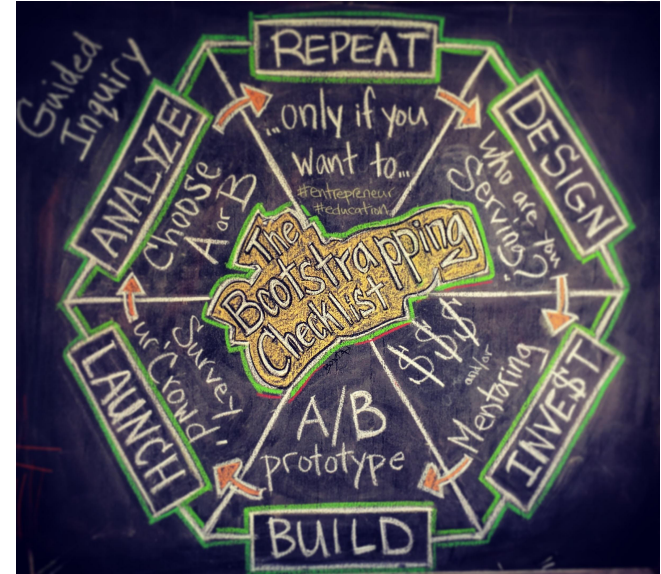


The Bootstrapping Checklist

is a grassroots online student entrepreneurial learning community.



How to Run the Bootstrapping Checklist

The Bootstrapping Checklist



It's 5 Steps in 5 months.

If you are a Teacher and want to run this in your class, it's 5 Steps in 5 months.

If you are a middle or high school student and you want to do it without a teacher, I would suggest starting at 5 steps in 5 months also - and as you get better at it, you can iterate faster, like 5 steps in 5 weeks or even 5 days.

If you want a quick fix to see how it works, check out the photos of the program from my twitter feed;
<https://twitter.com/mistaboxta/media?lang=en>

We have a Bootstrapping Checklist YouTube Channel -

<https://www.youtube.com/channel/UC79Nlv2RcgixoRTe4laPh3Q>

The Bootstrapping Checklist YouTube Channel is a place to upload your experiences - share how you are doing the Bootstrapping Checklist in you class, or if you are going through it independently with your own team - share both successes and frustrations! Message me to upload your video!

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What you are going to need;

- 1) A team,
- 2) A positive attitude,
- 3) A commitment to your team and to yourself to be responsible and not to promise anything that you can't deliver,
- 4) Computers or mobile devices and internet connection,
- 5) Cloud sharing like Google Drive, or similar.

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Forming a Team (The Pitch)

- Volunteers can pitch their ideas to their classmates based on perceived school needs or 'pain points' (they can put out surveys using Google Forms) and present solutions.
- “Be Unreasonable” - don't be afraid to pitch wild ideas, chances are it's being done somewhere - that's an opportunity to connect with those doing it.
- Questions from potential team members after your pitch will help direct you into the design phase if you choose to work together.
- The 'crowd' waits until all pitches are done - then have students mingle after to interview each other for the right fit.
- Will you join a new Team, do another cycle with the same Team, or pitch an idea to create new Team as Project Manager?
- Once Teams are formed, it's time to start Step 1 - Design

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Step 1- Design (Who Are You Serving?)

These Anchor Charts are simple to drive the design phase;

Design!

| | |
|---|--|
| <u>Mission Statement:</u> Who are you serving? ↓ Social Innovation | <u>Pain Point</u> What (social) problem are you solving? |
| <u>Value</u> How are you solving that problem? (What is your solution?) | <u>Competition</u> How are you <u>better</u> than those that are already doing it? → adding more value to what is already happening? |

Mission Statement:
We are serving...

Team Member Roles:

- Project Manager (PM)
- UX (user experience)
- Data/Marketing
- Art/Media
- Researcher
- Legal/public relations
- Secretary (PM's role?)

