

“Ernie is an extraordinary individual who can blend an understanding of technology and business into a holistic view of what it takes to win in fast-moving markets.” — *Andy Blackburn, CEO, Niron Magnetics*

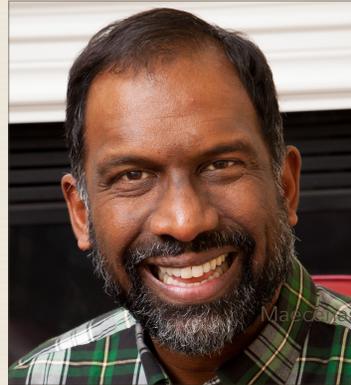
“Ernie is one of those great people who leads from the back of the room. His technical skills, good-natured candor, and concern for others make him an irreplaceable asset.” — *Matt Macinnis, COO Rippling, Angel Investor*

“Ernie possesses a deep knowledge of software and computer technology and a passion for leading teams with vision and empathy.” — *Andrew Williams, Assoc. Dean, Eng., U Kansas*

“Ernie is a genius. He clarifies your goals. Along the way, you suddenly discover that your goals are now higher, more challenging, and you realize that you have the tools necessary to pursue them.” — *Allison Nelson, Project Coordinator, Learn Capital*



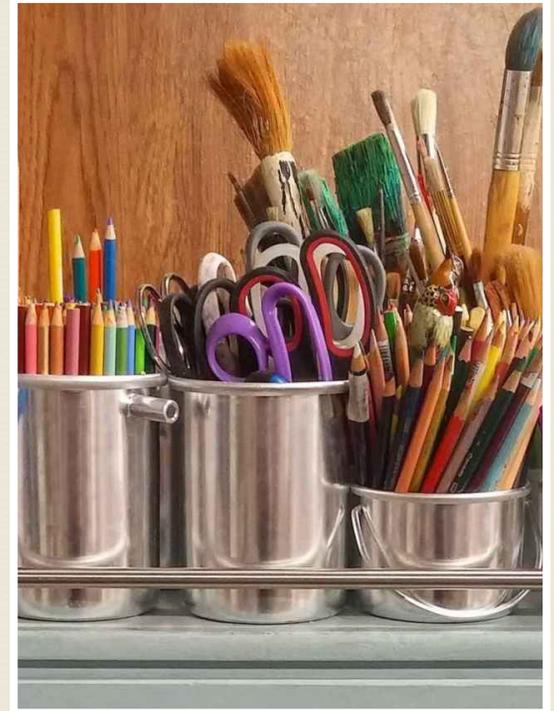
YOUR COACH



Dr. Ernest N. Prabhakar has been studying **systems of innovation** for over thirty years as a Caltech physicist, BCG management consultant, Apple Product Manager during the second Steve Jobs era, and an entrepreneur at more than seven different startups. His mission is to reinvent Western civilization by developing systems that help people become the best version of themselves.

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BUILD OUT YOUR DREAM



MVP CAMP

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Analog skills for a digital world



WHAT IS AN MVP?

Most entrepreneurs focus on building a great product and executing a solid business plan. This is perfect if you are simply replicating a proven business model in a new market; but disastrous for startups trying to bring something new into the world. By the time you discover there is no market for your product, you may not have enough time or money left to try again. In fact, due to the Internet and increased global competition, even traditional businesses are discovering they need to innovate like startups if they want to survive.

To address this challenge, modern startups instead focus on quickly and cheaply building a "**Minimum Viable Product**" (MVP) that they can use to rapidly test and iterate hypotheses about Product/Market Fit with actual customers. This enables them to learn (and more importantly, un-learn) what is required in order to succeed.

DEFERRED PAYMENT TERMS

MVP Camp costs \$3,000 (less for non-profits), but only \$300 is due up front. Instead, you pay 10% of your revenue until you make up the balance. For example, if your new product generates \$4,500 per month, it will take you six months to pay off the remaining \$2,700.

FIND YOUR PRODUCT/MARKET FIT

Through six personalized coaching sessions and customer-focused homework, MVP Camp trains you to discover the **Minimal Viable Product** that aligns what *you* want to be with what *others* will deeply value, by pursuing the “analog” skills of Curiosity, Agency, Resilience, and Empathy.
Perfect for launching a business, finding a career, or discovering your soulmate!



Coaching is available remotely via Zoom.us or in-person in Silicon Valley.
For best results, plan to invest 6-12 hours per session on homework.

SESSION 1. SELF-DISCOVERY

What are your driving passions? What experiences, resources, and skills give you an “unfair advantage”? What would success look like? What would be too high a price?

got purpose?

SESSION 2. CUSTOMER DISCOVERY

How small an audience is viable? Who might they be? What are their needs and wants? Where would you find them? Why will they trust you? Which channels will reach them?



SESSION 3. PRODUCT BRAINSTORMING

What scratches their biggest itch? Where do you have an unfair advantage? Which platform can iterate fastest? How should they pay? When will it make a profit?



SESSION 4. PITCH PERFECTION

Which story works best? With whom does it resonate? How eager are they? Which objections do they raise? What do you need to succeed? Who is Customer Zero?



SESSION 5. “FISH BOWL” MOCK PITCH

Qualify your prospects. Write down why and how they should trust you. Invite them to listen. Share your pitch. Address their concerns. Learn where you must grow.



SESSION 6. LAUNCHING OUT

Celebrate! Debrief. Lessons learned. Next steps. Team and tools. Accountability. Key metrics. Pre-Mortem. Milestones. Kill switch. Self-care. Stoicism. Staying in touch.

