



The Designer's Guide to

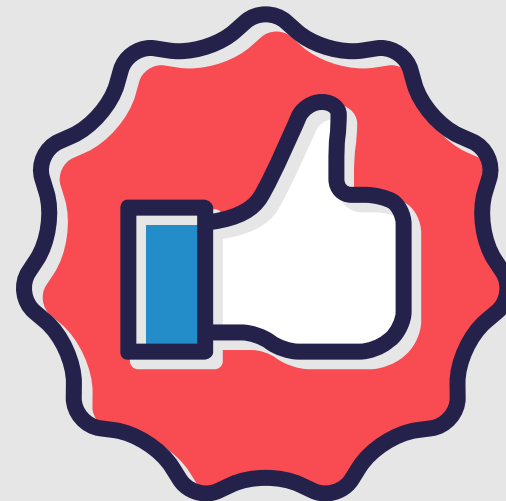
STARTUP WEEKEND

by Iryna Nezhynska

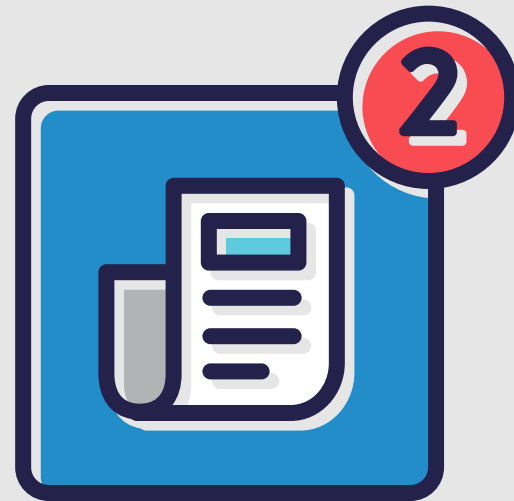
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So, you are going
to Startup Weekend...

GREAT IDEA!

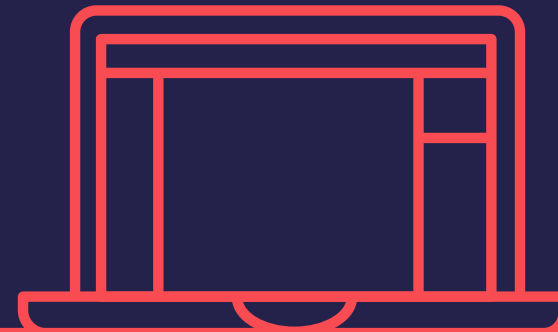
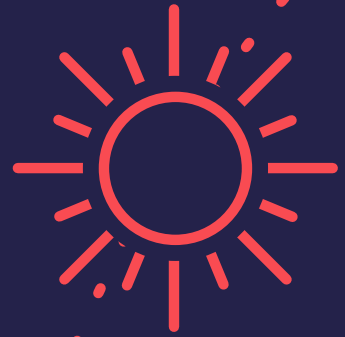


But I have
2 NEWS FOR YOU



Bad news:

