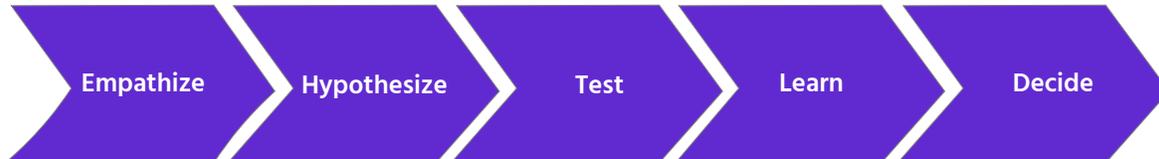




Our Program

The Nextt program is based on a methodology we've learned, practiced & continued to refine over the past decade of testing ideas, launching products & building startups. We follow a five step process of:



1 - Empathize (1 week)

Focus: Understanding your customer, their challenges & building hypotheses through concept development & discovery. This is all about getting people to give you information & answer questions any way you can.

Tactics: In-person interviews & Google Consumer / Survey Monkey surveys. Often involves commercial incentive (e.g. "Let me buy you coffee" or paying third party like google / survey monkey).

Channels: People you know or who know people you know, people on the street or at Starbucks, paid audiences.

2 - Hypothesize (1 week)

Focus: Formalizing your hypotheses and prioritizing them via simple experiments that provide actionable data on which one(s) are worth pursuing versus not. Each hypothesis requires a message/value proposition & market/ audience segment that it's meant to serve. Unlike the prior stage, there should be no commercial incentive involved here. In order to ensure accurate signal on intent/demand, audiences must be acting with free will.

Tactics: Anything that tests true intent, e.g. landing Pages & onboarding flows/surveys.

- What value propositions get which types of people to sign up? What value propositions get those people to sign up and take some steps to receiving the proposed value?

"We are living in a time of great experiments. They are not happening in the lab.
They are happening in the real world." - Fred Wilson

- What do you learn about what people really want?
- What leading indicators have you generated on who your early adopters will be, potential a-ha moments & how you should build MVP?

Channels: Targeted (e.g. paid channels FB/Twitter), self-selected (e.g. blogging), social (e.g. friends/viral loops)

3 - Build & test (2 weeks)

Focus: Taking your best shot to synthesize your learnings about the customer, their problem & what they want most in a solution into a minimally valuable product. Extra points if you can design for binary outcomes like: If X happens, then proceed with idea/product; If not, then idea is disproven.

Tactics: MVPs vary wildly based on the idea & target customer. In general, one should either try to limit the # of features (do one thing well) and/or the complexity of engineering (i.e. minimal customization / automation). The goal is to take the simplest and most efficient path to getting what you hypothesize is a valuable solution to the people you built it for.

Channels: Again, this varies wildly, but we're masters of early stage marketing, and have a scientific method to defining customer profiles in a way that makes them easy to find/target when your MVP is ready.

4 - Measure & learn (1 week)

Focus: Actively monitoring response to, usage of and feedback on your MVP. Are the people you built it for using / responding to it the way you hypothesized? What are the commonalities among those who have? If you designed for a binary outcome, did you achieve it?

Tactics: Customer/user surveying, quantitative data & cohort analysis

Channels: 1:1 analysis w/ data & product advisors; however, this varies depending what you've tested -- could include survey results, out of the box solutions like Google Analytics and/or custom reporting in Excel/sheets

What's common between Gmail, Twitter, Craigslist and Uber?
They were all started as side projects.

5 - Decide & present (1 week)

Focus: You've learned a ton over the past few weeks, so your focus is on getting clarity & deciding your path forward. What was your original idea & the inspiration behind it? What experiments did you ship and why? What did you learn (about your idea, the market/problem, yourself)? And what are you going to do next?

Tactics: Peer & advisor feedback; pitching your story

Channels: 1:1 with your point person, consultation with advisors & presenting your story at Decision Day

Where is Nextt, and how long is the program?

Although Nextt is headquartered in New York City, our advisors are located across the world & our entire program can be administered digitally. We're not restricted by geography, and neither are you. You can take part in the program no matter where you are around the world — you don't have to move, and you don't have to go full time on your project in order to participate. As described above, the program runs 6 weeks from kickoff to Decision Day.

How do I apply?

Anyone can apply by...

- [Filling out a brief form](#) that helps us assess the idea, what problem it solves, why the applicant cares about it & their willingness to boil it down to an experiment
- Paying a one-time \$100 application fee so we know they're serious & committed. This is the only cost of the program, and they don't need to leave their job or go full-time to participate



Adam Michalski - Founder, Bleuberry.io

“Over the course of 4 weeks I wound up **doing basically a year's worth of work** by being surrounded by these awesome advisors.”

▶ [see the video](#)



Himanshu Suri - Media Advisor

“If you’re really passionate about something, it should grow in an organic way. Nextt helps project develop naturally, **the way they should.**”

▶ [see the video](#)



Nina Sodhi - Founder, Red Antler Books

“So what I really got out of it was the **encouragement**. The every week, ‘hey that’s great, what are you going to do next?’”

▶ [see the video](#)



Moshiur Tarafdar - Engineering Advisor

“I’ve got fifteen years of engineering experience in education. I’m excited to see what’s in the pipeline and **work with projects in ed tech as well as as finance, healthcare & fashion.**”

▶ [see the video](#)



Matt Harris - Founder, Bloom Credit

“There’s a process to starting a company, and **you can’t just skip the steps** and hope that it’s all going to come into place...that’s what you really get out it this, is those steps.”

▶ [see the video](#)

You’ve got an idea. We can make it happen.
Apply at <http://nex.tt/apply>