

# Demo-Sell-Build Implementation Toolkit

*Get Revenue Before Building Anything - Systematic Validation*

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# Customer Discovery Acceleration Framework

## The Problem Discovery Revolution: From 50 Interviews to 15 Insights

### The Traditional Approach Trap:

Most founders waste months conducting dozens of interviews and end up more confused than when they started. Steve's story—50 interviews, 200+ documented problems, zero customer commitments—illustrates this perfectly.

### The Running Lean 3rd Edition Breakthrough:

The latest methodology uses a systematic two-phase approach that uncovers 80% of insights with just 10-15 focused interviews. Patterns emerge quickly when you follow the proven framework.

## Phase 1: Broad-Match Problem Discovery Sprint

### Objective: Map the True Opportunity Space

Instead of targeting your supposed early adopters immediately (local maximum trap), cast a wider net to discover the full landscape of customer struggles and switching forces.

#### Target Profile:

- Anyone who has recently used an existing alternative (within 90 days)

- Focus on usage recency, not customer fit
- Include indirect and complementary solutions
- Map triggering events that drive solution search

### **Sprint Structure (2 weeks, 10-15 interviews):**

## **The 45-Minute Customer Discovery Interview Framework**

### **Pre-Interview Setup (5 minutes):**

- Recording setup with permission
- Note-taking preparation
- Mindset: journalist/detective, not salesperson
- Frame: "I'm seeking advice and learning, not selling anything"

### **Interview Structure:**

#### **Phase 1: Context Setting (5 minutes)**

*"Thanks for your time. I'm researching how [target audience] currently handle [broader context]. I want to understand how you currently get this job done using existing solutions."*

#### **Key Principles:**

- Set learning frame, not pitching frame
- Reference broader context that includes your solution AND existing alternatives
- Avoid mentioning your specific solution

- Position as advice-seeking, not selling

## **Phase 2: Anchor Recent Usage (10 minutes)**

*"Could you walk me through the last time you used [existing alternative]? What triggered that need?"*

### **Critical Techniques:**

- Anchor in specific, recent experience (within 90 days)
- Focus on facts, not hypotheticals
- Avoid asking about problems directly
- Get specific dates, situations, contexts

### **Follow-up Questions:**

- "When exactly did this happen?"
- "What was the specific situation?"
- "What were you trying to accomplish?"
- "What had changed that made you need this?"

## **Phase 3: Trigger Investigation (10 minutes)**

*"What prompted you to look for a solution that day? Had anything changed in your situation?"*

### **Uncover Switching Triggers:**

- External events that created urgency
- Internal changes in requirements
- Time pressures or deadlines

- New constraints or opportunities

**Example Questions:**

- "How long had you been dealing with this?"
- "What made this the day you decided to act?"
- "What would have happened if you'd done nothing?"
- "Who else was involved in this decision?"

**Phase 4: Selection Process Mapping (10 minutes)**

*"Can you walk me through how you chose this particular solution? What else did you consider?"*

**Understand Solution "Hiring Criteria":**

- Decision-making process
- Information sources they trust
- Evaluation criteria used
- Stakeholders in the decision
- Time spent researching

**Key Areas to Explore:**

- "Where did you first hear about this solution?"
- "What other options did you evaluate?"
- "How did you decide between alternatives?"
- "Who influenced your decision?"

## Phase 5: Usage Story Deep Dive (10 minutes)

*"Walk me through exactly how you got started. What did you do next? And after that..."*

### **Listen for Emotional Switching Forces:**

- Moments of friction or frustration
- Workarounds they've created
- Things they've "just accepted"
- Excitement about specific features
- Disappointment with outcomes

**Journalist Technique:** Chase emotional threads. When you hear excitement or frustration in their voice, dig deeper with follow-up questions.

## Phase 6: The Hook & Referral Ask (5 minutes)

### **The Hook (Summarize, Don't Pitch):**

*"So if I understand correctly, you're dealing with [struggle 1] and [struggle 2], and it sounds like the biggest frustration is [core insight]. Is that accurate?"*

### **The Follow-up Ask:**

*"I'm working on something that might address these exact issues. Could I follow up in a couple of weeks to show you what I'm building and get your feedback?"*

### **The Referral Request:**

*"Who else deals with similar challenges? Could you introduce me to 2-3 people who might have valuable perspectives on this?"*

## **Phase 2: Narrow-Match Problem Discovery Sprint**

### **Objective: Double-Down on Most Promising Segment**

After analyzing broad-match patterns, focus on your ideal early adopter segment with another 10 interviews to uncover:

- Ideal early adopter criteria
- True competition (existing alternatives)
- Problems worth solving (biggest struggles)
- Customer forces that drive switching

### **Advanced Interview Techniques:**

### **Finding High-Quality Prospects**

#### **The 90-Day Recency Rule:**

Target people who purchased or used an existing alternative within 90 days. This timeframe allows recall of important details while ensuring sufficient usage experience.

#### **Prospecting Recipes:**

1. **Friends and Family Prospecting**
2. Start with your personal network
3. Practice interview skills in low-stakes environment
4. Use for warm introductions to target prospects
5. **Warm Referral Prospecting**
6. Leverage 1-degree connections

7. Provide email templates for easy forwarding
8. "Play the local card" for geographic connection
9. **Existing Customer Prospecting**
10. Interview current customers about competitive usage
11. Understand their selection and switching process
12. Map their customer journey chronologically
13. **Compensation-Based Prospecting**
14. Offer \$50-100 for problem discovery interviews
15. Since you're not pitching, compensation is appropriate
16. Creates incentive for busy prospects to participate

## Email Template for Prospect Outreach:

*Subject: Quick favor - 30 minutes for startup research (not selling anything)*

*Hey [Name],*

*Hope all is well... I have a quick favor to ask.*

*I'm researching how [target audience] currently handle [broader context] and would love to get 30 minutes of your time to understand your world better.*

*I'm not selling anything - just looking for advice and insights to evaluate if a product idea is worth pursuing.*

*Would you be willing to share your recent experience with [existing alternative]?*

*Happy to offer a \$[amount] thank-you for your time.*

*Thanks,*

*[Your name]*

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# Customer Forces Story Analysis

## From Raw Interviews to Actionable Insights

### **The Post-Interview Process:**

Reserve 15 minutes immediately after each interview to synthesize raw notes into a Customer Forces Story while your memory is fresh. Block 60 minutes total: 45 for interview, 15 for analysis.

## Customer Forces Story Framework

**Definition:** A Customer Forces Story describes the causal forces that drive a customer to hire a specific product to get a job done.

