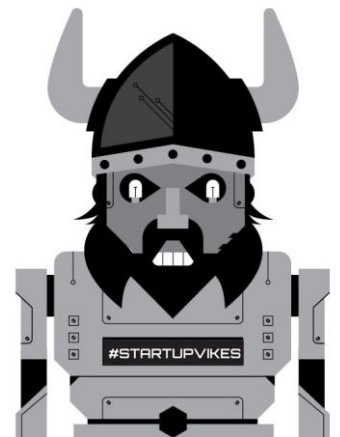


Welcome

# Team Dynamics Preview



# Statement of Mutual Agreement

## Please review

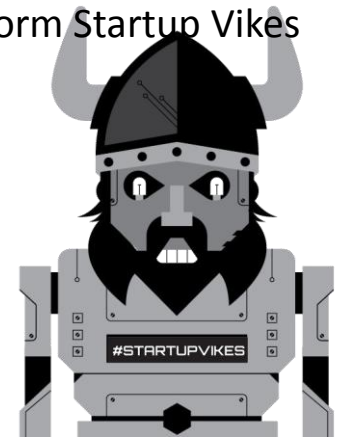
As a team, we make the following **Statement of Mutual Agreement** to Cleveland State University (CSU) and the Startup Vikes Program:

1. We will fully participate in the weekend, to the extent of which is possible.
2. We will help Cleveland State University to create a positive learning environment for all participants.
3. The person that brings the concept (could also be the person that pitched) serves as the Company CEO.
  - a) The CEO reserves the right to request non-disclosure and non-compete from the team prior to the start of the modeling.
  - b) After the close of Startup Vikes, the CEO will determine if any team participants will have continued involvement (and the extent of the involvement) with the company.
  - c) Should the team win, the CEO will receive the cash reward and will have full discretion for how the money shall be used.
4. Any and all intellectual property related to or necessary for the success of the concept will become the intellectual property of the Company in which results from or exists during Startup Vikes.

Should there be any significant change to the composition of our team, we will inform Startup Vikes Staff ASAP.



**AGREEMENTS WILL BE SIGNED IN TEAMS AT 7:15**



# Before we begin . . .

Did you bring a **Team**, build a team or join a team.

## What's in a team?

- 1 TECHNICALS//**  
ability to construct,  
industry-specific expertise,  
engineering,  
programming/coding
- 2 CREATIVES//**  
graphic design/illustration  
skills, advertising, media,  
entertainment
- 3 BUSINESSPERSONS//**  
development, sales,  
production, marketing,  
strategy, finance/  
accounting
- 4 ADMINISTRATORS//**  
project managers,  
planners/organizers,  
coordinators

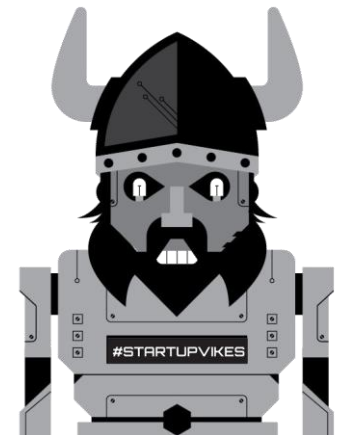
## Team building best practices:

Choose people with:

- COMPLEMENTARY SKILLS
- CLEAR & ALIGNED INTERESTS
- ENERGY & ENTHUSIASM

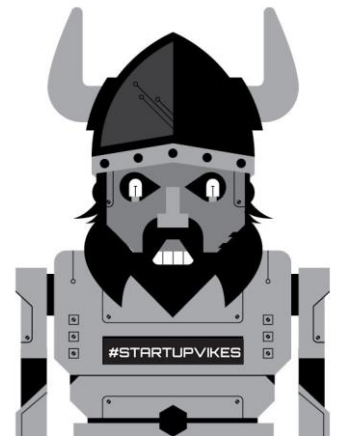
Most importantly - be open  
to **co-ownership** and **prepared  
to pivot!**

