

Unternehmerische Selbstständigkeit für Einsteiger*innen

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<https://base.uni-ak.ac.at/courses/2024S/S03014/>



Ich & meine Idee

Was bedeutet **unternehmerischer Erfolg** für mich?

Was brauche ich auf dem Weg zur erfolgreichen Umsetzung meiner (Gründungs-)Idee?

Meine Idee in einem Satz:

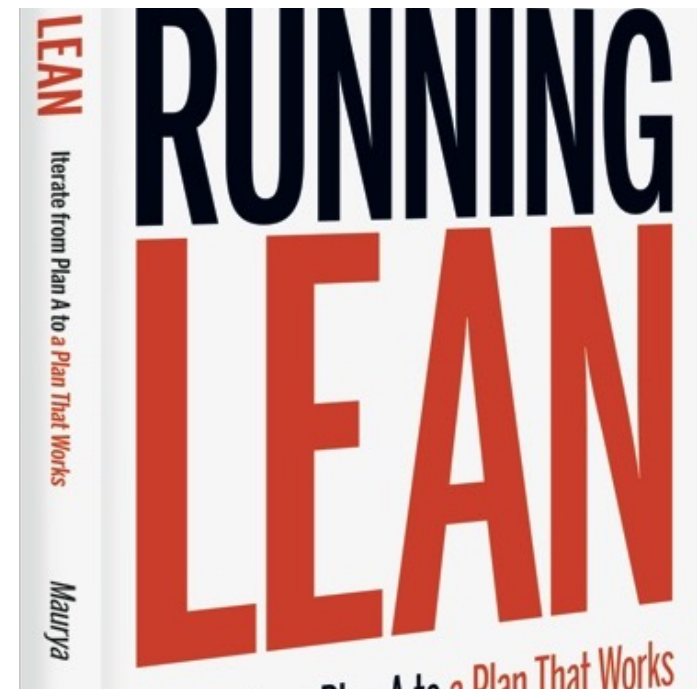
Mein (Angebot) _____

hilft (wem) _____

in dem (Mehrwert) _____



Von der Idee zum Konzept
LEAN CANVAS © Ash Maurya
<http://leanstack.com>



**The fastest way to learn
is to talk to customers**

The fastest way to learn is to talk to

customers

The fastest way to learn is to talk to customers

1. Come up with hypothesis

Meine Idee – mein Canvas

PROBLEM Top 3 problems	SOLUTION Top 3 features	UNIQUE VALUE PROPOSITION Single, clear, compelling message that states why you are different and worth buying	UNFAIR ADVANTAGE Can't be easily copied or bought	CUSTOMER SEGMENTS Target customers
	KEY METRICS Key activities you measure		CHANNELS Path to customers	
COST STRUCTURE Customer Acquisition Costs Distributing Costs Hosting People, etc.			REVENUE STREAMS Revenue Model Lifetime Value Revenue Gross Margin	

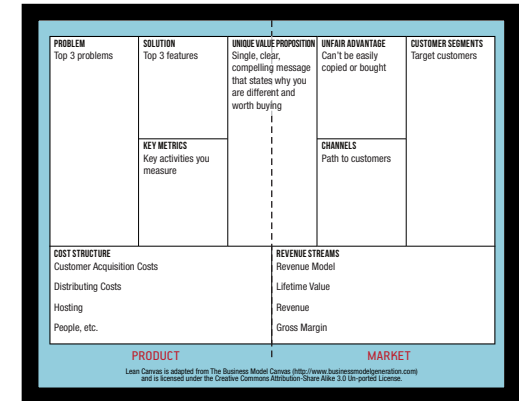
PRODUCT

MARKET

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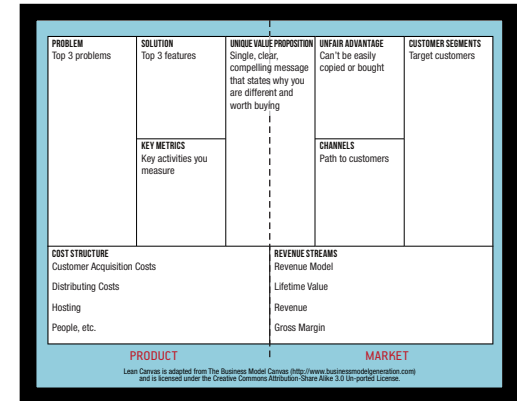
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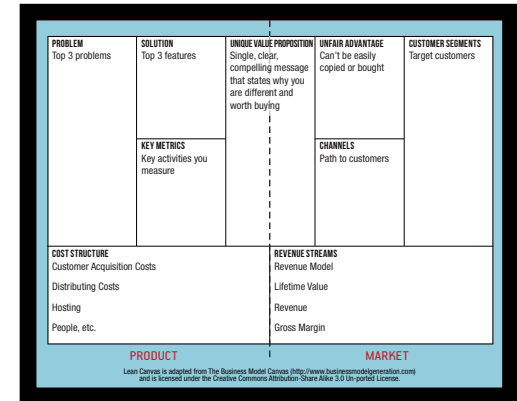
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TALK TO YOUR CUSTOMERS!