### **Story Structure Template:**

#### **1. Triggering Event**

- What external or internal change created urgency?
- When did the customer realize they needed a solution?
- What consequences would occur without action?

#### **2. Job-to-be-Done**

- What outcome was the customer trying to achieve?
- What progress were they trying to make?
- How did they measure success?

### **3. Existing Alternative Evaluation**

- What solutions did they consider?
- How did they discover these alternatives?
- What criteria did they use to evaluate options?

### **4. Solution Selection**

- Which solution did they choose and why?
- What tipped the scales in favor of their choice?
- Who influenced the final decision?

### **5. Usage Experience**

- How did they get started with the solution?
- What worked well? What frustrated them?
- What workarounds did they create?

### **6. Current Struggles**

- What limitations do they still face?
- What would make them consider switching?
- What would they pay to solve these struggles?

## **Example Customer Forces Story: Sarah's Architectural Rendering Pain**

**Triggering Event:** Client presentation deadline approaching for kitchen remodel project, needed 3D visualizations to help client make decisions.

**Job-to-be-Done:** Help client visualize different design options and make confident decisions on \$30,000 kitchen investment.

**Existing Alternative Evaluation:** Considered in-house 3D modeling (too time-consuming), freelance designers (quality concerns), professional 3D services (recommended by colleague).

**Solution Selection:** Chose professional 3D service for \$800 based on colleague recommendation and portfolio quality.

**Usage Experience:** Initial renderings were beautiful and client loved them. Problem emerged when client wanted to see island moved 3 feet - required another \$400 and 3-day delay. When client wanted different cabinet colors, another \$400 and 3-day delay.

**Current Struggles:** "I wish I could make simple changes myself without going back to the modeler. By the time we finished, I'd spent \$1,600 on revisions alone, and the client was frustrated with the delays. There has to be a better way."

## Customer Forces Canvas Analysis

### The Four Forces Model:

#### Push Forces (Away from Status Quo):

- Frustrations with current solution
- Unmet needs and limitations
- New requirements or constraints
- External pressures for change

### **Pull Forces (Toward New Solution):**

- Attraction to new capabilities
- Better outcomes promised
- Social proof and recommendations
- Competitive advantages

### **Anxiety Forces (Hesitation to Switch):**

- Fear of change and learning curve
- Cost and implementation concerns
- Risk of solution not working
- Time investment required

### **Habit Forces (Inertia with Status Quo):**

- Comfort with current solution
- Sunk cost in learning/setup
- Integration dependencies
- "Good enough" satisfaction

## **Pattern Recognition Across Interviews:**

**Key Insight:** There aren't infinite customer forces stories for any market. Patterns emerge quickly, and most markets have 3-5 recurring stories.

### **Analysis Process:**

1. **Summarize each interview** into Customer Forces Story format
2. **Group similar stories** by triggering events and job contexts

3. **Identify recurring patterns** in struggles and switching forces
4. **Prioritize segments** with greatest struggle and switching intent
5. **Map competitive landscape** based on actual alternatives used

#### Customer Segment Prioritization Matrix:

Segment	Struggle Intensity	Switching Intent	Market Size	Priority
Architects (revisions)	High	High	Medium	1
Interior Designers	Medium	Medium	Large	2
Real Estate Staging	Low	Low	Large	3

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## Mafia Offer Campaign System

### The 3-Step Demand Validation Process

**Campaign Overview:** A systematic approach to proving customers will pay before you build anything, using the Demo-Sell-Build methodology.

#### Step 1: Problem Discovery (Weeks 1-2)

*Understanding your customers better than they do grants you superpowers.*

**Completed:** Broad-match and narrow-match problem discovery sprints following the frameworks above.

**Deliverables:**

- 3-5 Customer Forces Stories representing key market segments
- Prioritized list of problems worth solving
- Clear definition of ideal early adopter criteria
- Map of existing alternatives and competitive landscape

## Step 2: Solution Design (Week 3)

*If you can find a big-enough struggle in their current workflow (status quo), that's where you'll find opportunities for causing a switch.*

## Mafia Offer Creation Framework

**Definition:** A Mafia Offer is an offer your customers cannot refuse because it fits their problems like a glove.

### Value Proposition Design:

**Template:** "What if I could help you [achieve specific outcome] in [timeframe] without [biggest concern] even if [worst-case scenario]?"

#### Examples:

- **Architecture VR Platform:** "What if I could help you handle client revisions in real-time during meetings without going back to expensive 3D modelers, even if you're not a 3D expert?"
- **Project Management Tool:** "What if I could help you eliminate status update meetings completely in under 30 days without losing project visibility, even if your team hates using new software?"

## **Proof-of-Concept Demo Creation:**

**Demo-Sell-Build Principle:** Create the simplest possible demonstration that proves your core value proposition before building the full product.

### **Demo Options by Product Type:**

#### **Software Products:**

- PowerPoint or Keynote mockups with click-through flows
- Figma/Sketch interactive prototypes
- Wizard of Oz backends with human operators
- Video demonstrations of expected functionality

#### **Physical Products:**

- 3D printed or cardboard prototypes
- Video demonstrations of intended use
- Before/after comparison visuals
- Component assembly demonstrations

#### **Service Products:**

- Manual delivery of automated service
- White-glove concierge MVP approach
- Process documentation and workflows
- Case study examples from manual delivery

## **Steve's VR Platform Demo Creation:**

### **The \$500 Demo vs \$50,000 Product:**

Instead of building a full VR platform:

1. **Created tablet mockup** showing real-time cabinet/color changes
2. **Filmed interaction demo** with client revision scenario
3. **Showed before/after timelines:** 3 days → 3 minutes for revisions
4. **Cost:** \$500 for mockup vs \$50,000 for full development

### **Demo Script:**

*"Sarah, remember when your client wanted to move the island and change cabinet colors? Instead of waiting 3 days and paying \$400 each time, what if you could make those changes instantly during the meeting? Here's how it would work..."*

## **Step 3: Offer Delivery (Week 4)**

*This is where the rubber hits the road.*

### **The Commitment Ladder Testing Framework:**

#### **Level 1: Problem Validation**

*"Do you have this problem?"*

- **Target:** 70%+ confirm they have this struggle
- **Red Flag:** Less than 50% recognition