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All projects should be:

- Social
- Mobile
- Analytic
- Cloud

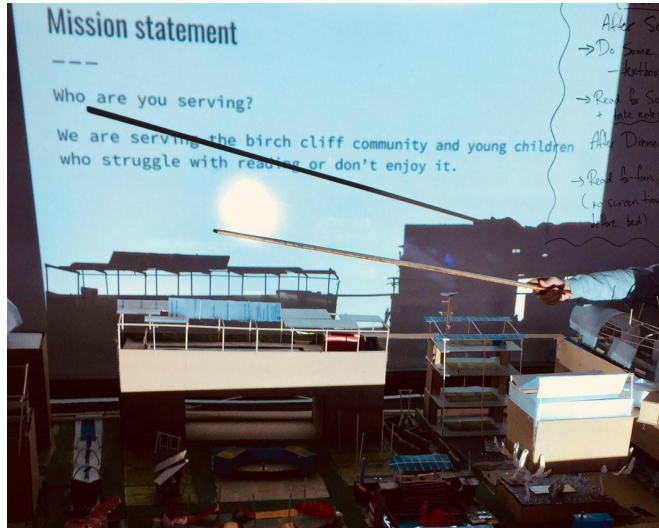
Get your A/B test to your crowd ASAP!

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Step 1- Design (Who Are You Serving?)

(Student Work)



Pitch: Remember that time when you were listening to the announcements but you couldn't make out a word they were saying because the announcers messed up and never gave you a straight answer? Or when there was just too much noise and you didn't even realize that the announcements were going on. You would then end up pondering the possibilities of what they were trying to say, but in the end you were still lost. Well say goodbye to those days and welcome "Broadcasting Out Loud" into your life. With our website you will be able to know what is going on at your school and save yourself from missing out on school activities. With B.O.L you will never miss out on opportunities!

Value: Broadcasting Out Loud is a great website to help you stay in the clubs you love. It helps you listen when important/mandatory meetings that may keep your status of being in the club. This help you get spirit points because you are reminded of meetings. The great part is that it's an app!

User Needs: Broadcasting Out Loud is great for catching up on school activities if you missed the announcements. Users can access their account in a minute. Our website provides the user with videos for them to listen and watch.

Competition: Broadcasting Out Loud would have no ads which will make the website much easier because ads usually makes things very confusing. Another great thing that other websites might not have is that you can log in with your student e-mail from TDSB.

Broadcasting Out Loud

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Step 2- Invest (\$\$\$ + Mentoring)

Investment doesn't always come in the form of \$\$\$ - in our case, it comes in the form of mentoring from our critical friends. Salar Chagpar from the Prepr Foundation mentors us about entrepreneurship and data collection and analysis.

"We can innovate education through collaboration, that's the core philosophy of Prepr. Richard successfully lives this philosophy in his class and inspires students to be creative thinkers in order to solve challenges."

Salar Chagpar, PMP - October 2015



<http://prepr.org/>

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Step 2 - Invest (\$\$\$ + Mentoring)

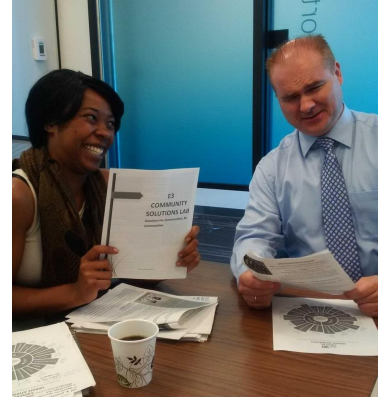
Key Points from Marc Lijour*:

- 1) What are investor care-about?
- 2) Learn how to build a good team
- 3) A value proposition scratches an itch
- 4) Think about a disruptive solution (think like Uber)

Also -

- Collect data from the Crowd
- Team is extremely important for project success and to convince investors
- Tell investors 'exclusive info'
- Tell adults what they need to know to make lives easier/better
- Use DATA
- Ask questions about the world
- Give real life experiences that your product or idea would help
- Stress the pain point that your product resolves
- Tell your story. Get your show on the road. Invite people in!

*From student notes.



Marc Lijour

<https://ca.linkedin.com/in/marclijour>

- Lead the revision of the Technological Education Curriculum at the Ministry of Education
- Refreshed Cisco's vision and strategy for Education
- Helps students and citizens empower themselves to create a better society and a better world

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Step 3 - Build (A/B Prototype)

Now it's time to Build an 'A' and a 'B' - these 2 prototypes you will launch at the same time - let the 'crowd' (Your Classmates!) decide which one they want.

