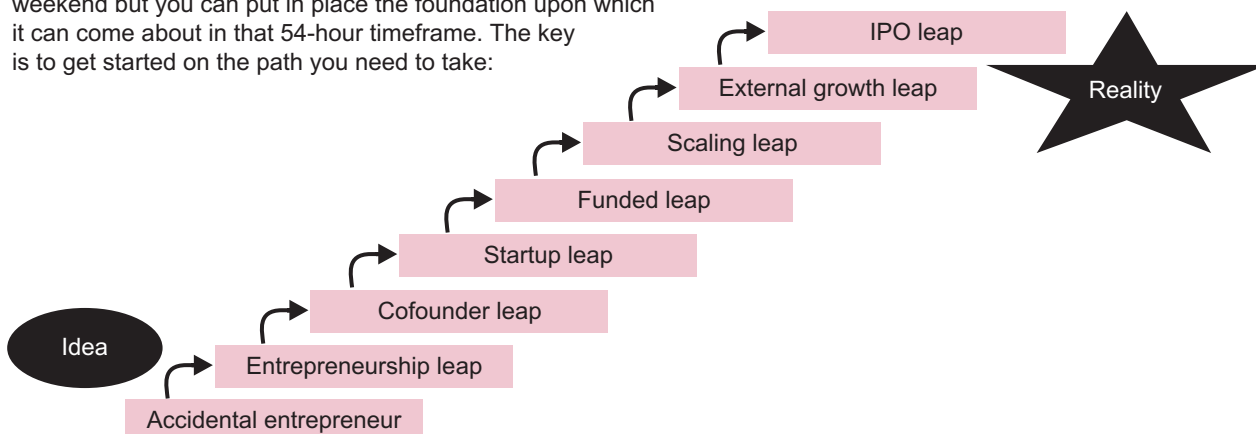
Working together as a team over the course of a weekend provides an intense experiential education for everyone involved. The best way to learn anything is to do it rather than to talk about it or just think about it. By tapping into the talents of your team and coming up with real-world solutions, you get a feel for where you need to head. This is a matter of prioritizing your limited time and prioritizing and simplifying.

Develop Your Business Model Pages 6 - 7

The good thing about putting together a business model over the course of a weekend is you get away from coming up with the usual unrealistic and highly optimistic growth curves. Instead, the emphasis is on talking to potential customers, finding out what they actually want and then putting in place systems for delivering those solutions. Developing your business model is about validating your idea, staying lean and being prepared to pivot at the drop of a hat. It's about listening to your customers and taking their ideas and feedback into account.

Adapt and Iterate Your Way to Success Pages 7 - 8

Becoming an entrepreneur is a process. It doesn't happen in a weekend but you can put in place the foundation upon which it can come about in that 54-hour timeframe. The key is to get started on the path you need to take:



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