#### **Level 2: Solution Validation**

*"Would this solve your problem?"*

- **Target:** 60%+ believe solution would work



- **Red Flag:** Less than 40% confidence

### **Level 3: Usage Intent**

*"Would you use this if it existed?"*

- **Target:** 40%+ express usage intent
- **Red Flag:** Less than 25% interest

### **Level 4: Payment Willingness**

*"Would you pay \$X for this?"*

- **Target:** 20%+ willing to pay asking price
- **Red Flag:** Less than 10% payment intent

### **Level 5: Actual Commitment**

*"Can you give me \$X now for first access?"*

- **Target:** 10%+ provide real money/commitment
- **Success:** Any actual money validates demand

## **Revenue Validation Techniques:**

### **Pre-Orders with Deposit:**

- "Reserve your founding member spot for \$X"
- "Early access pricing: \$Y (50% off future price)"
- "Limited beta program: \$Z deposit, refundable if not satisfied"

### **Letters of Intent:**

- "Commitment to purchase when ready for \$X"
- "Enterprise procurement interest documentation"
- "Partnership agreement outline with revenue terms"

#### **Pilot Program Contracts:**

- "Custom implementation proof-of-concept for \$X"
- "Consulting engagement to solve this specific problem"
- "White-glove service delivery at premium pricing"

#### **Waitlist with Commitment:**

- "\$X refundable deposit holds your priority position"
- "Founding customer investment: \$Y for lifetime pricing"
- "Advisory role in exchange for early access and equity"

### **Steve's \$13,500 Revenue Validation Results:**

#### **Presentation Results (12 Architect Prospects):**

- **8 confirmed problem** (67% problem validation)
- **6 believed solution would work** (50% solution validation)
- **5 expressed strong usage intent** (42% usage validation)
- **5 willing to pay \$225/month** (42% payment willingness)
- **3 provided \$500 deposits** (25% actual commitment)

#### **Financial Validation:**

- **Annual commitments:**  $5 \times \$225 \times 12 = \$13,500$

- **Upfront deposits:**  $3 \times \$500 = \$1,500$
- **Total validation:** \$15,000 revenue confirmed
- **Investment:** \$500 demo creation cost
- **ROI:** 3,000% return on validation investment

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## Revenue-First Validation Strategies

### Demo-Sell-Build vs Build-Demo-Sell Comparison

#### Traditional Build-Demo-Sell Approach:

##### Timeline & Investment:

- **Months 1-6:** Product development (\$50,000-200,000)
- **Months 7-8:** Customer demos and feedback (\$10,000-20,000)
- **Months 9+:** Sales and revenue generation (10-20% success rate)

**Total Investment Before Revenue:** \$60,000-220,000

**Time to First Revenue:** 6-9 months

**Success Rate:** 10-20% of products achieve product-market fit

##### Risk Profile:

- High upfront investment with uncertain returns
- Late customer validation increases failure risk

- Difficult to pivot after significant development
- Sunk cost bias prevents necessary changes

## **Demo-Sell-Build Approach:**

### **Timeline & Investment:**

- **Weeks 1-2:** Customer discovery (\$500-1,000)
- **Week 3:** Demo creation (\$500-2,000)
- **Week 4:** Revenue validation (\$0-500)
- **Months 2-4:** Customer-funded development

**Total Investment Before Revenue:** \$1,000-3,500

**Time to First Revenue:** 3-4 weeks

**Success Rate:** 60-80% of validated ideas achieve product-market fit

### **Risk Profile:**

- Minimal upfront investment with early validation
- Customer-guided development reduces feature risk
- Easy to pivot based on early feedback
- Revenue funds development costs

## **Systematic Approach to Proving Customers Will Pay**

### **The Revenue Validation Hierarchy:**

**Foundation Level: Problem Severity**

- How much does this problem cost customers?
- How frequently does it occur?
- What's the emotional impact of the problem?
- How urgent is finding a solution?

### **Validation Level: Solution Effectiveness**

- Does your approach solve the core problem?
- Is it better than existing alternatives?
- Can customers understand the value clearly?
- Do they believe it will work for them?

### **Commitment Level: Financial Validation**

- Will customers pay for this solution?
- How much are they willing to pay?
- What payment terms work for them?
- Who controls the purchasing decision?

### **Evidence Level: Money on the Table**

- Will customers give you money now?
- Can you collect pre-orders or deposits?
- Will they sign partnership agreements?
- Can you get procurement commitments?

## **Revenue Validation Scripts:**

### **Pre-Order Script:**

*"Based on what you've seen, this solution could save you \$X per month in revision costs. Our founding customer pricing is \$Y per month, which pays for itself in the first week. Would you like to reserve one of the 50 founding customer spots with a \$Z deposit?"*

**Letter of Intent Script:**

*"If we build this solution to your specifications, would your company commit to a \$X annual contract? We're looking for 3-5 founding customers to guide development and receive preferred pricing."*

**Pilot Program Script:**

*"What if we solved this specific problem for you manually over the next 30 days for \$X? This lets you experience the value immediately while we build the automated solution. If it doesn't work, we'll refund your investment."*

## **Enterprise Validation Methodology:**

### **Stakeholder Mapping:**

- **User:** Person experiencing the problem daily
- **Influencer:** Person who researches and recommends solutions
- **Decision Maker:** Person with budget authority
- **Champion:** Internal advocate for your solution

### **Validation with Each Stakeholder:**

- **User:** Problem severity and solution fit
- **Influencer:** Competitive analysis and ROI justification
- **Decision Maker:** Budget availability and procurement process

- **Champion:** Internal selling and implementation planning

#### **Enterprise Commitment Ladder:**

1. **User confirms problem and solution fit**
2. **Influencer recommends solution to decision maker**
3. **Decision maker agrees to pilot program**
4. **Champion secures budget and procurement approval**
5. **Contract signed with committed timeline and payment**

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## **Customer Factory Implementation**

### **Building Repeatable Revenue Generation**

**Customer Factory Definition:** A systematic process that repeatably attracts, activates, and converts prospects into paying customers.

#### **The 5-Stage Customer Factory Model:**

### **Stage 1: Awareness Creation**

#### **Content Marketing with Systematic Insights:**

- Share customer discovery methodologies and frameworks

- Publish case studies showing transformation results
- Create educational content that demonstrates expertise
- Build authority through proven systematic approaches

### **Authority Building Strategy:**

- **Methodology Documentation:** Running Lean framework adoption
- **Case Study Publication:** Steve's \$13,500 validation story
- **Educational Content:** "30 minutes beats 50 interviews" positioning
- **Social Proof:** "1000+ startups" systematic approach validation

## **Stage 2: Interest Qualification**

### **Lead Magnet Strategy:**

- Demo-Sell-Build Implementation Toolkit
- Customer Discovery Acceleration Framework
- Mafia Offer Campaign Templates
- Revenue Validation Scripts and Templates

### **Self-Qualifying Assessment:**

- "Rate your confidence in customer discovery (1-10)"
- "How much have you invested in unvalidated product development?"
- "How many customer interviews have you conducted?"
- "What's your biggest product development challenge?"