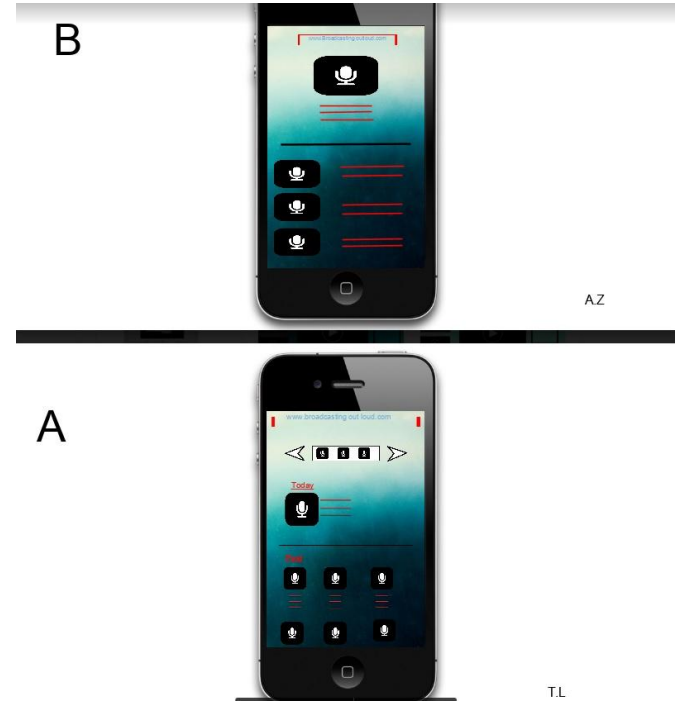
You can A/B test lots of things;

-Logos and website design

-UX (User Experiences) - try Rapid or Paper Prototyping
<https://www.youtube.com/watch?v=JMjozqJS44M>

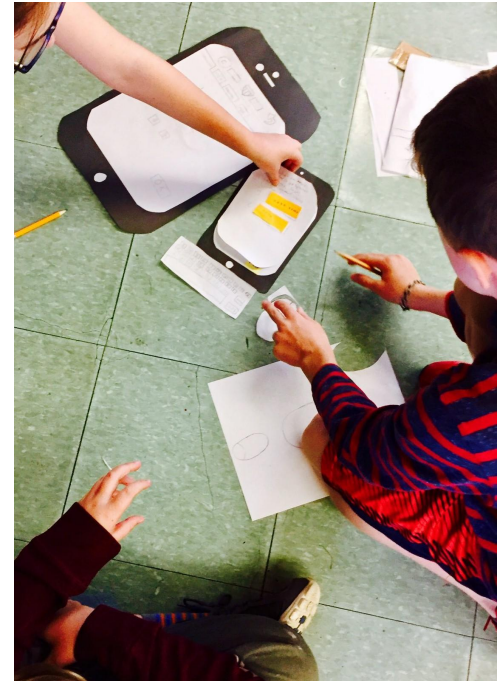
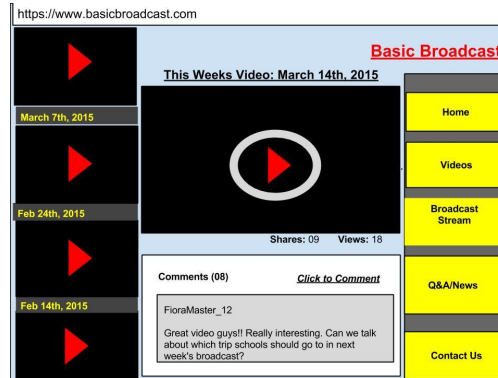
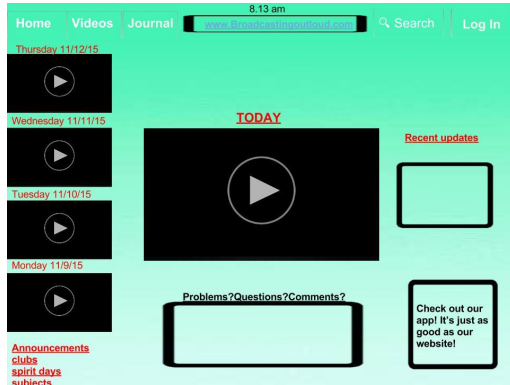
-Analog products like new cell phone cases or even food!

