

# Minimum Viable Planning Cards (MVPCs)

Paul Brown // UTS Faculty of Transdisciplinary Innovation  
Lucy gilfedder // interior architecture // BCII

With Martin Bliemel

Please don't damage the card packs, we need them back.  
Unless you purchase them at the discount rate of \$20

# Problems

## **Practical**

- Micro finance - how to pick winners?
- Loads of methods?
- Business plan is a waste of time?
- Planning is good / bad

## **Pedagogy**

- Checklist: What to do?
- What to do, when?

# Startup process comparison table

Appendix 2: Startup Process Comparison

Step	The Startup Checklist	Disciplined Entrepreneurship	The Startup owner's manual	How to organise and operate a small business in australia	Business Model Generation	Small Business for dummies
<b>Idea:</b> Have an idea in the form of an idea, product, technology or concept. Ideally the idea would be congruent with your passion.	Have an idea- translate into rough business plan The glimmering of an unproven idea that you are ready to test	- Have an idea - Have a passion - Have a technology -0	Concept and seed stage - capturing passion and vision	Identify a business idea - Parallel opportunity New market opportunity New product opportunity Radical opportunity		
<b>Self reflection:</b> an internal assessment of your skills and characteristics that typically would make you well suited to a startup				Exploration of what it means to be a small business and the pros and cons of self employment  Personal characteristics of a success entrepreneur - self evaluation- do you have what it takes?		Addressing the question whether a small business is for you? - The ups and downs of being your own boss - risk vs reward - market entry timing
<b>Pathway analysis:</b> Examine the various entry level options to realise your ideas.				Find the right pathway for you: Buy a business - buying into someone else's decisions and set up Buy a franchise - getting into a business for yourself but not by yourself Start from scratch, higher risk but		Entry level: having the right preparation to commit to a path - Start your own business - Buy another business: asking the right questions in terms of purchase price, IP ownership, trend analysis - understanding franchising and

# MINIMUM VIABLE PLANNING CARDS

A STARTUP KIT  
TO GET YOU STARTED





## 01 SCHEMATION

scheme + ideation

Categorised as the general steps that usually need to be completed towards the beginning of the process, during the ideation phase.

The Schemation section features cards that focus on the idea, the team, and the planning of the business.

The cards can be completed in any order, but if you need a place to start, we suggest beginning with the "Idea", and "Self Reflection" cards.



"Minimum viable planning cards for start-ups: schemation" by Paul James Brown, Lucy Dillender, Sebby Hooper, Lucy Phillips, and Samantha Roberts (2018, v 2.0). Licensed CC BY 3.0 at <https://creativecommons.org/licenses/by/3.0/>.

## 02 IMPEMERGENCE

implementation + emergence

Categorised as the general steps that usually arise after the initial ideating and planning of the startup, when you really start looking into enacting the startup.

The Impemergence section features cards that focus on the legalities, the finance, and the logistics of the business.

The cards can be completed in any order, but if you need a place to start, we suggest beginning with the "Financial Plan", "Product Creation", and "Health Strategy" cards.



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## 03 EVOLATE

evolution + evaluation

Categorised as the general steps that usually occur after the bulk of the startup has been planned, this category looks more towards growth and valuation of the startup.

The Evolate section features cards that focus on funding, evaluation, management, and potential exit strategies.

The cards can be completed in any order, but if you need a place to start, we suggest beginning with the "Funding", "Investors", and "Exit" cards.



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SHEMATION

=

scheme + ideation

IMPLIMERGENCE

=

implementation + emergence

EVOLATE

=

evolution + evaluation

# Activity

You have been given one MVP card with an X on it.

Read the card, and see if you understand it.

Please circle any bits which are not immediately obvious.

Feel free to add comments and give back to us.

*Notice socratic approach to questions.*

## 01 SCHEMATION

schematization + ideation

Categorized as the general steps that usually need to be completed towards the beginning of the process, during the ideation phase.

The Schematization section features cards that focus on the idea, the value, the team, and the planning of the business.

The cards can be completed in any order, but if you need a place to start, we suggest beginning with the "Idea," and "Self-Reflection" cards.



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R

E

ERS

RELEVANT?

TO DO: LATER

TO DO: SOON

URGENT

PRICING & COSTING

FINANCIAL PLAN

## 02 IMPEMERGENCE

implementation + emergence

Categorized as the general steps that usually arise after the initial ideating and planning of the startup, when you really start looking into executing the startup.

The Implementation section features cards that focus on the registration, the finance, and the logistics of the business.

The cards can be completed in any order, but if you need a place to start, we suggest beginning with the "Financial Plan," "Product Creation," and "Health Strategy" cards.



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DONE

REDO/ONGOING

## 03 EVOLATE

evolution + evaluation

Categorized as the general steps that usually occur after the bulk of the startup has been planned. This category deals more towards growth and valuation of the startup.

The Evolve section features cards that focus on funding, acquisition, management, and potential exit strategies.

The cards can be completed in any order, but if you need a place to start, we suggest beginning with the "Funding," "Inventory," and "Exit" cards.



