The Startup Sprint

Our Startup Sprint is split into three sessions, each session just 3 hours long. We can do 3 sessions back-to-back in an intense 1.5 days, or spread out over 3 separate dates (although we recommend no longer than 5 working days between each session).

The first 2 sessions - Exploring and Developing - cost £300 for full facilitation and access to our dedicated tools and resources. For Solvers Studio to deliver Session 3: Testing - where we will produce a lo-fi prototype and conduct user testing on your behalf - it is an additional £150.

Session 1: Exploring (mandatory)

During our first session we:

- Explore key business challenges and categorise them thematically
- Delve into the impact these challenges have on the journey of the customer/client/user and how they interact with your service or product
- Select an issue and reframe it as a query we can respond to and produce solutions for
- Rapid idea generation and broad concept development

This helps is lay the foundations for understanding the business priorities, what challenges startups can realistically address during the sprint itself, how to measure any success of the ideas, and to kickstart the development process.

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Session 2: Developing (mandatory)

Starting off with our concepts from Session 1, during the next stage we:
- Critique the ideas produced, giving consideration to the potential benefits each has on addressing our problem
- Vote on a concept to take forward
- Refine the concept
- Consider how this idea will impact the customer/client/user journey and select some key metrics to help us check whether it solves our problem
- Discuss and agree a prototype for the concept, and how to test and get crucial feedback

These activities help startups make clear decisions on what the solution will look like, and to understand how its success or failure can be captured. The startup will have a defined plan for producing a prototype and how to test it with real world customers.

Session 3: Testing (optional)

Using our prototypes, we:
- Conduct short tests with up to 5 people
- Gather crucial feedback and insight from the tests
- Identify the impact the idea has on the customer/client/user journey
- Plan a way forward for further development of the idea

This crucial stage is an opportunity to test assumptions and gather invaluable insight directly from potential end-users. From this exercise, startups get a strong indication on whether the idea is a good solution, whether it should be a priority, or whether there are other opportunities to consider.