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Step 3 - Build (A/B Prototype)

(student work)



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Step 4 - Launch (Survey Your Crowd)

Create and use an online 'A/B Testing' group to encourage students to A/B test each other's prototypes to ***Collect Data***

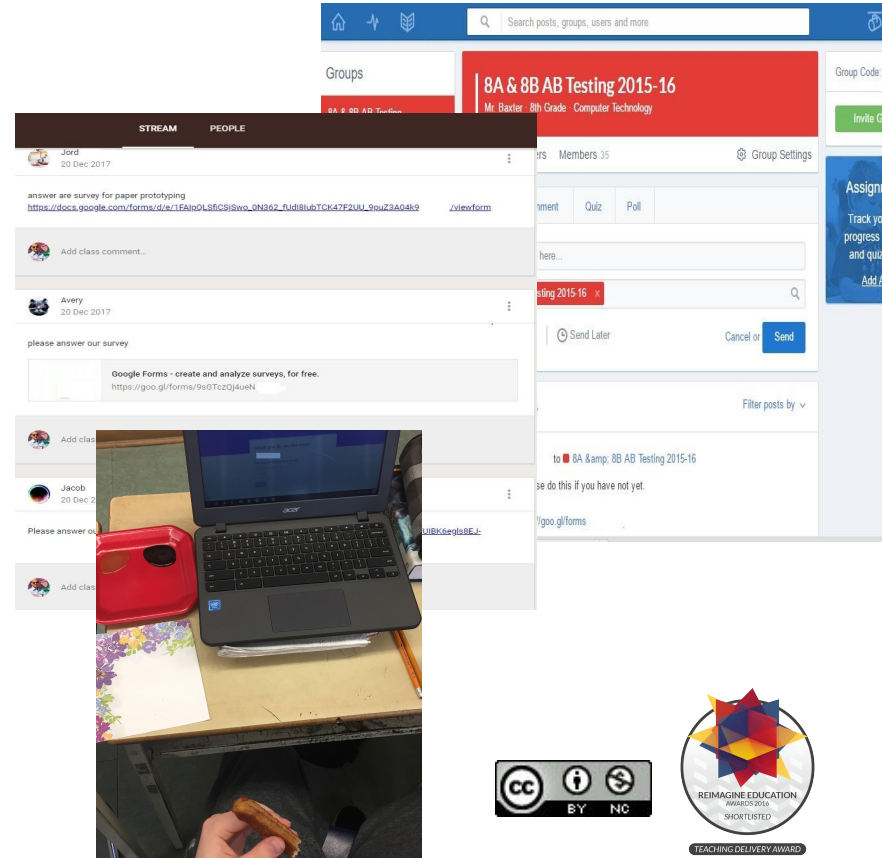
Use an [LMS](#) like Edmodo or Google Classroom, but you can also use Facebook or Instagram or create a new one using a VPN.

You can use cloud based file and folder sharing like GDrive to store digital work or photos of analog work.

Once you are ready to Launch, you can simply post a link to the A/B Test group using a Google Form survey link or similar, or even better, stage a marketing event to engage with participants directly.

Make sure all responses from survey link directly to the spreadsheet - for analog data collected, input it manually.

