

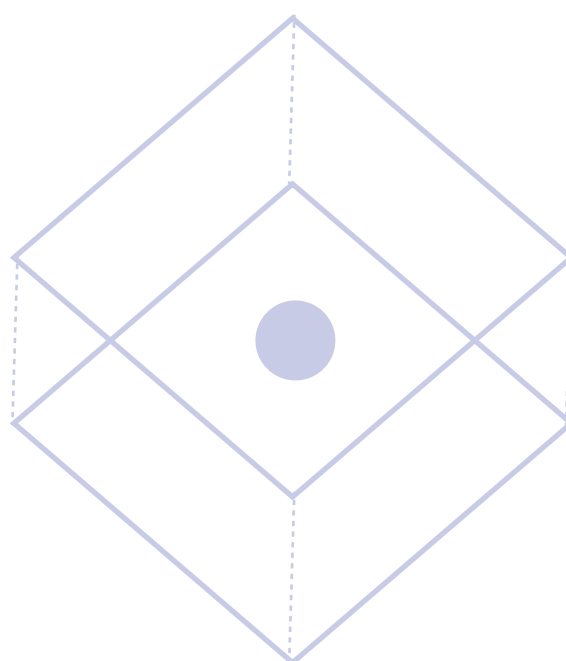
Week-by-week plan

Week 1: Rapid Design Sprint

Week 2: Market testing and gathering feedback

Week 3-4: Refinement and final presentation

Demo and investor pitching: Around week 6



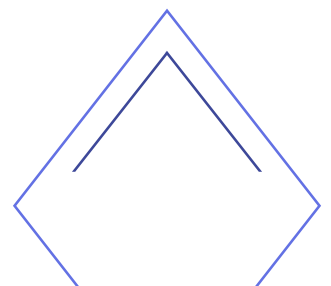
Rapid Design Sprint

Day 1: Kickoff & team alignment

- ◆ **Introduction to Design Sprint methodology:** Familiarize with the process and principles.
- ◆ **Goal setting:** Define objectives, challenges, and success metrics.
- ◆ **Hypothesis development:** Identify hypotheses, proto personas, ideal buyer profiles, and early adopters.
- ◆ **Competitive and inspiration analysis:** Conduct an analysis of competitors, and gather inspirational insights.
- ◆ **Persona & journey mapping:** Define user personas and map high-value product journeys (the 'Golden Path').
- ◆ **End outcome:** Draft problem statements, initial ideas, and the 'Golden Path.'

Day 2: Ideate and prototype

- ◆ **Ideation workshops:**
 - ◆ **Brainstorm and sketch:** Generate and sketch potential solutions.
 - ◆ **Prioritize ideas:** Evaluate ideas based on feasibility and impact.
 - ◆ **Identify 'Aha' moments:** Capture key insights and inspirations.
- ◆ **Begin high-fidelity prototyping:** StandOut team starts developing key flows and screens for your prototype using tools like Figma.
- ◆ **End outcome:** Initial prototype with key flows and screens developed.



Day 3–5 : Complete and refine high-fidelity prototype

- ◆ High-fidelity prototyping :
 - ◆ Day 3: StandOut team continues refining key features, and user flows.
 - ◆ Day 4: Further development and refinement of interactive elements and integration of feedback.
 - ◆ Day 5: Final adjustments and creation of a click-through prototype for a realistic user experience.

End of week

- ◆ Prototype ready for feedback and market testing.

WEEK 2

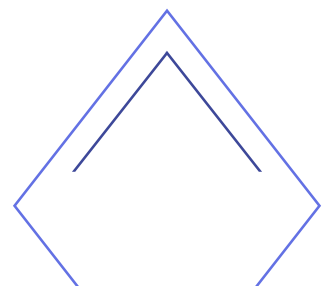
Market testing and gathering feedback

Market and buyer feedback

- ◆ Entrepreneurs gather feedback from potential buyers, customers, and experts.

Analyze feedback

- ◆ Entrepreneurs identify areas for improvement based on the feedback.



WEEK 3-4

Refinement and final presentation

Refinement Period

- ◆ Standout team refines the prototype based on the feedback provided by the entrepreneurs. This process can start at any point before Week 4, but needs to be completed within the four-week frame.

AROUND WEEK 6

Demo and investor pitching

Final presentation

- ◆ Entrepreneurs prepare and present the refined prototype along with a prototype video to pitch to investors (including SLV fund) and other potential customers.