



**INITIATIVE**

A program of the GAHCCI

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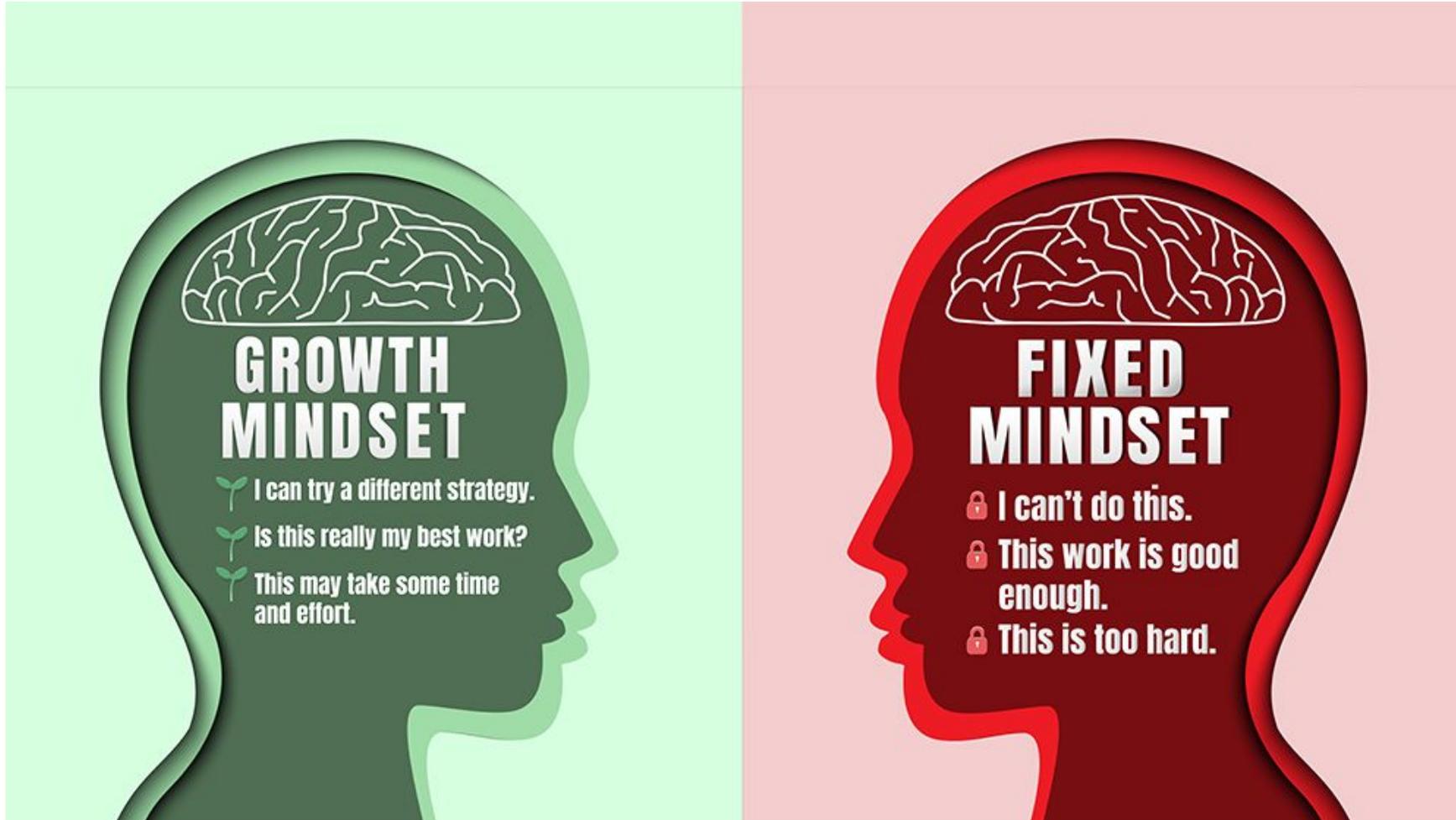
**What are the next 4 days worth to you?**

**\$10,000\***

**\*Warning Label**

Actual amount earned using the tools taught today may vary. Use BEL Lean Startup with caution. Prolonged usage may result in unexpected opportunities to make money, new powerful friends, dream jobs, and other side effects.