The team is  
**EVERYTHING!**



# Workshop 1

## Team Dynamics

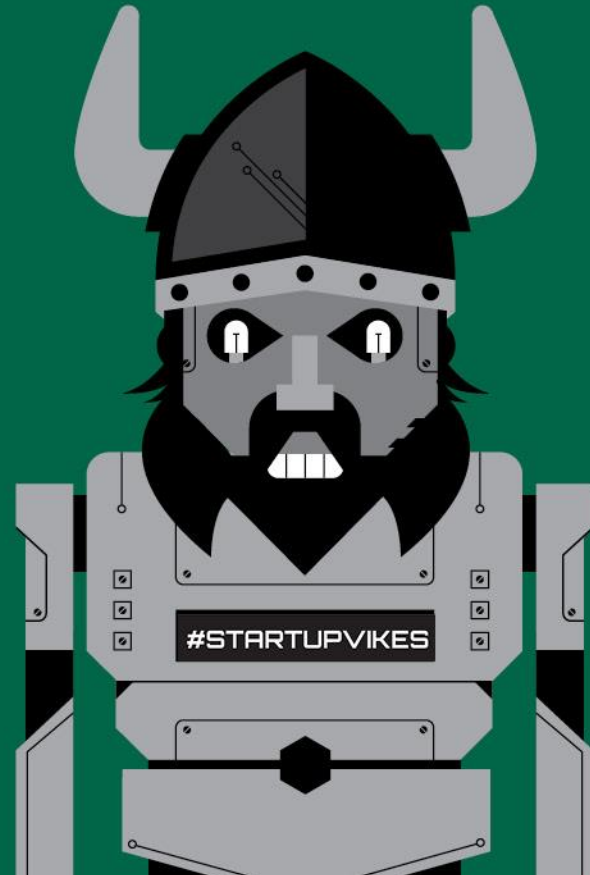




Chris Blue  
Blue Karma Coaching

# CSU

## STARTUP VIKES



# What is *your* role?

Did you bring a **Team**, build a team or join a team.

## What's in a team?

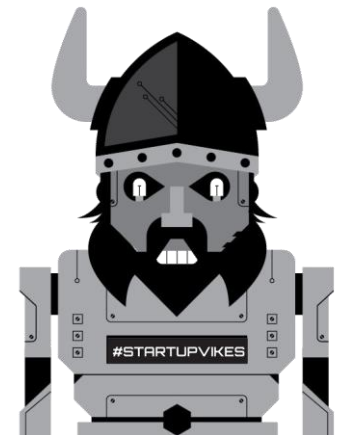
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Most importantly - be open  
to **co-ownership** and **prepared  
to pivot!**



# How will you organize?

**1 TECHNICALS//**  
ability to construct,  
industry-specific expertise,  
engineering,  
programming/coding

**2 CREATIVES//**  
graphic design/illustration  
skills, advertising, media,  
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development, sales,  
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**4 ADMINISTRATORS//**  
project managers,  
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## Judging Criteria

### CATEGORY 1 EXECUTION

- MVP Established
- Product Evolution Roadmap
- Functional Demo

### CATEGORY 2 BUSINESS MODEL VALIDATION

- Business Model Strategy
- Customer Acquisition Strategy
- Established Customer Value Proposition
- Competitor Differentiators

### CATEGORY 3 USER EXPERIENCE DESIGN

- Design Strategy
- Quantity of Users Engaged
- MVP Product Evolution Map



Got **Fans/Customers?**



Roll-out **Strategy**



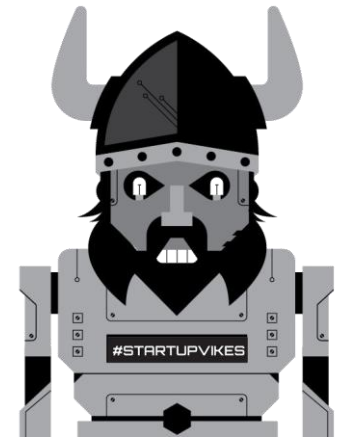
Business **Model**



Finish **Building**



Tech **Check**





# Working together



## TOOLS FOR MANAGING THE PROJECT



### Brain Storm to Brain Gain

Throw all ideas on the table as early as possible.



### Prioritize and Refine, Refine, Refine

Choose only core features and determine the MVP.



### Set timers

for each decision to manage your time



### Ownership = Empowerment

Allocate responsibilities, set priorities

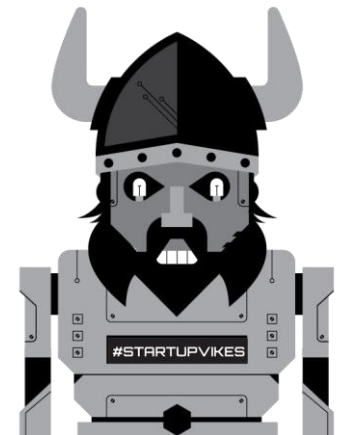


### Use Roman Voting

Raise a hand for quick and painless decision-making



Be sure to check the Attendee Manual for full list of Team Tools





# Homework: Complete Team Contract

Decide how you are going to work together before you start

## Questions to consider:

- How will the team be organized?
  - By function (Technical, Creative, Business, Administrator)?
  - By workflow (Business Model, Customer Acquisition Strategy, etc.)?
- How will decisions be made?
  - Who has responsibility for what?
  - What types of decisions is the CEO open to delegating to Team and what decision rights do they want to retain?
- What is the protocol doing the work and bringing it back to the group?
  - Example: Functional or Workflow Leader will present options across a spectrum of possibilities, give the pros and cons of each, and make a recommendation to the Team or CEO for decision.



**COMPLETED TEAM CONTRACTS DUE SATURDAY MORNING**