## **Stage 3: Desire Building**

### **Personalized Problem Identification:**

- Use assessment results to identify specific struggles
- Share relevant case studies matching their situation
- Demonstrate framework application to their challenges
- Show ROI potential based on their current approach

### **Social Proof Strategy:**

- Steve and Mary character story progression
- Specific transformation metrics and timelines
- Industry recognition and methodology adoption
- Community testimonials and success stories

## **Stage 4: Action Facilitation**

### **Simple Purchasing Process:**

- Clear value proposition and pricing
- Multiple payment options and terms
- Immediate access to resources and community
- Step-by-step onboarding and implementation

### **Risk Reversal and Guarantees:**

- 90-day transformation guarantee
- Money-back satisfaction policy

- Success coach assignment and support
- Community access and peer learning

## **Stage 5: Advocacy Development**

### **Exceptional Customer Experience:**

- Systematic methodology delivery
- Ongoing support and coaching
- Advanced framework training
- Implementation success tracking

### **Community Building:**

- Alumni network and peer connections
- Success story sharing and recognition
- Referral incentive programs
- Advanced methodology development participation

### **Customer Factory Metrics:**

#### **Awareness Metrics:**

- Content engagement and sharing rates
- Authority building content performance
- Social proof and testimonial generation
- Educational resource download rates

**Interest Metrics:**

- Lead magnet conversion rates
- Assessment completion and scoring
- Email engagement and progression
- Webinar attendance and participation

**Desire Metrics:**

- Case study engagement rates
- Consultation booking rates
- Proposal request and review rates
- Competitive comparison engagement

**Action Metrics:**

- Purchase conversion rates
- Payment completion rates
- Onboarding completion rates
- Initial implementation success

**Advocacy Metrics:**

- Customer satisfaction scores
- Referral generation rates
- Success story participation
- Community engagement levels

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# Demo-Sell-Build for Any Product

## Universal Application Framework

The Demo-Sell-Build methodology works across all product types by focusing on proving customer demand before development investment.

### Software Products

#### Demo Creation Options:

- **Interactive Prototypes:** Figma, InVision, or Principle mockups
- **Video Demonstrations:** Screen recordings showing expected functionality
- **PowerPoint Click-throughs:** Detailed user flow presentations
- **Wizard of Oz MVPs:** Human-powered backend simulating automation

#### Validation Techniques:

- **User Story Testing:** "Can you complete this task using our interface?"
- **Feature Priority Ranking:** "Which capabilities matter most to you?"
- **Integration Requirements:** "How would this fit into your current workflow?"
- **Performance Expectations:** "How fast does this need to work?"

#### Revenue Models:

- **SaaS Subscriptions:** Monthly/annual recurring revenue
- **Usage-Based Pricing:** Pay per transaction or API call

- **Enterprise Licenses:** Custom implementation and support
- **Freemium Conversion:** Free tier leading to paid features

## Physical Products

### Demo Creation Options:

- **3D Printed Prototypes:** Functional form and fit testing
- **Cardboard/Foam Models:** Rapid iteration and user feedback
- **Video Demonstrations:** Usage scenarios and benefit proof
- **Component Testing:** Individual feature validation

### Validation Techniques:

- **Usability Testing:** "Can you complete this task?"
- **Aesthetic Preference:** "Which design option do you prefer?"
- **Feature Priority:** "What capabilities are must-have vs nice-to-have?"
- **Price Sensitivity:** "What would you expect to pay for this?"

### Revenue Models:

- **Pre-Order Campaigns:** Crowdfunding and direct sales
- **Limited Production Runs:** Founding customer exclusivity
- **Licensing Agreements:** Partnership with existing manufacturers
- **Direct-to-Consumer:** Online sales and fulfillment

## Service Products

### Demo Creation Options:

- **Manual Service Delivery:** White-glove concierge approach
- **Process Documentation:** Step-by-step methodology explanation
- **Case Study Examples:** Before/after transformation stories
- **Consultant-Led Pilots:** Expert delivery with documented results

### Validation Techniques:

- **Outcome Measurement:** "Did we achieve the promised results?"
- **Process Efficiency:** "How much time/cost did this save?"
- **Quality Assessment:** "How does this compare to alternatives?"
- **Scalability Planning:** "How could this work across your organization?"

### Revenue Models:

- **Consulting Engagements:** Custom project-based pricing
- **Training Programs:** Group education and certification
- **Software-as-a-Service:** Automated service delivery
- **Licensing and Franchising:** Methodology replication rights

## AI/Machine Learning Products

### Demo Creation Options:

- **Wizard of Oz Implementation:** Human intelligence simulating AI
- **Pre-trained Model Demos:** Existing AI showing expected capabilities
- **Scenario-Based Simulations:** Expected input/output demonstrations

- **Rule-Based Prototypes:** Logic systems mimicking AI behavior

### **Validation Techniques:**

- **Accuracy Requirements:** "What error rate is acceptable?"
- **Training Data Needs:** "What data do you have available?"
- **Integration Complexity:** "How would this fit existing systems?"
- **Performance Expectations:** "How fast do you need results?"

### **Revenue Models:**

- **API Access:** Pay-per-use or subscription pricing
- **Custom Model Training:** Bespoke AI development services
- **Platform Licensing:** White-label AI solution deployment
- **Data Processing Services:** Input transformation and analysis

## **Universal Demo-Sell-Build Process**

### **Week 1: Customer Discovery**

- Identify existing alternatives customers currently use
- Map triggering events that create solution urgency
- Understand selection criteria and decision processes
- Document customer forces and switching triggers

## Week 2: Problem Validation

- Confirm problem severity and frequency
- Validate current solution limitations
- Quantify cost of status quo maintenance
- Identify early adopter characteristics

## Week 3: Solution Design

- Create minimum viable demonstration
- Test core value proposition with prospects
- Iterate based on feedback and objections
- Refine positioning and messaging

## Week 4: Revenue Validation

- Present solution to qualified prospects
- Test commitment ladder progression
- Collect actual payments or commitments
- Validate pricing and packaging

## Success Criteria (Universal):

- **50%+ problem recognition** among target customers
- **30%+ solution belief** that approach will work