# Take a growth mindset....



# ...and it will change your life

## GROWTH Mindset

- This works all over the world why not Haiti?
- How can I adapt these ideas to what I am doing?
- How can I help other people?

## FIXED Mindset

- These won't work in Haiti because we are different
- I already know my business
- I don't have time to talk to my customers

# Seek to learn and apply

“Every conversation is an opportunity for customer discovery...” Erik Martin, Marto



# Learning objectives for the week

1. Who are your **best** customers? (Customer Segments)
2. What is the size of the opportunity?
3. Who are your competitors?
4. Why will people buy from you? (Value Proposition)
5. What can you provide with what you have to make money? (MVP=Minimum Viable Product)
6. How will you find them? (Channels)
7. How do you build customer loyalty? (Fortune Cookie)
8. What is your customer acquisition costs (CAC)?
9. How do you make money? (Types of Revenue)
10. What is the long term value (LTV) of your customer?

# What results can you expect if you do the work?

1. A music magazine just 3 weeks from failure to selling for over \$1 million just 3 years later
2. Over 10 years in business making \$15/hr, to over \$85/hr with just applying two ideas in two days
3. Uganda female entrepreneur with 10 bee hives, a kitchen full of honey, and no sales to producing 15 tonnes of honey just 3 years and selling into France
4. From US\$15,000 to \$7 million just 3 years later
5. Failing out of college to top video producer in SF for professional athletes and musicians in 2 years
6. A 911 Operator to one of the best brewers in US
7. Student to best young Chef in China

# What is Lean Startup?

1. Applying scientific method to reduce business risk by design businesses to solve real customer needs
2. Use of Customer Discovery (Market Discovery) to drive better decision making (“Get Out Of The Building” and talk to the people you plan to serve).
3. Designing a business using the business model canvas to see how all the pieces fit together for success.

# Can a Haitian achieve success?



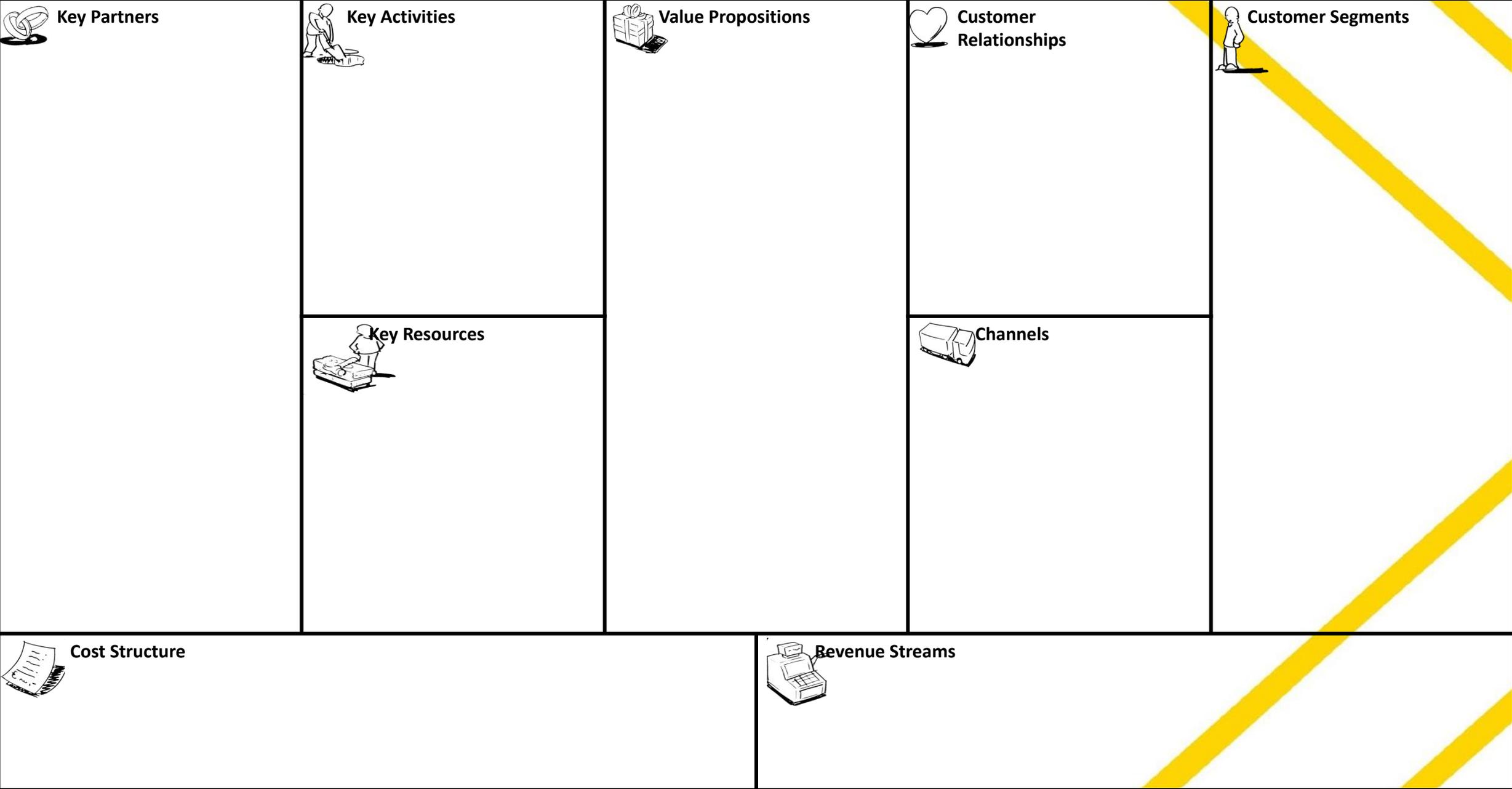
Didn't meet his parents until he was a teen