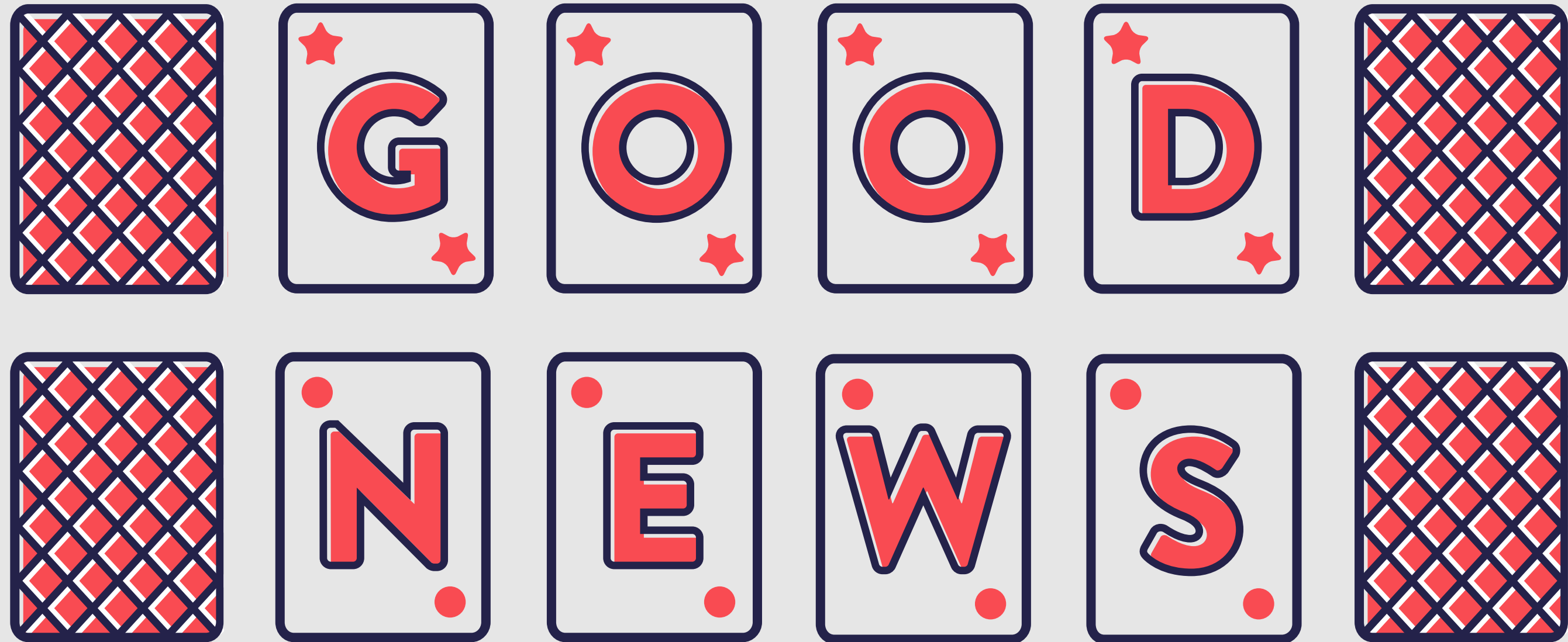
**YOU WILL WORK HARD
ALL WEEKEND LONG**



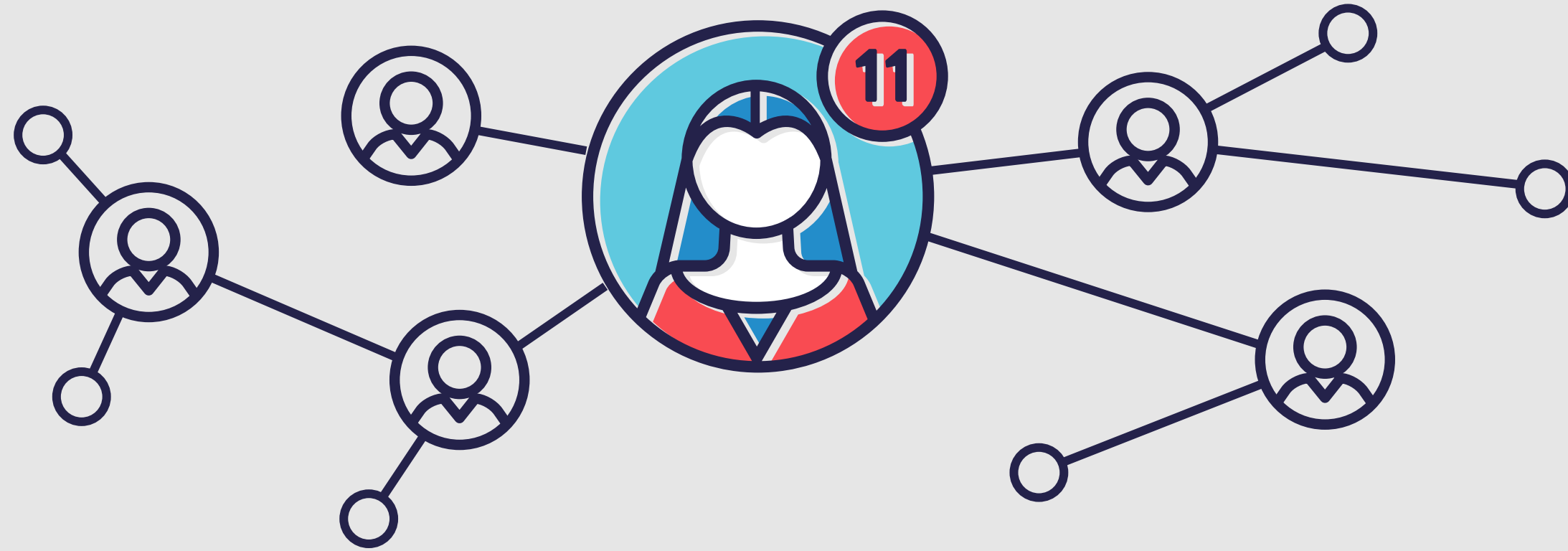
FOR FREE



And



You will
FIND NEW FRIENDS,
who breathe the same air you do



You will
get advices from mentors and
PROMOTE YOURSELF



and

HAVE
A LOT
OF FUN