- **20%+ payment willingness** at proposed price point
- **10%+ actual commitment** with money or contracts
- **\$5,000+ validated revenue** before development investment

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## Steve & Mary Transformation Case Studies

### Steve's Journey: From Feature Factory to Customer-Driven Development

#### Background: The Traditional Approach Disaster

##### Steve's Profile:

- Technical founder with VR/AR expertise
- 10+ years in architecture industry
- Traditional product development mindset
- Feature-driven building approach

##### The 3-Month Validation Nightmare:

###### Month 1: Market Research Phase

- **Investment:** \$5,000 in industry reports and competitive analysis
- **Activities:** Feature comparison spreadsheets, technology trend research

- **Results:** 47 documented features, no customer validation

## **Month 2: Customer Interview Marathon**

- **Activities:** 50 individual interviews, 5 focus groups, 3 surveys
- **Questions:** "What are your biggest challenges with 3D rendering?"
- **Results:** 200+ problems documented, conflicting priorities

## **Month 3: Product Development Start**

- **Investment:** \$50,000 in development team and infrastructure
- **Focus:** Building feature-rich VR platform based on survey feedback
- **Customer Commitments:** Zero actual pre-orders or revenue

**Total Investment After 3 Months:** \$65,000

**Revenue Generated:** \$0

**Customer Validation:** Opinions and feedback, no financial commitment

# **The Mary Intervention: Systematic Methodology Introduction**

## **Mary's Background:**

- Business model design expert and Running Lean practitioner
- 5+ years applying systematic validation methodologies
- Customer discovery specialist and revenue-first advocate
- Constraint-based optimization expert

## **Week 1: Methodology Training**

### **Mary's Diagnosis:**

*"Steve, you're collecting opinions, not insights. You're asking customers what they want instead of studying what they actually do. This approach leads to feature creep, not customer-driven products."*

### **The Systematic Approach Introduction:**

- **Problem Discovery Framework:** 45-minute interview structure
- **Customer Forces Analysis:** Understanding switching triggers
- **Back-Door Problem Discovery:** Studying existing alternative usage
- **Revenue Validation:** Getting money before building

## **The Transformation: Week-by-Week Implementation**

### **Week 2: The Breakthrough Interview**

**Target:** Sarah, Senior Architect at Austin Design Firm

**Approach:** Running Lean systematic customer discovery methodology

#### **The Interview Process:**

##### **Context Setting (5 minutes):**

Mary coached Steve: *"Don't mention VR or your solution. Ask Sarah to walk you through her last client presentation project where she needed 3D visualizations."*

##### **Anchor Recent Usage (10 minutes):**

**Steve:** *"Sarah, can you tell me about the last time you needed 3D renderings for a client project? What triggered that need?"*

**Sarah's Response:** *"It was a kitchen remodel for a \$30,000 project. The client couldn't visualize the space from 2D plans, so I needed 3D renderings to help them make decisions."*

##### **Trigger Investigation (10 minutes):**

**Steve:** *"What prompted you to use 3D renderings for this specific project?"*

**Sarah:** *"The client was hesitant about the island placement and cabinet choices. They'd invested \$5,000 in design fees and wanted to be absolutely sure before ordering materials."*

**Selection Process (10 minutes):**

**Steve:** *"How did you choose your 3D rendering solution?"*

**Sarah:** *"A colleague recommended a professional service. I paid \$800 for initial renderings showing three different island configurations."*

**Usage Deep Dive (15 minutes):**

**Steve:** *"Walk me through what happened after you got the initial renderings."*

**Sarah:** *"The client loved them initially, but then wanted to see the island moved 3 feet to the left. I had to go back to the 3D service, pay another \$400, and wait 3 days. Then they wanted different cabinet colors and appliances. Another \$400 and 3-day wait. By the end, I'd spent \$1,600 on revisions alone, and the client was frustrated with delays."*

**The Insight Moment:**

The real problem wasn't rendering quality—it was **revision speed and cost during client decision-making**. Sarah's voice showed clear frustration with the revision cycle.

**Week 3: Pattern Validation**

Steve conducted 10 more systematic interviews using Mary's framework:

**Pattern Results:**

- **12 of 15 architects** had identical revision pain points
- **Average revision cost:** \$400-800 per change
- **Average delay:** 2-5 days per revision cycle
- **Client frustration:** High due to decision-making delays

- **Architect frustration:** High due to cost and timeline pressure

### **Customer Forces Analysis:**

#### **Push Forces (Away from Current Solution):**

- High cost of revisions (\$400-800 each)
- Long delays (2-5 days per change)
- Client frustration with decision process
- Loss of project momentum during revisions

#### **Pull Forces (Toward New Solution):**

- Real-time revision capability
- Architect-controlled changes
- Instant client decision-making
- Professional-quality output

### **Week 4: Mafia Offer Creation**

#### **Value Proposition Development:**

*"What if I could help you handle client revisions in real-time during meetings without going back to expensive 3D modelers, even if you're not a 3D expert?"*

#### **Proof-of-Concept Demo:**

Instead of building full VR platform (\$50,000 investment):

- Created tablet mockup showing real-time changes (\$300)
- Filmed interaction demo with revision scenario (\$200)
- Demonstrated before/after: 3 days → 3 minutes for revisions
- **Total Demo Cost:** \$500

### Demo Script:

"Sarah, remember your \$1,600 revision nightmare? Watch this. Your client wants to move the island—click, drag, done. Different cabinet color? Tap, select, instant change. What used to cost \$400 and take 3 days now happens instantly during your meeting."

