



**Lesson: Prototype**

**Exercise: Checklist for MVP/Prototype**

**Lead In: Online or in classroom (depends on the available resources)**

Team work while roles are assigned

**Duration:**

45-60 min

**Aim:**

To be fully in the shoes of the future customer and to face as many challenges as possible to find out what will happen when you will implement your green business idea on the ground.

The green impact should be taken into consideration.

**Type of activity:** Exercise based on case study and roles

**Group number:** 10+ participants

**Recommended age:** 22-29

**Instruction:**

This exercise is based on roles' assignment to all participants. The roles should be given starting from the ideal persona and also all other stakeholders included in the supply chain (for example: materials providers, several institutions of the state, other businesses (per categories), people (per categories), media (per categories), financial institutions, investors, donors (per categories) etc.

The most important part is that each participant should be the most convenient with the role given to him/her, so that way the exercise will be fully realistic.

All comments should be collected at one place and at the end should be given to the green business idea creator, so he could implement it easier later on.

Key words: prototype, MVP

**Materials, equipment:**

Flipchart or profile at any online conferencing platform

**Ranking in Google form, TypeForm or similar tool concerning:**

- the structure of the exercise(s)
- the relevance of the exercise towards the aim
- coach's competence and relevant directions given

**References:**

<https://www.entrepreneur.com/article/307454#:~:text=The%20main%20purpose%20of%20developing,can%20be%20achieved%20in%20development.&text=While%20a%20POC%20shows%20that,How%20it%20will%20be%20developed>

**Other useful sources:****Annexes:**

Power point presentation

Template document for preparing a prototype