test what matters

intro to prototype thinking

2hr workshop

Did you know that **the first 70% of validation can be achieved without design or development**? Anyone can solve the bulk of risk in a few weeks of focused tests simply by identifying the right tests that really matter.

Teams using Prototype Thinking can **test all ideas**, map the solution space, and commit to the right solution with confidence.

In this powerful workshop, learn this simple alternate workflow that saves the organization's most limiting resources, and **eliminates months of tedious guesswork and debate.**

→ topics

- how to test when uncertain what to test
- create a magic moment
- build a 20-minute prototype
- cultivate user intimacy
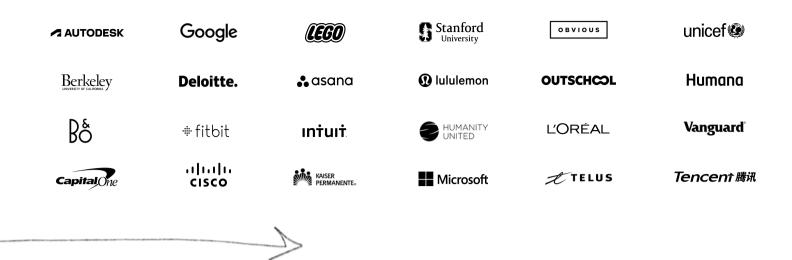- the power of " we don't know"

→ this workshop will be useful if you are...

- creating new products or offerings
- exploring new services, processes, or programs
- needing to get to market faster
- getting bogged down in a giant complex problem
- creating a culture of innovation

PROTOTYPE
thinking
LABS

prototypethinking.substack.com
prototypethinking.io

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Prototype Thinking is **life changing.** This was PHENOMENAL. I have been teaching entrepreneurship for decades and have never thought to do it like this.

Pam Induni, Program Director
Sutardja Center for Entrepreneurship and Technology
UC Berkeley

I know so many founders who raised a million dollars and then went bankrupt, and **they really, really should have taken this workshop.**

Victoria Hu, CEO
Twine

This training blew my mind. Blew my mind. Everyone on my team **needs to learn this**.

Johnny Blackfield, Innovation Hub Manager
Deloitte

One of the **best presenters we've ever had**, everyone should take a page from their book.

Ken Singer, Managing Director
Sutardja Center for Entrepreneurship and Technology
UC Berkeley

Prototype Thinking is the is the **missing leg of the Innovation Methodologies Table**. Its extremely specific guidelines offer a method to the pivoting madness, and, even more impressively, **empowers you to iterate and accelerate** not just products, but processes, services, and even marketing campaigns in just a few days.

Pablo Valcárcel, Professor of Management & Digital Business
IE Business School

I always tell people that the single best piece of startup advice someone gave us was that **you need to do Prototype Thinking before building anything**... Now we're seeing our competitors all building the wrong thing, but our product alone reflects the much deeper root of the problem. Without you, we would have something today that isn't the real problem.

Luiza Bet, CEO
Kuri Saude

This was a **completely different, superior way** to get to the right product for users – and **much less expensive** in the long run than iterating with real software. We have since structured our organization to do this for everything we build.

Greg Clary, CEO
Mi–Corporation

EVERY STARTUP ON THIS PLANET NEEDS THIS.

Frances Tang, CEO
Awkward Essentials

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