Then I have several tips
for you :)

Tip 1

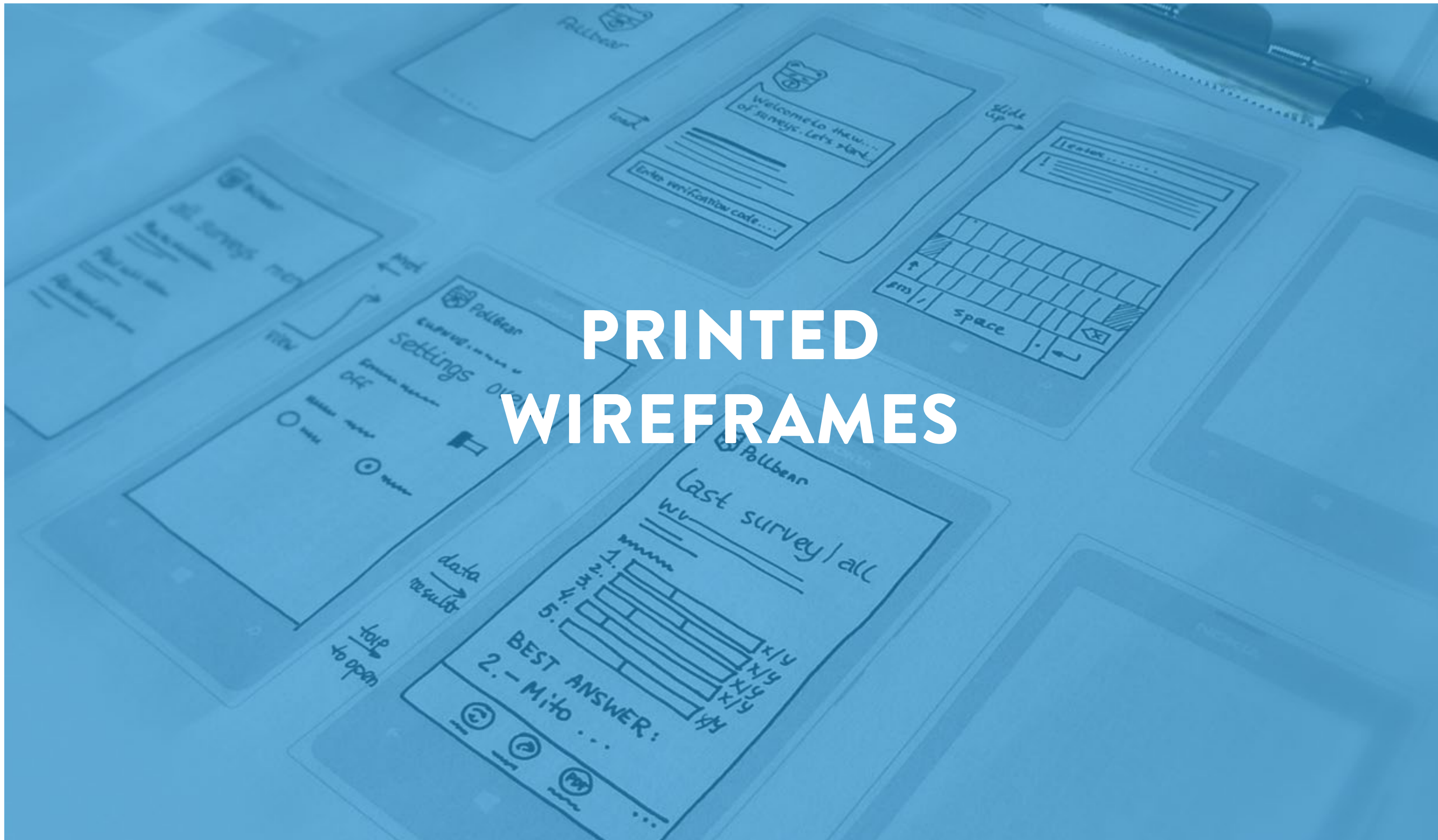
BE PREPARED

with

BUSINESS CARDS



PRINTED WIREFRAMES



BUSINESS MODEL TEMPLATE

THE BUSINESS MODEL

STARTUP WEEKEND WARSAW 2014

Partners

Key Activities

What Key Activities do our Value Propositions require?