## Week 4: Revenue Validation Results

### Prospect Presentation Results (12 Architects):

Architect	Problem Recognition	Solution Belief	Usage Intent	Payment Willingness	Actual Commitment
Sarah	✓	✓	✓	✓ \$225/month	✓ \$500 deposit
Mike	✓	✓	✓	✓ \$225/month	✓ \$500 deposit
Jennifer	✓	✓	✓	✓ \$225/month	✓ \$500 deposit
David	✓	✓	✓	✓ \$225/month	✗
Lisa	✓	✓	✓	✓ \$225/month	✗
<b>Totals</b>	<b>10/12 (83%)</b>	<b>8/12 (67%)</b>	<b>8/12 (67%)</b>	<b>5/12 (42%)</b>	<b>3/12 (25%)</b>

### Financial Validation:

- **Annual Subscriptions:**  $5 \times \$225 \times 12 = \$13,500$
- **Upfront Deposits:**  $3 \times \$500 = \$1,500$
- **Total Committed Revenue:** \$15,000
- **Validation Investment:** \$500 (demo creation)
- **ROI:** 3,000% return on validation investment

## The Transformation Results:

### Steve's Traditional Approach (3 months):

- **Time Investment:** 3 months full-time
- **Financial Investment:** \$65,000
- **Customer Interviews:** 50 interviews
- **Problems Documented:** 200+
- **Revenue Validated:** \$0
- **Product Built:** 30% complete VR platform
- **Customer Commitments:** Zero

### Mary's Systematic Approach (4 weeks):

- **Time Investment:** 4 weeks part-time
- **Financial Investment:** \$500
- **Customer Interviews:** 15 systematic interviews
- **Problems Identified:** 3 core pain points
- **Revenue Validated:** \$15,000
- **Product Built:** \$500 demo mockup
- **Customer Commitments:** 3 paying customers

### Transformation Metrics:

- **95% cost reduction** (\$65,000 → \$500)
- **4x time acceleration** (3 months → 3 weeks to revenue)
- **∞% revenue improvement** (\$0 → \$15,000 validated)
- **100% customer commitment** (0 → 3 paying customers)

# Mary's Systematic Methodology Framework

## The Running Lean 3rd Edition Implementation

### Mary's Teaching Philosophy:

*"Don't ask customers what they want. Study what they actually do. Don't validate your solution. Discover their problems. Don't collect opinions. Generate revenue."*

## The 4-Step Systematic Transformation:

### Step 1: Mindset Shift (Week 1)

- **From:** Feature-driven product development
- **To:** Customer-driven demand validation
- **From:** Building first, validating later
- **To:** Validating first, building with certainty

### Step 2: Methodology Training (Week 1)

- Running Lean customer discovery framework
- Customer Forces Canvas analysis
- Back-door problem discovery techniques
- Systematic interview structure and timing

### Step 3: Implementation Coaching (Weeks 2-3)

- Real-time interview coaching and feedback
- Pattern recognition and insight development
- Customer forces mapping and analysis



- Early adopter criteria refinement

#### **Step 4: Revenue Validation (Week 4)**

- Mafia offer creation and testing
- Commitment ladder progression
- Pre-order collection and validation
- Financial commitment confirmation

### **Mary's Key Insights:**

#### **Insight #1: Memory vs Prediction**

*"People can accurately tell you what they did yesterday. They can't reliably predict what they'll do tomorrow. Focus on recent behavior, not future intentions."*

#### **Insight #2: Problems vs Solutions**

*"Don't ask about problems directly—you'll get surface complaints. Study their usage of existing alternatives and let the real problems reveal themselves through their struggles."*

#### **Insight #3: Forces vs Features**

*"Customers don't buy features. They hire products to make progress. Map the forces that cause them to switch, not the features they think they want."*

#### **Insight #4: Evidence vs Opinions**

*"Opinions are free and worthless. Evidence costs money and reveals truth. Always follow the money trail to validate real demand."*

# The Ongoing Mentorship

## Monthly Progress Reviews:

### Month 2: MVP Development Planning

- Use customer commitments to fund development
- Prioritize features based on Customer Forces insights
- Develop with committed customers as design partners
- Focus on solving revision workflow, not VR technology

### Month 3: Customer Success Implementation

- Onboard first 3 paying customers
- Document usage patterns and additional insights
- Identify expansion opportunities and feature requests
- Build referral system based on customer success

### Month 6: Scale and Optimization

- Expand to 15+ paying customers
- Optimize pricing based on value delivered
- Develop enterprise offerings for larger firms
- Create customer success and advocacy programs

### The Continuing Education:

Steve becomes advocate for systematic validation and helps other founders implement Demo-Sell-Build methodology through:

- **Conference speaking** on customer discovery transformation
- **Mentorship programs** for technical founders
- **Case study sharing** in startup communities
- **Methodology refinement** based on implementation experience

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# 90-Day Implementation Roadmap

## Complete Transformation Timeline

This roadmap integrates all frameworks into a systematic 90-day journey from idea validation to revenue generation.

### Phase 1: Foundation (Days 1-30)

#### Week 1: Customer Discovery Acceleration

##### Days 1-2: Framework Study and Setup

- Study Running Lean 3rd Edition customer discovery methodology
- Set up interview recording and note-taking systems
- Create Customer Forces Canvas templates
- Identify initial prospect targeting criteria

### **Days 3-5: Prospect Identification and Outreach**

- Create list of 20+ prospects who used existing alternatives (90-day window)
- Develop prospecting emails using provided templates
- Schedule first 5 interviews using compensation strategy
- Practice interview framework with friendly contacts

### **Days 6-7: First Interviews and Analysis**

- Conduct first 2 systematic customer discovery interviews
- Post-process interviews into Customer Forces Stories
- Begin pattern recognition analysis
- Refine targeting and outreach approach

## **Week 2: Broad-Match Problem Discovery Sprint**

### **Days 8-12: Interview Acceleration (10 interviews)**

- Conduct 2 interviews per day following 45-minute framework
- Record and analyze each interview immediately
- Track patterns across Customer Forces Stories
- Maintain prospect pipeline for continued scheduling

### **Days 13-14: Pattern Analysis and Synthesis**

- Analyze all interviews for recurring themes
- Create Customer Forces Canvas summaries
- Identify 3-5 primary customer segments

- Map existing alternative landscape

## **Week 3: Narrow-Match Problem Discovery Sprint**

### **Days 15-19: Focused Interview Sprint (5-8 interviews)**

- Target most promising customer segment identified
- Conduct deeper interviews with ideal early adopter profile
- Focus on switching forces and competitive dynamics
- Validate problem severity and urgency

### **Days 20-21: Early Adopter Definition**

- Define ideal early adopter criteria
- Map customer journey and touchpoints
- Identify key stakeholders in buying process
- Prioritize problems worth solving

## **Week 4: Solution Design and Demo Creation**

### **Days 22-26: Mafia Offer Development**

- Create irresistible value proposition using template
- Design proof-of-concept demo approach
- Build minimum viable demonstration
- Test demo with friendly prospects for feedback

### **Days 27-30: Demo Refinement and Launch Preparation**

- Iterate demo based on initial feedback
- Develop presentation script and flow
- Prepare commitment ladder conversation framework
- Schedule revenue validation meetings

## **Phase 2: Validation (Days 31-60)**

### **Week 5-6: Revenue Validation Sprint**

#### **Days 31-42: Demo Presentations (10-15 prospects)**

- Present solution demo to qualified prospects
- Test commitment ladder progression systematically
- Collect feedback and objections for iteration
- Track conversion rates at each commitment level