Couldn't speak English

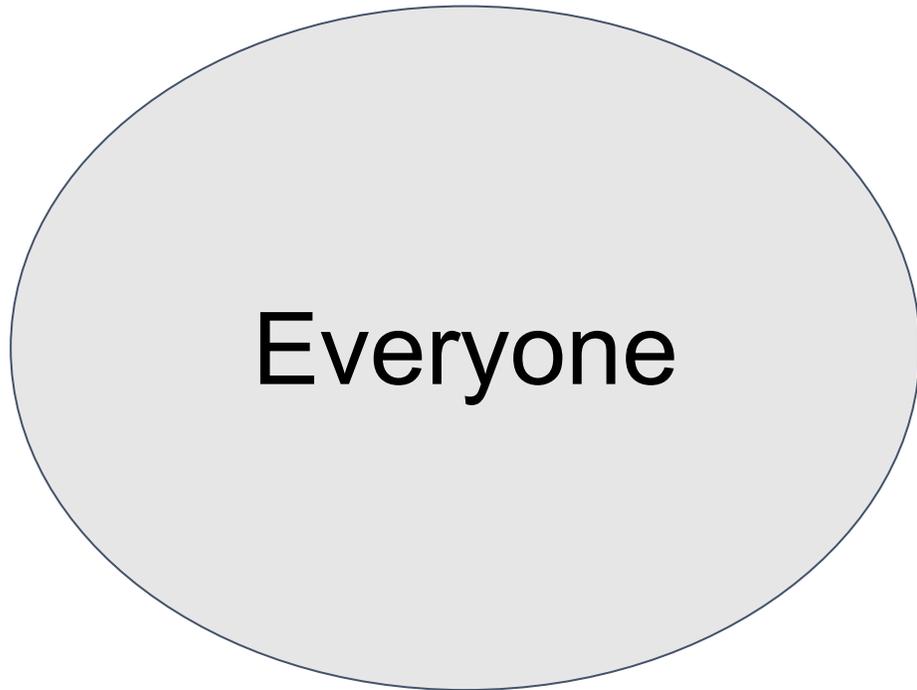
Lived in a basement and needed \$25,000 in equipment

Changed global music

# Business Model Canvas -



# Who is the customer?



# I don't **need** this class....

I have to quit my business because my bank won't be my customer....