Value Prop

What value do we deliver?

Tip 2

**WORK ONLY
WITH PEOPLE YOU LIKE**

A sense of commonality is essential.
Without that, disaster.

YOUR DREAM-TEAM



marketing
guru

who knows how
to make money
from nothing

YOUR DREAM-TEAM



marketing
guru



2 developers

knights of
backend and
frontend worlds

YOUR DREAM-TEAM



marketing
guru



2 developers



YOU

master of grids
and lord of UX

YOUR DREAM-TEAM



marketing
guru



2 developers



YOU



copywriter

immortal
Lorem-ipsum
conqueror

Moral part of Tip 2

Follow the Designers' Code of Conduct and
BE A PRO

Startup weekend isn't your daily work -
there are

NO CLIENT'S REQUIREMENTS

So...

when it comes to creative concept:

**YOU ARE THE DESIGNER
AND YOU KNOW BETTER.**

But don't be selfish and

LISTEN TO YOUR TEAM

(especially to your **business person** -
they know the market better),

because...

**COLLABORATION
IS KEY TO SUCCESS**

And remember our commandment:

**DESIGNER NEVER
LEAVES A PROJECT**

DESIGNER NEVER LEAVES A PROJECT

but

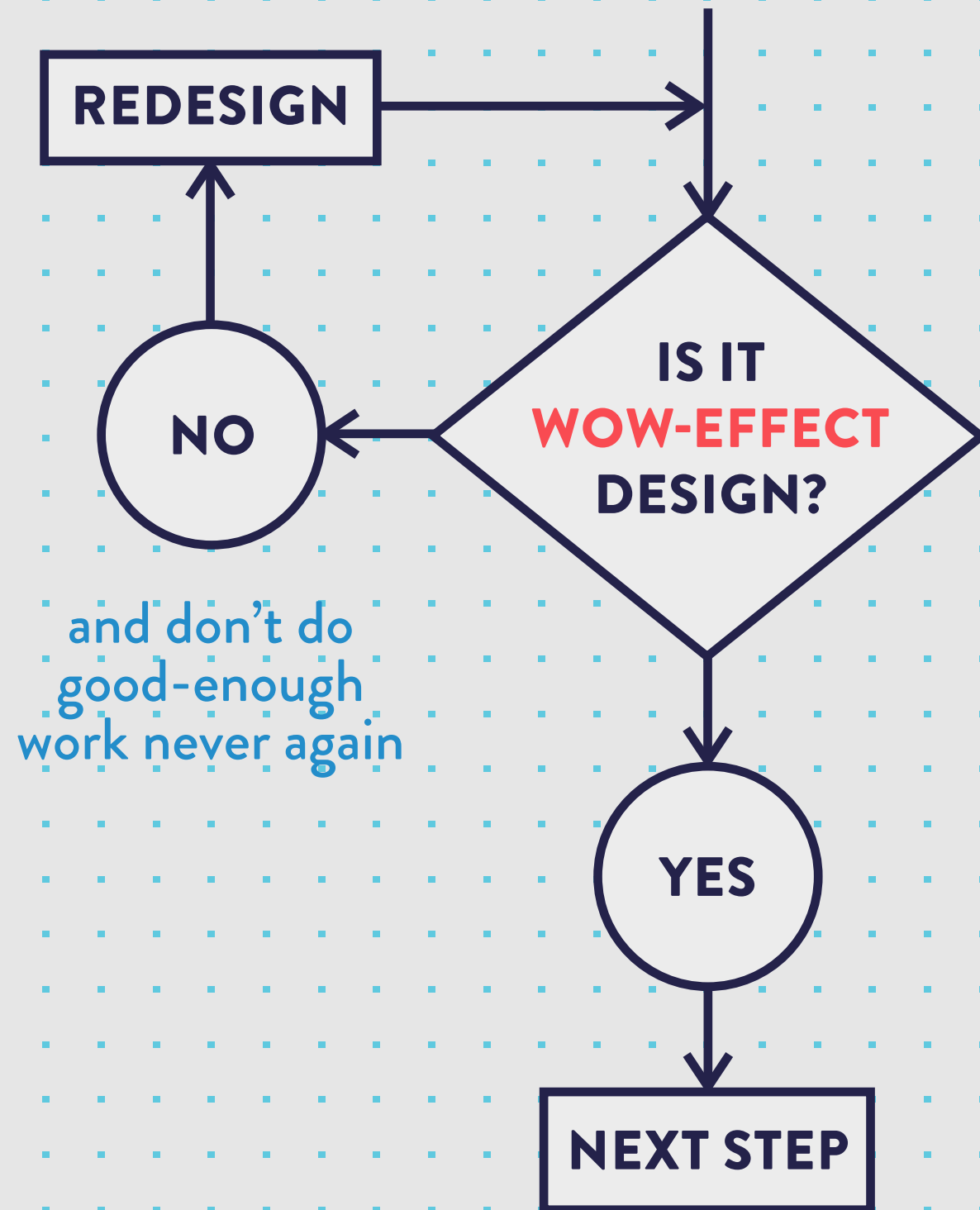
designer can leave a team if project is changed, finished or closed.