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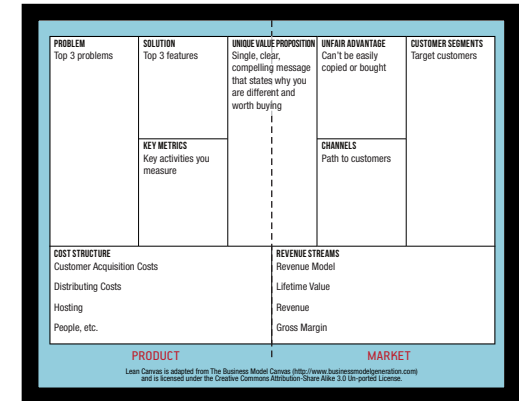
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3. Get strong signals
(positive/negative)



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→ **improve your concept & move forward**

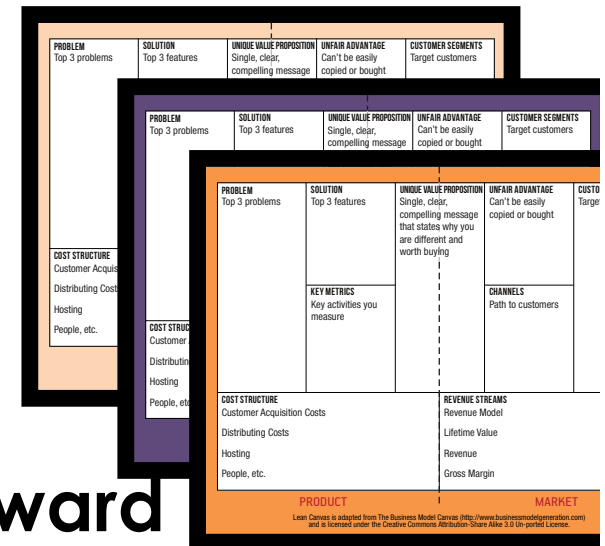
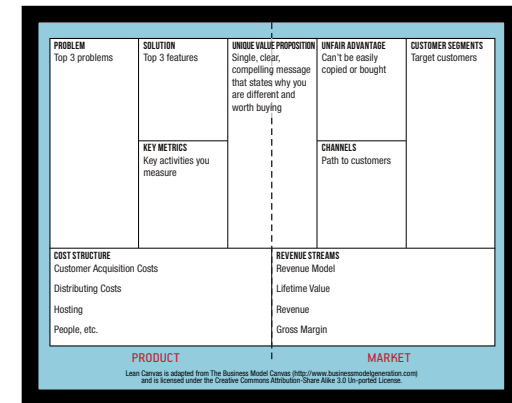
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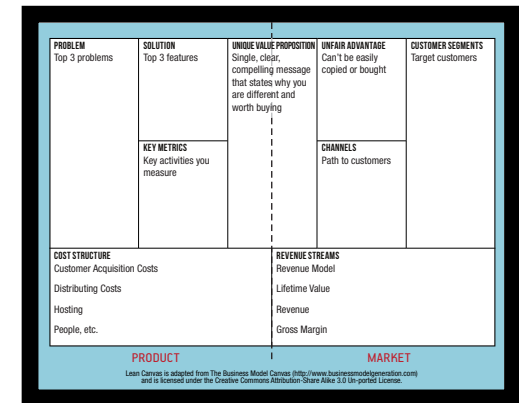
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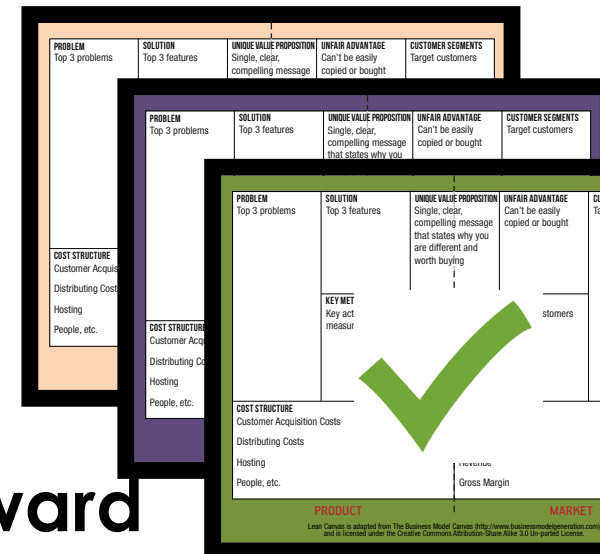


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→improve your concept & move forward

→iterate from a Plan A to a Plan that works



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Get out of the building!

- It's about learning, not pitching!
 - Customer does the most talking!
 - be careful with biases!
- Draft a interview skript & stick to it!
 - You need consistency and repeatability!
- Start with people you know that fit your customer profile & then use them to get two or three degrees out to find other people to interview

Get strong signals!

- Take some customers along with you.
- Don't Ask customers what they want.
Measure what they do !
 - if the customer is doing nothing, the problem may not be as acute.
 - ask for advance payment.

do not pitch! learn!

EXPLORE THE FIELD

Talk to Potential Customers (10x10)

Zielpersonen suchen, finden, ansprechen

Interview führen (10 – 20 Minuten)

Kontext erklären....

Ich befasse mich derzeit mit xxx. Da DU xxxxx, wollte ich mich gerne kurz mit Dir unterhalten....

Problem testen

do not pitch! learn!

Problem testen

Kennst du das Problem (die Situation, den Wunsch...), dass xxx

1. Stimmt das für dich? Hast du “es” (Problem)?
 2. Wie stark hast du “es” ? (1 stark – 5 gar nicht)
 3. Wann hast du “es”?
- Erzähle mir mehr darüber
- Was ist deine jetzige Alternative?
 - Wie sieht eine optimale Lösung für dich aus?