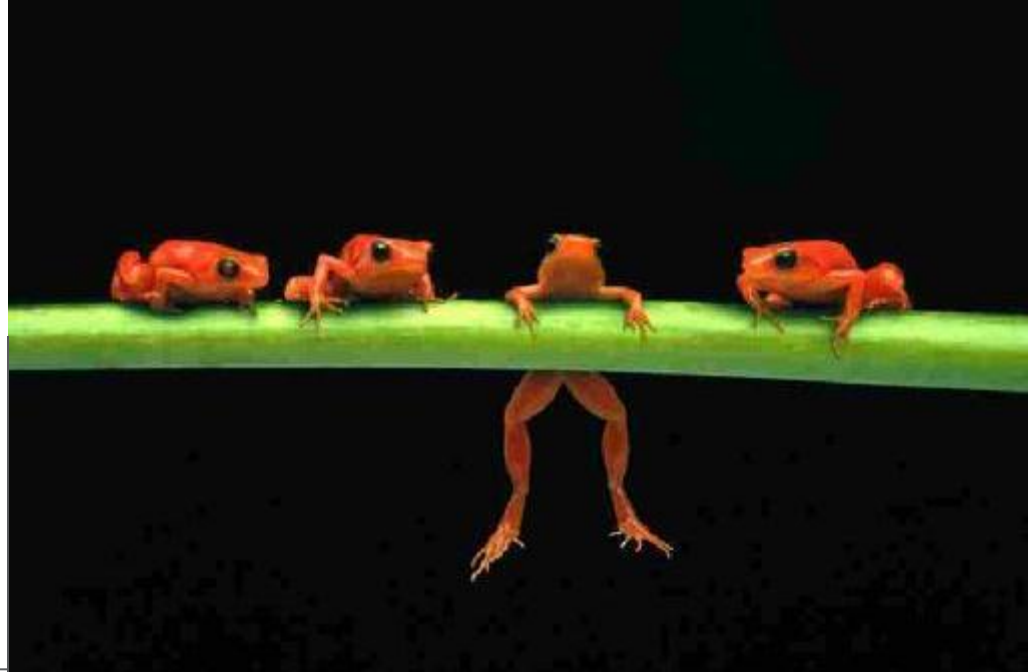


The Frogs

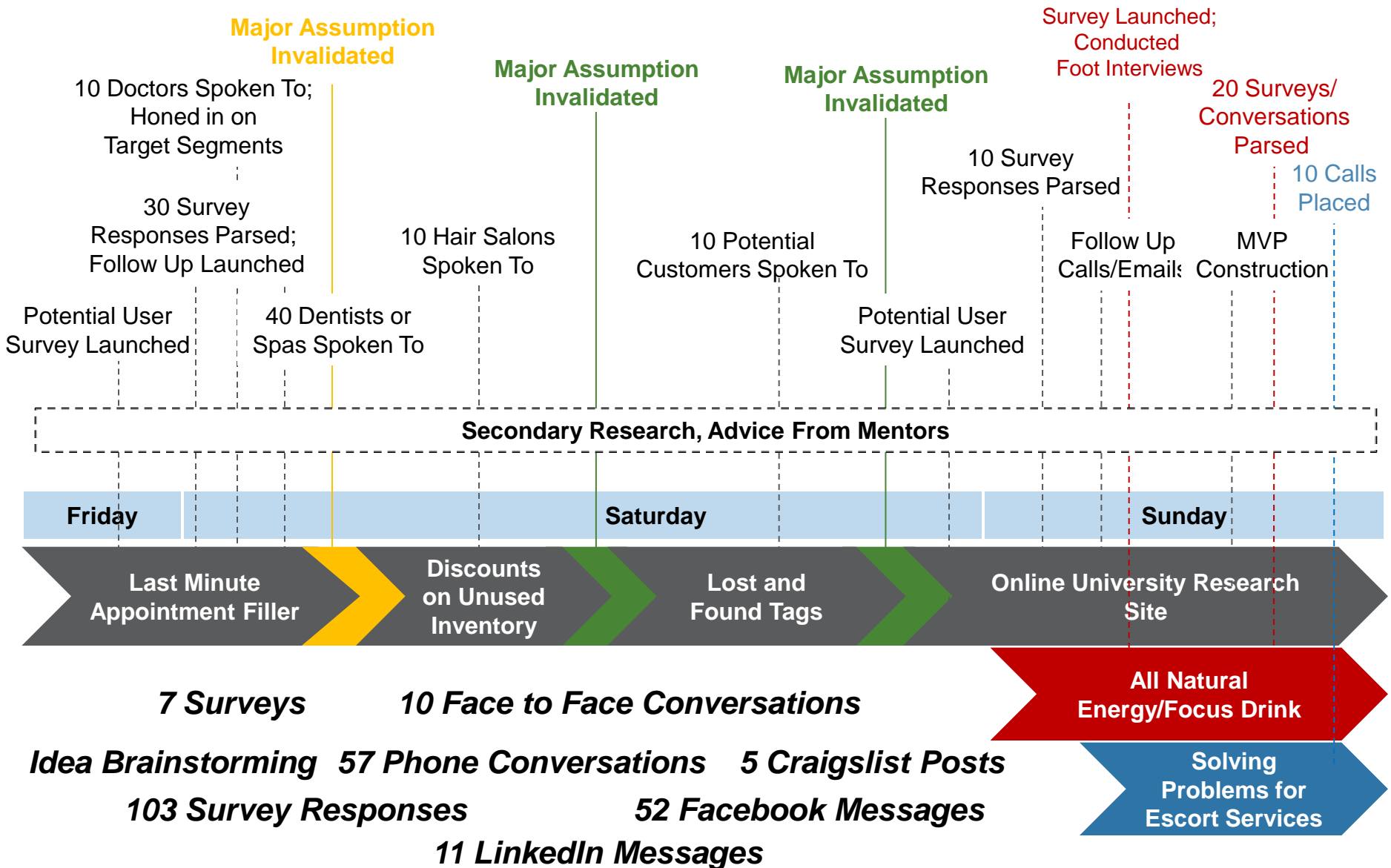
Lean Startup Machine - Boston

Anthony Panozzo
Jack Yeh
Kevin Scott
Markus Posselt
Chris Acton-Maher





Activities Completed Over the Weekend



Last Minute Appointment Filler Assumption Table

Assumption	Validation Activity	Lesson
Scheduling and rescheduling appointments is a pain point for patients	Survey	90% of people did not consider rescheduling to be a major pain point
Enough patients are willing to take last minute appointments to reach critical mass	Survey	20% of patients would be willing to take a last minute appointment
<p style="text-align: center;">Users won't be the primary driver of this service, we need to talk to service providers</p>		
Doctor's offices can't fill all their openings because people cancel at the last minute	Phone calls to dentists and spas	Generalists overbook; The longer the appointment, less overbooking
<p style="text-align: center;">Focus on dentists and spas as target segments due to long appointments times and high value of appointments</p>		

Last Minute Appointment Filler Assumption Table

Assumption	Validation Activity	Lesson
Dentists and spas can't always fill their openings when people cancel at the last minute	Phone calls to dentists and spas	All spas and dentists spoken to were able to fill almost all of their openings at the last minute (1 appointment unfilled per week)
Current solutions are inadequate	Phone calls to dentists and spas	<p>100% of dentists offices manually fill openings with a standby call list; One dentist's office had the feature available in existing software but didn't use it</p> <p>100% of spas had cancellation policies that they felt addressed the issue</p>