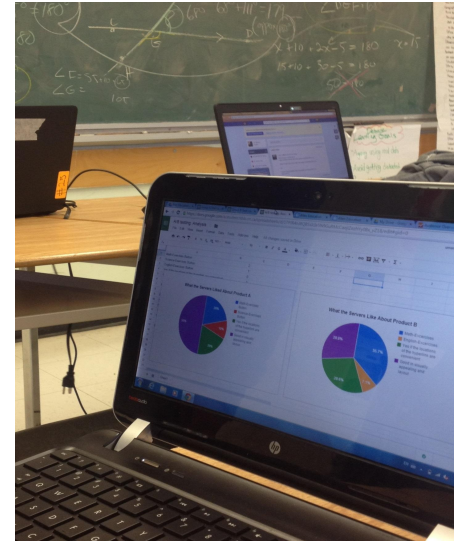
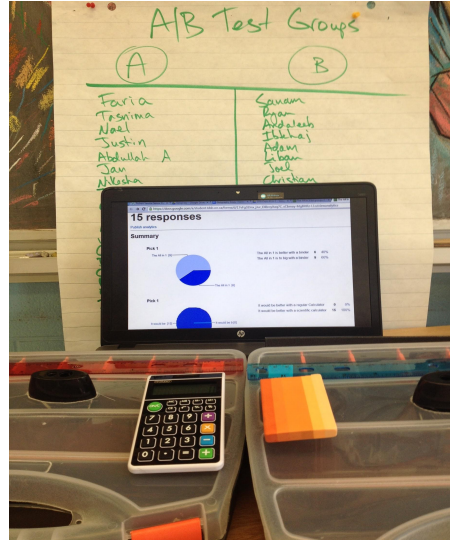
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Step 5 - Analyze (Choose A or B!)

Once teams receive survey responses from their 'crowd', they must sit down together and decide which prototype to keep and which one to drop - either A or B.

Fundamentally, this is the phase where students learn to make design decisions based on data collected from potential users of their product (these are your early adopters! Treat them very well!).



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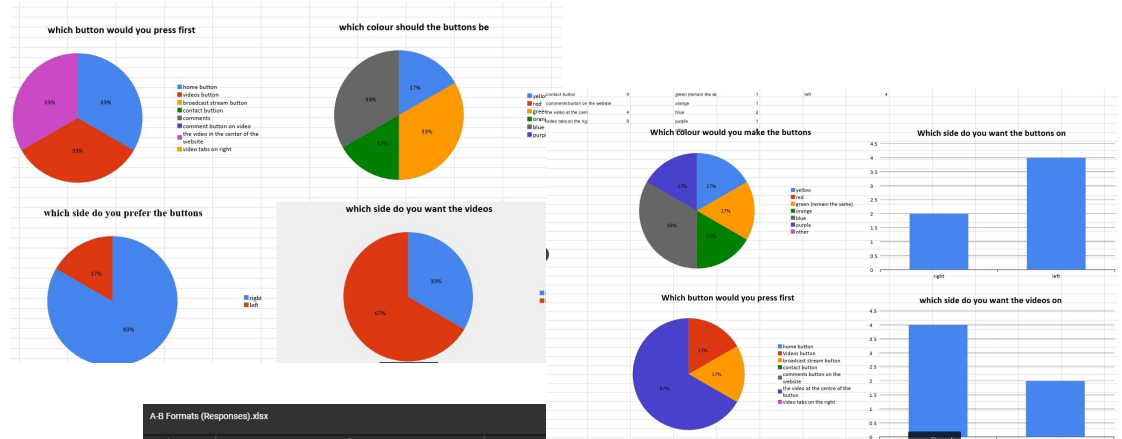
Step 5 - Analyze (Choose A or B!)

Analyze the data by looking at the graphs produced by your spreadsheet.

Important - Take Care of Your Email List and make sure you have an 'unsubscribe' option at all times

BUT!

If you are part of an online 'A/B Test group', then you agree to receive email and/or surveys (still, have an unsubscribe option).