Would you just give me \$85?

Who will pay the most for lawn care?

Make a rate card....shave your head and grow a beard

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Students Present Their Businesses

# How To Do Customer Discovery



# Conversation Tips

Do not sell! **Don't show a demo.** No presentation of your idea.  
You are there to learn!

Important!!

- Learn about them before you talk to them, and bring something into the conversation that shows you took the time to do so!
- Share what you have learned with your customers – provides value to them.
- *Listen - do not just wait to talk*
- Ask “why” a lot.
- Listen for the unexpected and look for what is a surprise

# What do you ask?

Tell me about the last time you bought<your product>:

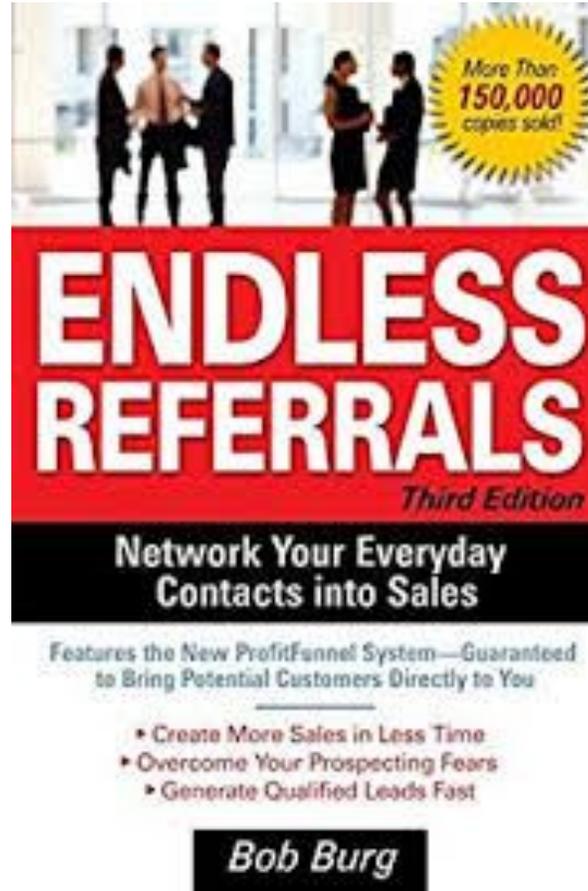
1. Where did you go to buy it? (channel)
2. What company's product did you buy? (competitor)
3. Why did you select the product? (criteria)
4. What frustrates you about <your product>?
5. What do you wish was different?
6. Where would you expect to learn about it?
7. What did you pay for it?
8. What should I have asked about that I didn't?
9. Can you think of two other people I can talk to?

**You have an army....**

**250 X 250**

**62,500**

**...you just have to ask**



Be very specific about what you want

“Please send me 2 VP contacts at Fortune 1000 companies that serve the Latin American market and live in Miami”

He arrived in Miami with 150 meetings

# Finding the **best chocolate chefs** in the world...

Haitian farmer claimed to have the best Cocoa plants in the world.

How should she find her customers?  
(Twitter)

@ChocolateAwards - reached over **500** of the **best chocolate chefs** in the world in one evening!



# Search for your industry...

**Ilarion Celestin**, was supported by the Food and Agriculture Organization and Haiti's Ministry of Environment as part of a project against desertification to modernize his production of honey. He spoke to UN News ahead of **World Bee Day** marked annually on 20 May.

"I used to be a traditional beekeeper. My bees made honey in a hollow tree trunk, but then the **Food and Agriculture Organization** supported me to transition to a modern form of beekeeping with technical training and all the equipment, including 18 hives, I needed to be a professional beekeeper.

**270 gallons X \$50**

<https://news.un.org/en/story/2022/05/1118592>

# Go to a market



You can't **waste time** without **injuring  
eternity** - Henry David Thoreau