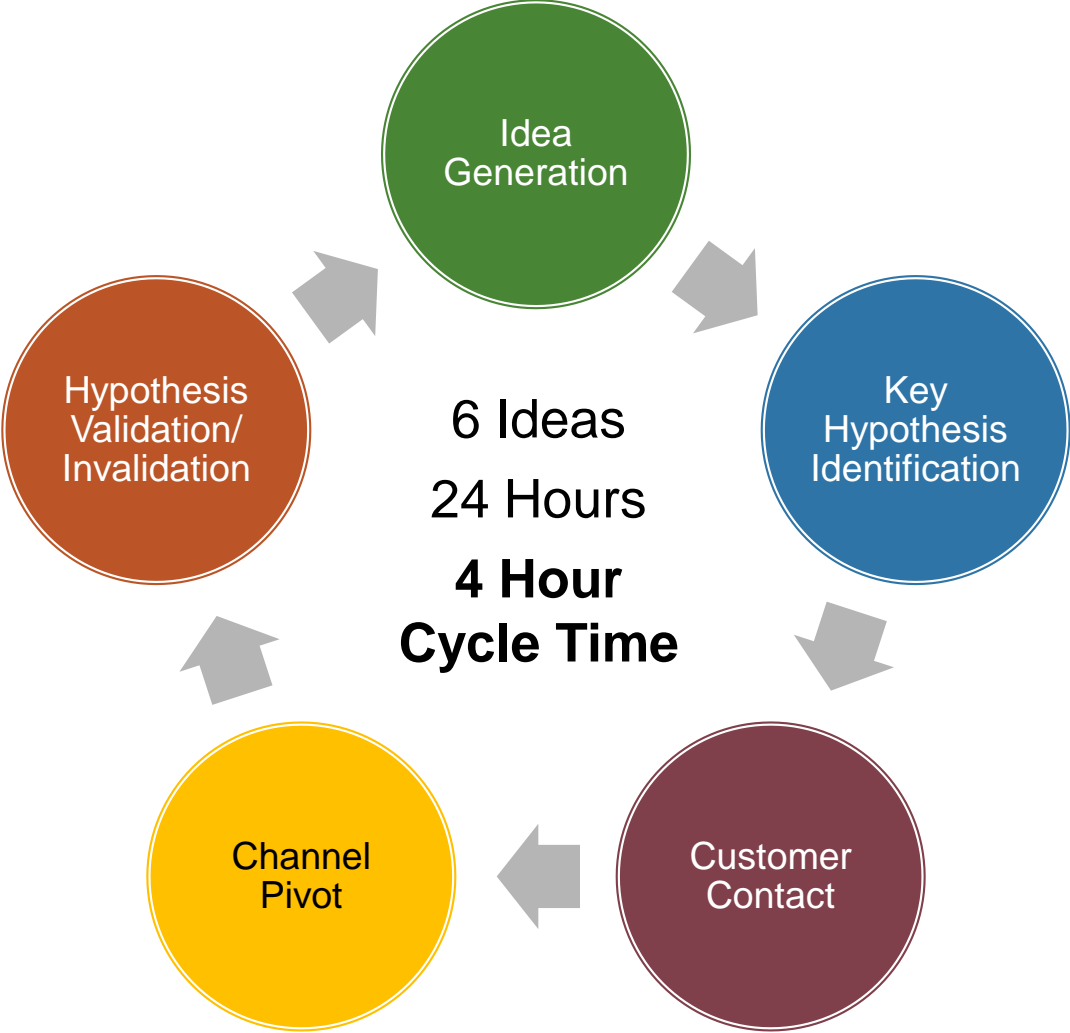
Core assumption that slots go unfilled was invalidated. Time to pivot

Discounted “Perishable” Inventory Assumption Table

Assumption	Validation Activity	Lesson
Users would be willing to take last minute spots at a significant discount	Survey	20% of respondents would be willing to take a last minute appointment
There is unused “perishable” inventory	Phone calls to high end hair salons	100% of hair salons did not mention unfilled appointments when asked
Businesses would be willing to give discounts to sell this at the last minute	N/A	<i>Prior assumption was core</i>

Core assumption that slots go unfilled was invalidated. Time to leap

Hypothesis Validation Cycle



Ideas Tested This Weekend

- *Last Minute Appointment Filler*
- *Discounts on Unused Inventory*
- *Lost and Found Tags*
- *Online University Research Site*
- *All Natural Energy/Focus Drink*
- *Solving Problems for Escort Services*

Lessons Learned

Validate the key customer's pain point first

If you're really nice on Facebook, you might find good people to talk to

Balance customer research between hypothesis validation and their problems in general

Balance customer research between hypothesis validation and their problems in general

Cold calling works

You can still call the west coast (or Hawaii) when the east coast shuts down

Sometimes key insight happen quickly

Live conversations are more valuable when you don't limit the discussion