

STARTING WITH A SOLUTION IS LIKE
BUILDING A KEY WITHOUT A DOOR



FOCUS ON DOORS OR PROBLEMS WORTH
SOLVING INSTEAD...

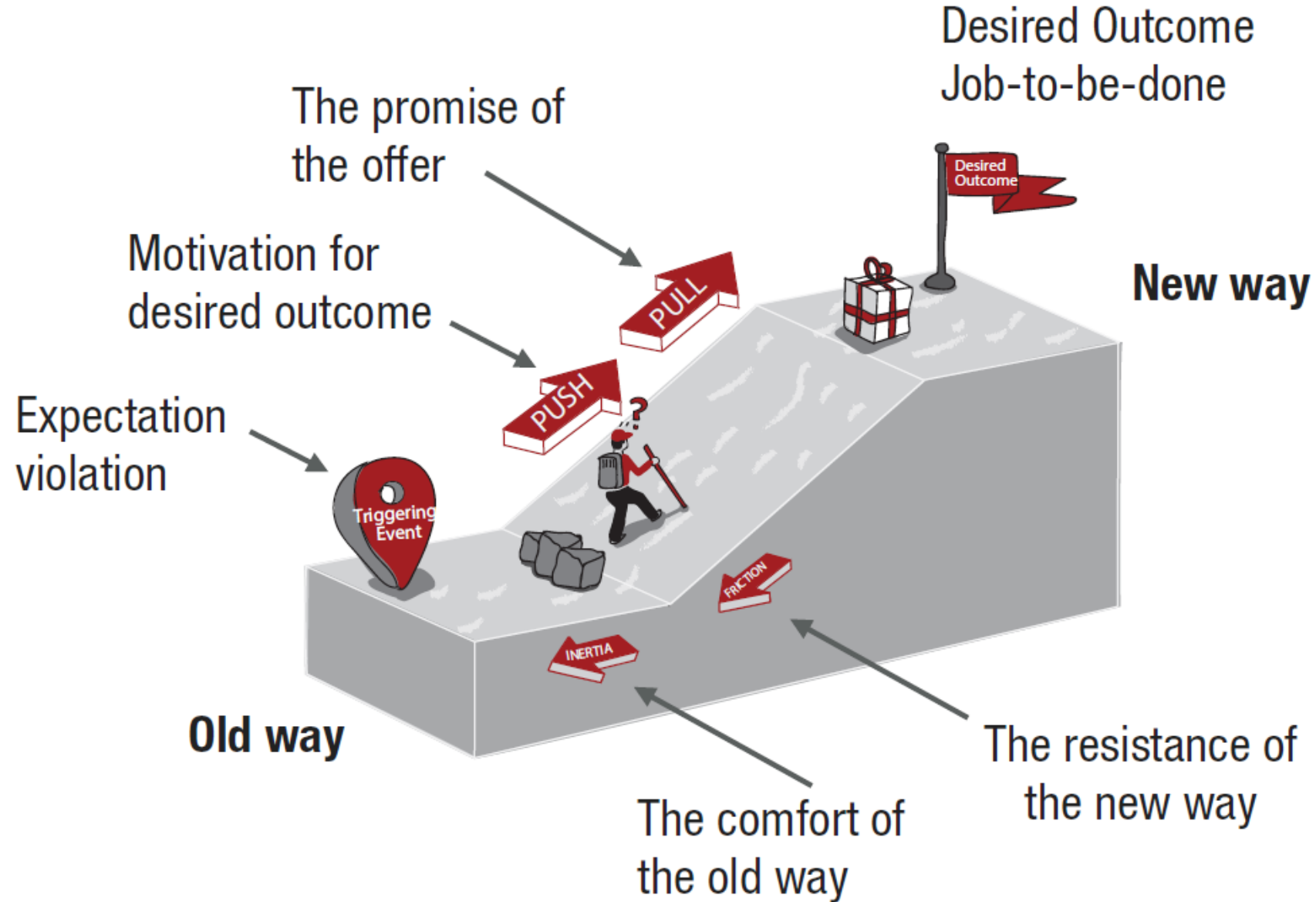


THE INNOVATOR'S GIFT

1. **New problems worth solving come from old solutions.**
2. There is always an old solution.
3. Your job is to cause a switch from the old way to your new way.



CUSTOMER FORCES



PROBLEM DISCOVERY INTERVIEW SAMPLE SCRIPT

If you've followed a standard set of questions in a relevant order, the patterns will be easy to identify.

- Identify Triggering Events and Desired Outcome
 1. When it comes to your "JTBD", what does "the success" look like?
 2. What events or emotions caused you to want to reach "the success"?
 3. In order to reach "the success", what "problem" have you encountered?
- Explore Existing Alternatives
 1. When "the problem" came up in the past, how have you dealt with it?
 2. Can you talk about anything that helped solve "the problem" in the past (even if it was just a short-term solution)?
 3. Was there anything you tried that was unhelpful or simply didn't work?

PROBLEM DISCOVERY INTERVIEW SAMPLE SCRIPT

- Recognize Old Habits

1. What is the hardest part about trying something new to solve “the problem”? Why is that hard? Walk me through the steps.
2. When you decided it was time to solve “the problem”, what alternatives did you consider? List as many as you can.
3. What would you say holds you back from actively working to find or commit to a solution that resolves “the problem”?

- Understand the Resistance of the New Way

1. What are your biggest concerns when it comes to trying a new solution in solving “this problem”?
2. Tell me about the questions that run through your mind when you’re evaluating a new solution for “this problem”.
3. What do you think will be the hardest part of using a new solution?

DESIGN YOUR UNIQUE INTERVIEW SCRIPT

**WITH EACH INTERVIEW
YOUR CHANCES OF STARTUP SUCCESS SHOOT UP**