| A-B Formats (Responses).xlsx | | |
|------------------------------|--|---|
| A | B | C |
| emp | What do you like about app format/design A? | What do you like about app format/design B? |
| 1/20/2016 17:09:27 | I like that I can have my own account and make new teams every time. | I like the map. |
| 1/20/2016 19:15:48 | It looks simple and properly made. | Properly made and it shows proper details. |
| 1/20/2016 19:40:46 | It has new features. | I love the design. |
| 1/20/2016 18:42:30 | It is well organized. | It is simple and easy to understand. |
| 1/20/2016 19:15:03 | I like the simplicity of it. | how detailed and organized it is. |
| 1/20/2016 19:23:33 | more details. | Very cool and organize. |
| 1/20/2016 19:59:52 | it helps you remember your score. | It shows your area. |
| 1/20/2016 20:08:21 | it contains a lot of information. | it has a commenter. |
| 1/20/2016 20:18:02 | | |
| 1/20/2016 20:45:19 | It is easy to navigate through and I can follow the instructions without confusion. | I like how it shows all the recent games played or |
| 1/20/2016 21:24:30 | I like how it's fairly simple, but still allows you to access a variety of features. | I enjoy the special feature, in which you can check |
| 1/20/2016 21:42:26 | more options. | I liked the map. |
| 1/20/2016 22:24:38 | It looks easy to use. | I like how you use the location. |
| 1/20/2016 19:13:26 | it was organized. | it had everything good with A and more. |
| 1/20/2016 16:47:04 | | |
| 3/29/2016 14:00:07 | design. | not good. |
| 1/20/2016 20:29:03 | You can keep individual score. | you can pick your team. |
| | I liked the profiles and how you can challenge a person. | The map is sick. |

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Step 5 - Analyze

Student Sample Work:

“In conclusion, data has proven that our team must move on with Product A and eliminate Product B. This is because our team decided to test the best out of two different yet effective features that we were deadlocked upon. Product A has the Absent Button feature with a private chat system in which notes can be shared among homework buddies, while Product B has a public newsfeed layout of all the notes, similar to Facebook and Edmodo. Most users like the Absent Button feature and further comments from them tells us that the newsfeed layout was not effective at all.

Therefore, because more users like the features on Product A, we will be using that prototype to move forward with.” The Notetaker, Grade 8 Team

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Step 5 - Analyze & The Final Presentation

(Student Work - BOL)

MEET OUR TEAM :)

Co PM- ALBA
Co PM- LARALA

PROJECT MANAGER - MARLEY

ART: ANIRA, TANZIN, KEJIBAR
CODING: FATIHA
UX: KHAGLA, SHEFA, SARAKUTIA
DATA: PRITHA, SARAKUTIA

Broadcasting Out Loud

HOW DOES IT WORK?

Log in with your TDSB email

School Code: [input]
ENTER YOUR SCHOOL CODE

!DONE!
NOW YOU'RE READY TO GO!

WE'RE BETTER THAN THEM!

- NO ADS
- ACCESSIBLE FROM PERSONAL DEVICE
- FREE
- EASY TO USE

GREAT FOR THE SCHOOL ENVIRONMENT!

- KEEPS STUDENTS UP-TO-DATE ABOUT CLUBS AND TEAMS
- CLASS STAYS CONNECTED
- WON'T MISS IMPORTANT DEADLINES

OUR APP FORMAT

Prototype A OR Prototype B

THE CONCLUSION

After careful consideration, we chose prototype A, because 76.5% of our IIS respondents preferred version A over version B. Therefore, we will be dropping prototype B, and use prototype A to move forward with.

OUR FUTURE PLANS...

- TO GO TDSB WIDE
- GO LIVE FOR 1 DAY
- GET MORE FEEDBACK ON HOW TO IMPROVE OUR COMPANY

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THE END!
Thank You for listening :)



Conclusion - Repeat (Only If You Want To!)

If YES, you will Repeat with the *same Team*

- Did you have a great time?
- Did you work well together?
- Do you think your project has potential?

You have decided to work together again through another cycle of the 5 Steps.

Now take the A or B prototype that the team chose from the last round, and split it, again, into *another* A/B that you will Launch again, and so it goes...

If NO - well here is the good news;

- You have completed a full cycle, and maybe it was tough, but Congratulations - You did it!
- You might want to try a new project with a new team,
- You might want to be Project Leader this time around, or
- Maybe you don't want to be Project Leader this time around - and that's ok!

The Bootstrapping Checklist



Founder of The Bootstrapping Checklist is [Rich Baxter](#)

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For more information please visit my site: <https://bootstrappingchecklist.org>

Or email baxterich88@gmail.com for inquiries and visit our YouTube Channel to upload your videos about your experiences!!

<https://www.youtube.com/channel/UC79Nlv2RcgixorTe4laPh3Q>

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