(Wow, you are reading this guide so carefully!)

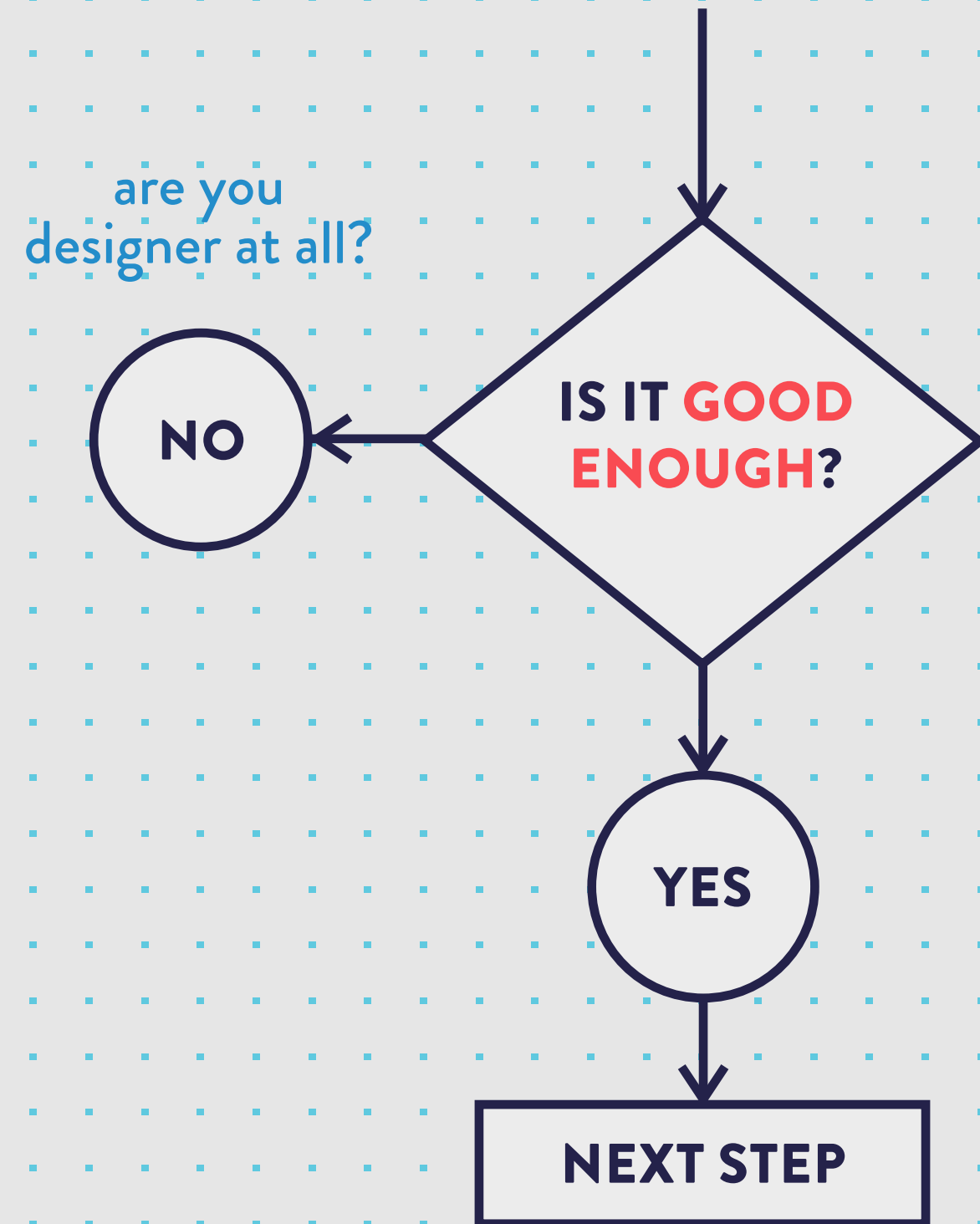
Tip 3

**RECONSIDER
YOUR WORKFLOW**

YOUR DAILY WORKFLOW



STARTUP WEEKEND WORKFLOW





**“DETAILS MATTER, IT’S WORTH
WAITING TO GET IT RIGHT.”**

Steve Jobs

**FORGET IT
FOR THIS WEEKEND**

because



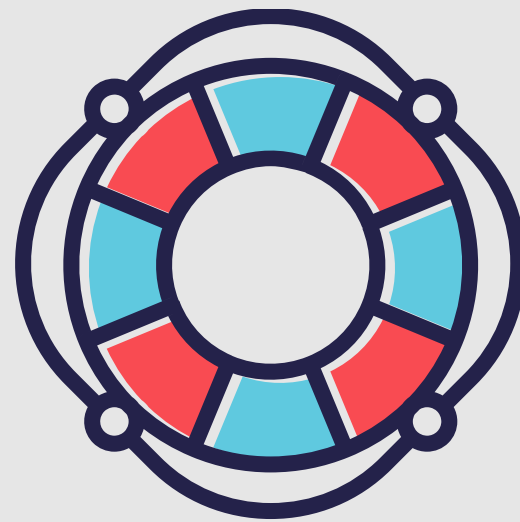
**“DONE IS BETTER
THAN PERFECT.”**

Sheryl Sandberg

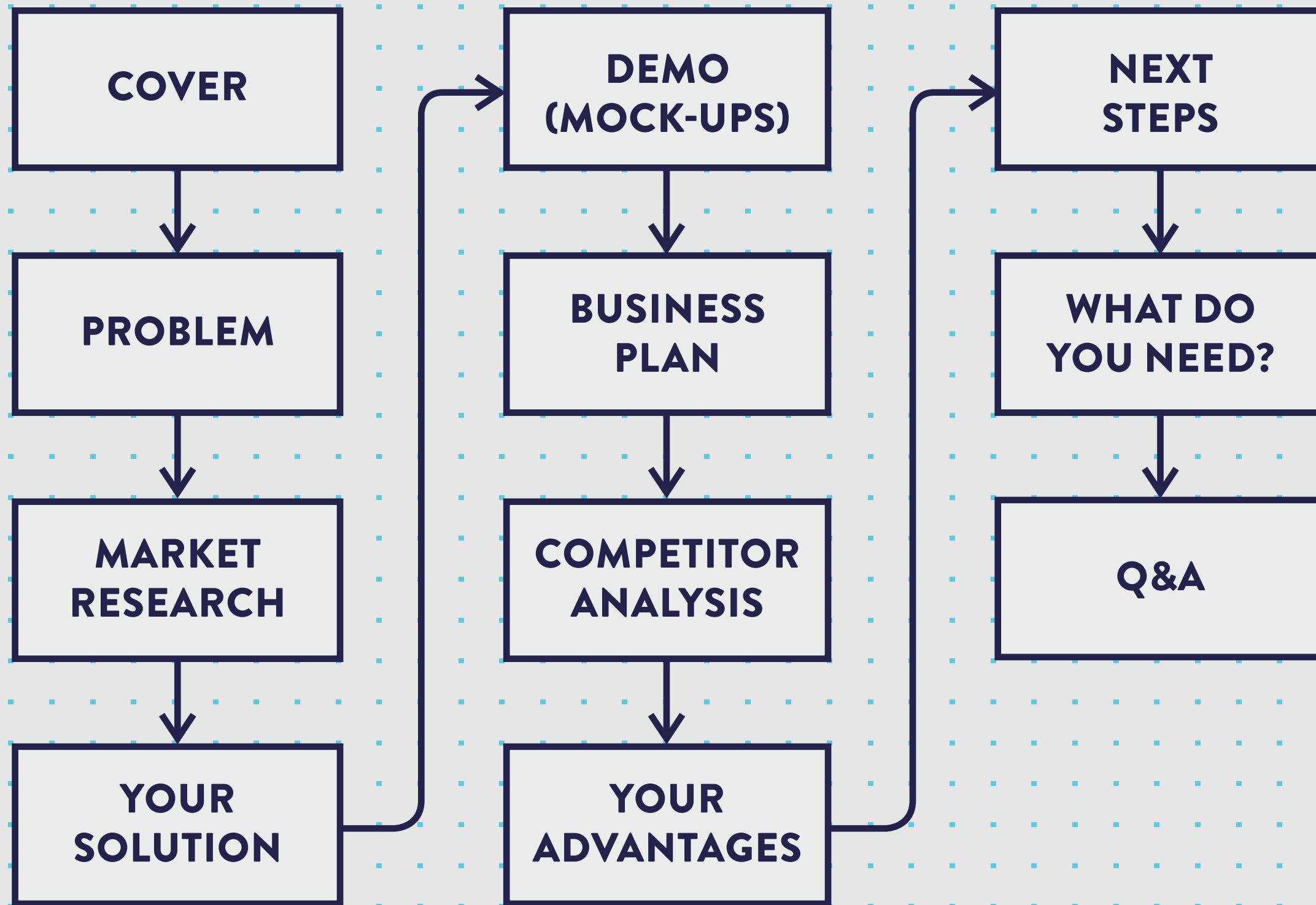
Tip 4

**CREATE A STUNNING
PRESENTATION**

It can rescue your project,
if something goes wrong



PRESENTATION STRUCTURE



Read this book:



**THE PRESENTATION
SECRETS OF STEVE JOBS.**

