

 Who is your user?



 What is your untapped opportunity?



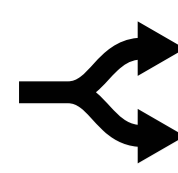
 What do you seek to learn through prototyping?



# Prototype \_\_\_\_\_

Documentation

- PHOTOS
- VIDEO
- OTHER



## DIVERGENT PROTOTYPING

Components:

Learning objective:

Outcome & insights:



# Prototype \_\_\_\_\_

Documentation

- PHOTOS
- VIDEO
- OTHER

Components:

Learning objective:

Outcome & insights:



# Prototype \_\_\_\_\_

Documentation

- PHOTOS
- VIDEO
- OTHER

Components:

Learning objective:

Outcome & insights:

# 10<sup>x</sup> Labs

PROTOTYPING





 Pros

 Cons



 Peer suggestions for next step

 Who is your user?

  
 CONVERGENT  
PROTOTYPING

 Problem:

 Solution:

 Unique value proposition:

 Minimum Viable Prototype,  
components & functionality:



Company:



# EXPONENTIAL ROADMAP

Your exponential endgame:

10<sup>x</sup>

Milestone 4

Milestone 3

Milestone 2

Milestone 1

Where you are today:



10<sup>x</sup> Labs  
PROTOTYPING



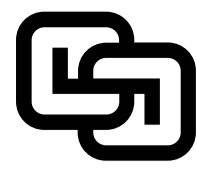
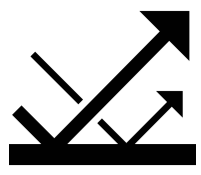
What exponential technologies will you leverage?

Which additional skills do you require in your team?

What strategic partnerships does your venture require?

What is your next step?





## How many new things did you learn?

Nothing

Like a lot!

## Did you enjoy this learning experience?

No, it was awful

It was awesome

Why?

What will you do differently next time?