#### **Days 43-45: Analysis and Optimization**

- Analyze demo presentation results
- Identify common objections and responses
- Optimize value proposition and positioning
- Refine pricing and packaging strategy

## **Week 7-8: Commitment Collection and Iteration**

### **Days 46-56: Pre-Order and Commitment Focus**

- Focus on prospects showing highest commitment intent
- Collect actual money, deposits, or letters of intent
- Document specific requirements and use cases
- Build pipeline of committed customers

### **Days 57-60: Revenue Validation Analysis**

- Calculate total revenue validated
- Assess customer acquisition cost and lifetime value
- Determine minimum viable customer factory
- Plan MVP development based on commitments

## **Phase 3: Implementation (Days 61-90)**

## **Week 9-10: Customer Factory Development**

### **Days 61-70: Systematic Lead Generation**

- Create content marketing based on discovery insights
- Develop lead magnets and qualification systems
- Build email nurture sequences for different segments
- Implement referral programs from existing customers

### **Days 71-75: Process Optimization**

- Optimize customer discovery and demo processes
- Create scalable systems for prospect qualification
- Develop sales process and conversion optimization
- Build customer success and onboarding systems

## **Week 11-12: Scale and Growth**

### **Days 76-85: Growth Acceleration**

- Scale customer acquisition based on proven process
- Implement systematic growth experiments
- Optimize pricing and packaging based on data
- Develop customer advocacy and referral systems

### **Days 86-90: System Integration and Planning**

- Integrate all systems into unified customer factory
- Plan next 90-day cycle for product development
- Set growth targets and optimization priorities
- Prepare for transition from validation to building



## **Success Metrics by Phase:**

### **Phase 1 Success Criteria (Days 1-30):**

- **\_ 15+ customer discovery interviews completed**
- **\_ 3-5 Customer Forces Stories documented**
- **\_ Ideal early adopter criteria defined**
- **\_ Proof-of-concept demo created**
- **\_ Problem validation achieved (50%+ recognition)**

### **Phase 2 Success Criteria (Days 31-60):**

- **\_ 10+ demo presentations completed**
- **\_ Solution validation achieved (30%+ belief)**
- **\_ Payment willingness validated (20%+ at price point)**
- **\_ \$5,000+ revenue committed or collected**
- **\_ 3+ customers providing money or strong commitments**

### **Phase 3 Success Criteria (Days 61-90):**

- **\_ Customer factory process documented**
- **\_ Scalable lead generation system operational**
- **\_ Customer acquisition cost < 3x monthly revenue**

- **10+ qualified prospects in pipeline**
- **Next 90-day development cycle planned**

## **Weekly Check-in Framework:**

### **Monday: Plan and Prioritize**

- Review previous week's results and lessons
- Set current week's interview and demo targets
- Schedule prospect meetings and follow-ups
- Prepare materials and refine processes

### **Wednesday: Mid-Week Assessment**

- Assess progress toward weekly targets
- Troubleshoot challenges and obstacles
- Refine approaches based on early feedback
- Adjust schedule and priorities as needed

### **Friday: Weekly Review and Synthesis**

- Analyze week's interviews and demo results
- Update Customer Forces Stories and insights

- Calculate conversion rates and financial progress
- Plan following week's activities and targets

## **Integration with Business Model Design Challenge:**

### **Days 1-7: Toolkit Implementation**

- Immediate value delivery through systematic frameworks
- Early wins with customer discovery methodology
- Success with first systematic interviews
- Authority building through proven approach

### **Days 8-14: Challenge Awareness Building**

- Introduction to comprehensive Business Model Design Challenge
- Case studies showing complete transformation examples
- Social proof from previous challenge participants
- Early bird pricing and limited enrollment messaging

### **Days 15-30: Challenge Enrollment Period**

- Personal consultation to assess transformation goals
- Customized challenge participation planning

- Community access and peer learning introduction
- 90-day success guarantee and support commitment

## **Days 31+: Advanced Implementation**

- Advanced frameworks and methodologies
- Expert coaching and personalized guidance
- Community collaboration and accountability
- Comprehensive business model optimization

### **Resource Requirements:**

### **Time Investment:**

- **Hours per week:** 15-20 hours (days 1-30), 10-15 hours (days 31-90)
- **Peak intensity:** Weeks 2-3 (interview sprints), Week 6 (demo presentations)
- **Ongoing commitment:** 2-3 hours daily for systematic implementation

### **Financial Investment:**

- **Customer discovery:** \$500-1,000 (prospect compensation, tools)
- **Demo creation:** \$500-2,000 (prototyping, design, video)
- **Marketing systems:** \$200-500 (email tools, landing pages)

- **Total investment:** \$1,200-3,500 before revenue generation

## Expected Returns:

- **Revenue validated:** \$5,000-25,000 (varies by market and pricing)
- **Customer commitments:** 3-10 paying customers confirmed
- **Market knowledge:** Deep understanding of customer forces and competition
- **Systematic process:** Repeatable customer acquisition and validation system

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## Next Steps: Your Demo-Sell-Build Journey

### Immediate Actions (Next 48 Hours)

#### Download and Organize Resources:

1. **Print Customer Discovery Framework** - The 45-minute interview structure and question sequence

2. **Set Up Customer Forces Canvas Template** - Digital or physical tracking system
3. **Create Interview Recording Setup** - Phone app or software with backup options
4. **Prepare Prospect Compensation** - \$50-100 budget for customer discovery interviews

## Identify Your First 5 Interview Targets:

- **Recent users criterion:** People who used existing alternatives within 90 days
- **Specific usage experience:** Actual purchase or implementation, not just research
- **Accessible contacts:** People willing to share 45-60 minutes for advice and insights
- **Representative sample:** Mix of user types and use case scenarios

## Schedule Your First Systematic Interview:

- **Use email template provided** with compensation offer and learning frame
- **Block 60 minutes total:** 45 minutes interview + 15 minutes post-processing
- **Prepare recording setup** and Customer Forces Story template
- **Practice framework** with low-stakes friendly contact first

# Week 1 Success Checklist:

## Customer Discovery Preparation:

- \_ Study Running Lean interview framework thoroughly
- \_ Set up recording and note-taking systems
- \_ Create prospect list of 15-20 potential interviews
- \_ Schedule first 5 customer discovery interviews

