



Small Validations to Traction: a repeatable method to discover and deliver value to your customer

Instructor: Miles Dotson

Introduction

- Hi, Zoo Labs artists. This is Small Validations to Traction, a repeatable process to help you discover and deliver value to your customers. I'm Miles Dotson. Entrepreneurship has been a lifelong passion for me, from the music industry, all the way to Venture Capital. I'm the Managing Partner of Devland Startup Studio and one of the co-founders of At the Ave Records, right here in Oakland, California.

In this course, I will show you how to conduct business in a way that is still true to your artistry. In other words, we'll explore a concept called Product Market Fit, also known as the "Ah Ha" moment. This is the situation that helps you realize whether or not your customer is getting their needs met.

Over the last few years, I've brought this presentation to Zoo Labs artists to help them understand the business behind what they're building. Your success as a creative entrepreneur is really about repeatable processes, a routine or regiment that you can follow to generate real results. I want you to leverage your skills and knowledge, and deeply connect with people to inform every move you make.

We will cover the following lessons: Building a Business As a Creative, How To Map Your Idea, What is Product Market Fit?, How To Measure Audience Impact, How To Express a Solution, and in conclusion, a final recap of key takeaways. For this lesson, you'll need something to write with and be prepared to download a few worksheets.

I want to stir the confidence in you to drive business success while also preparing you to master the art of delivering value that people will come back for. Thank you for your persistence as builders. I know you're creating something special and I hope you're as excited as I am to develop your ability in this new way to measure customer traction, AKA Product Market Fit.