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PATHWAY ANALYSIS

NO OR GO

TECH

MANAGEMENT

STAKEHOLDER ACQUISITION

FUNDING

ACCOUNTING

EXPORTING

ONLINE PRESENCE



# LIST'S



- Satisfying
- Motivating
- Encouraging
- Empowering

# EXTRAS

CUSTOMER/MARKET DEVELOPER  
 SECONDARY MARKETS  
 CREDIT MANAGER  
 DATA ANALYTICS  
 EMPLOYEES  
 SIOCK OPTION  
 ATTRACT WINGTOR  
 STRATEGIC COMMUNICATION STRATEGY  
 EXPORTING  
 DUE DILIGENCE  
 PRINTER & USER EXPER  
 PENDANTS  
 JACKY A TEAMES  
 JACKY P NETWORK  
 ADHOC SCULPTURE

# TO-DO

MARKET SIZE  
 ACQUISITION INFLUENCE  
 ACQUISITION  
 RESOURCES  
 ONLINE PRESENCE  
 NETWORKING  
 FINANCIAL PLAN  
 LEGAL  
 ACCOUNTING  
 HALO-X  
 ROOM  
 SCULPTURES (w/ no go)

# EMERGENCY

MARKET - CUSTOMER  
 ADVERTISING  
 PRICING  
 BUSINESS PLAN  
 COMPETITOR  
 COMPANY POSITIONING  
 TECHNOLOGY  
 PITCHES  
 ECON STRESS  
 LEGAL PRESENTS (w/ S)  
 HATCHERY APPLICATION

BOARD

VALUATION  
 FUNDING

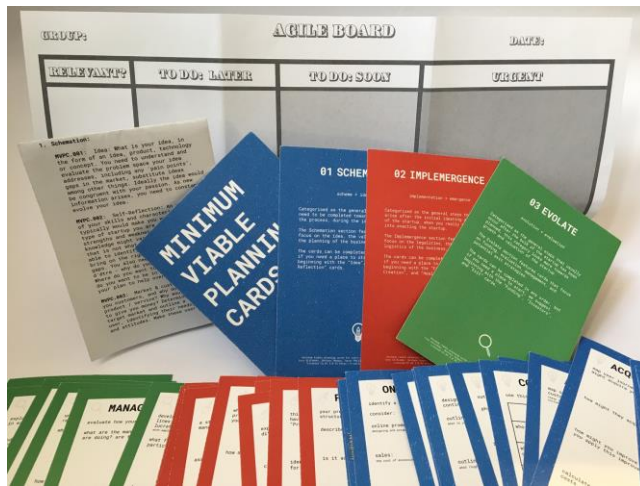
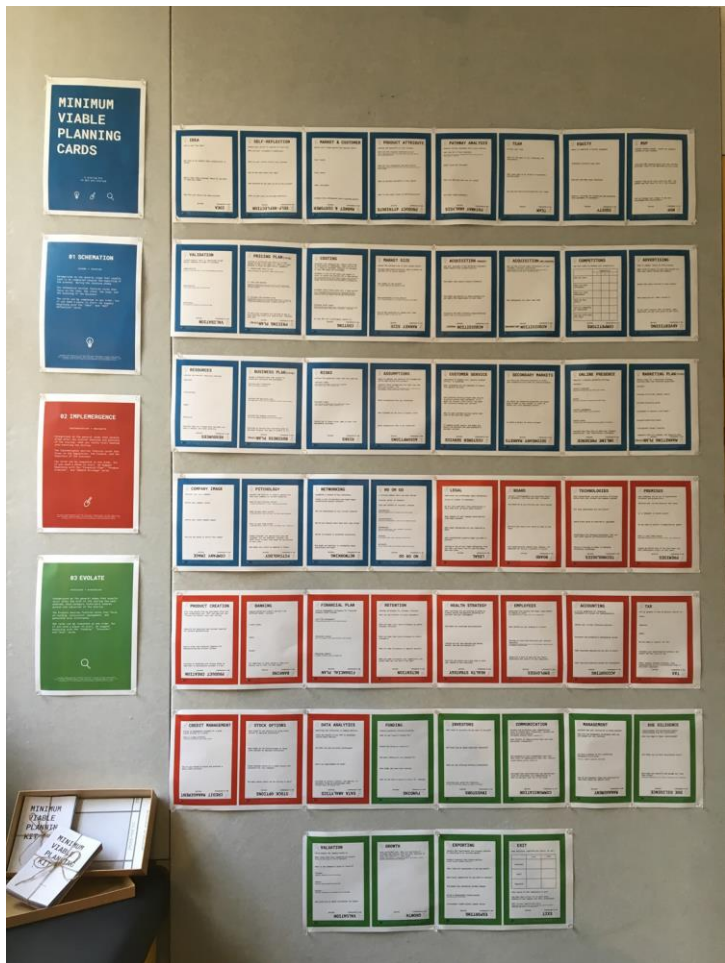
# DONE

IDEA  
 SELF REFLECTION  
 PATHWAY ANALYSIS  
 CUSTOMER SERVICE  
 TEAM  
 EQUITY  
 BANKING  
 TERMS

MARKETING PLAN  
 VALUATION  
 PRODUCT CREATION  
 QUESTIONNAIRE  
 PRODUCT ATTRIBUTE  
 RISKS  
 MVP  
 NO GO  
 TAX  
 EXIT

## **Rapid thought experiment** (4 min):

1. Imagine you want to **be** an entrepreneur
2. Use your imagination to come up with a business idea / problem space?
3. Sort the first five cards into your agile board categories - which are the most urgent to you?



# MVP Kits

- 56 cards
- Agile board
- User guide
- Card manual



# WHAT'S NEXT

Use them

Give us feedback

Get the new version

Go to [www.menti.com](http://www.menti.com) and use the code 35 65 44

**From the perspective of an entrepreneur**

What do you like / not like about the MVPlanning cards?

**From the perspective of an educator teaching entrepreneurship.**

What do you like / not like about the MVPlanning cards?

Do you have any questions / comments?

QUESTIONS