## Interview Execution:

- \_ Complete 2 systematic customer interviews using 45-minute framework
- \_ Post-process each interview into Customer Forces Story format
- \_ Begin identifying patterns and recurring themes
- \_ Schedule additional interviews based on insights

## Foundation Building:

- \_ Create Customer Forces Canvas for pattern tracking
- \_ Document initial insights and hypothesis refinements
- \_ Plan Week 2 interview sprint targeting and scheduling
- \_ Set up systems for scaling interview and analysis process

# Advanced Resources and Support

## Methodology Deep Dive:

- **Running Lean 3rd Edition** - Complete systematic methodology and case studies
- **Demand Validation Playbook** - Advanced frameworks and implementation guides
- **Customer Forces Analysis Tools** - Digital templates and analysis software
- **Interview Best Practices** - Advanced questioning techniques and insight extraction

## Community and Coaching:

- **LEANFoundry Community Access** - Peer learning and methodology discussion
- **Office Hours and Q&A Sessions** - Expert guidance and troubleshooting support
- **Implementation Accountability Groups** - Weekly check-ins and progress tracking
- **Success Story Sharing Platform** - Inspiration and learning from other founders



## **Business Model Design Challenge:**

For founders ready for comprehensive transformation:

- **Complete 90-day business model optimization**
- **Expert coaching and personalized guidance**
- **Advanced frameworks and systematic methodologies**
- **Community collaboration and accountability**
- **Guaranteed transformation or money-back**

## **Expected Transformation Timeline:**

### **Days 1-30: Foundation Mastery**

- Master customer discovery methodology
- Complete 15+ systematic interviews
- Identify core customer forces and problems
- Create proof-of-concept demonstration

### **Days 31-60: Revenue Validation**

- Achieve \$5,000+ validated revenue commitments
- Confirm willingness to pay at target price points
- Collect actual money or strong purchase commitments
- Optimize value proposition and positioning

### **Days 61-90: System Implementation**

- Build repeatable customer acquisition system
- Scale revenue validation to 10+ committed customers

- Create systematic growth and optimization processes
- Plan product development funded by customer commitments

### **Beyond 90 Days: Sustainable Growth**

- Launch MVP with confirmed customer demand
- Scale customer factory for predictable growth
- Optimize constraints and system performance
- Build sustainable competitive advantage

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## **About This Toolkit**

### **The Systematic Methodology Behind Demo-Sell-Build**

This Demo-Sell-Build Implementation Toolkit represents the culmination of systematic methodology development and testing by Ash Maurya across thousands of startup implementations worldwide.

#### **Methodology Foundations:**

##### **Running Lean 3rd Edition Integration:**

- 10+ years of continuous testing and refinement
- Hundreds of product case studies across industries

- Integration of multiple proven frameworks (Lean Startup, Design Thinking, Jobs-to-be-Done)
- Systematic step-by-step process for breakthrough innovation

### **Demand Validation Playbook Enhancement:**

- Customer Forces Canvas and Story frameworks
- Mafia Offer Campaign systematic implementation
- Back-door problem discovery techniques
- Evidence-based decision making processes

### **LEANFoundry Proven Results:**

- 1,000+ startup implementations and case studies
- Millions of Lean Canvas users worldwide
- 60-80% success rate improvement over traditional approaches
- Systematic 3,000%+ ROI on validation investment

### **Framework Validation:**

#### **Academic Research Integration:**

- Jobs-to-be-Done theory (Clayton Christensen)
- Customer Development methodology (Steve Blank)
- Lean Startup principles (Eric Ries)
- Systems Thinking and Constraint Theory (Eli Goldratt)

#### **Industry Testing:**

- Software products: SaaS, mobile apps, enterprise platforms
- Physical products: consumer electronics, industrial equipment
- Service businesses: consulting, education, healthcare
- AI/ML products: automation, analytics, decision support

### **Success Metrics:**

- **Time to Revenue:** 75% reduction (6 months → 6 weeks average)
- **Validation Cost:** 95% reduction (\$50,000 → \$2,500 average)
- **Success Rate:** 400% improvement (15% → 60% product-market fit)
- **Customer Commitment:** ∞% improvement (opinions → money)

## **Continuous Innovation Framework:**

### **Methodology Integration:**

Rather than limiting to single frameworks, Demo-Sell-Build integrates the super-powers of multiple proven methodologies:

- **Lean Startup:** Build-Measure-Learn with customer discovery
- **Design Thinking:** Human-centered problem identification
- **Business Model Design:** Systematic business model innovation
- **Jobs-to-be-Done:** Customer progress and outcome focus
- **Systems Thinking:** Constraint identification and optimization
- **Behavior Design:** Customer action and commitment drivers

### **Framework Evolution:**

The methodology continues evolving based on:

- Real-world implementation results and feedback
- New research in customer psychology and decision-making
- Technology changes and market dynamics
- Community contributions and case study analysis

## **Created by Ash Maurya:**

### **Authority and Experience:**

- **Author:** Running Lean (3 editions), Scaling Lean
- **Creator:** Lean Canvas (used by millions of entrepreneurs)
- **Founder:** LEANFoundry (business model education platform)
- **Background:** Serial entrepreneur, advisor, and methodology expert

### **Teaching and Coaching:**

- **1,000+ founders** trained in systematic validation
- **Hundreds of workshops** delivered worldwide
- **Multiple industries** validated across B2B and B2C
- **Continuous refinement** based on real implementation results

### **Recognition and Impact:**

- **Industry standard:** Lean Canvas adopted by accelerators globally
- **Academic integration:** Taught in universities and business schools
- **Consulting clients:** Fortune 500 companies and startups
- **Community building:** Global network of practitioners and coaches

# Get Started Today

**Immediate Access:** All frameworks, templates, and scripts ready for implementation

**Proven Results:** Methodology tested with 1,000+ startups worldwide

**Systematic Approach:** Step-by-step guidance from discovery to revenue

**Community Support:** Access to practitioners and ongoing methodology development

**Visit [LEANFoundry.com](http://LEANFoundry.com) for:**

- Advanced training and certification programs
- Community access and peer learning
- Updates and methodology refinements
- Expert coaching and implementation support

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*"The goal isn't just to validate an idea. The goal is to build a systematic customer factory that repeatedly generates revenue with predictable growth. Demo-Sell-Build gets you there faster, cheaper, and with dramatically higher success rates than traditional approaches." - Ash Maurya*

**Start your transformation today. Download the toolkit, conduct your first systematic interview, and join the thousands of founders who've revolutionized their product development approach through systematic customer-driven validation.**