How to Be Insanely Great
in Front of Any Audience
by Carmine Gallo

On Sunday all teams face the same problem:

usual situation

On Sunday all teams face the ~~same problem~~:

**GUYS, YOU HAVE 3 MINUTES
FOR PRESENTING YOUR PROJECT**

?!! BUT WE NEED MORE TIME



**KEEP
CALM
AND
MAKE
POSTER**

Split all your slides in 2 parts:



present it in 3 minutes



print it and give to judges

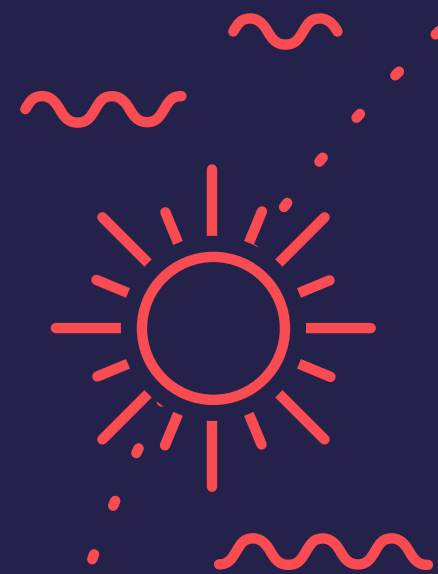
Tip 5

NETWORK!

There is no sense in attending Startup Weekend
without networking

So even if

**YOU ARE WORKING HARD
ALL WEEKEND LONG,**



Stand up and
TALK TO PEOPLE



Forget about the project for 2 hours,
go outside the building and have a break with

YOUR TEAM



Visit

OTHER TEAMS

What are they working on?
Can you give them any good advice?

Talk to
MENTORS

(Job opportunities are here!)

Prepare and get to know in advance:
Who they are? What do they do?
Where do they work?

Talk to
MENTORS

(Job opportunities are here!)

Find any article or interview with them,
read it and think about:

Is there anything you can share with this mentor?

Talk to

ORGANIZERS

These nice guys are always glad to hear your feedback on the level of organization.

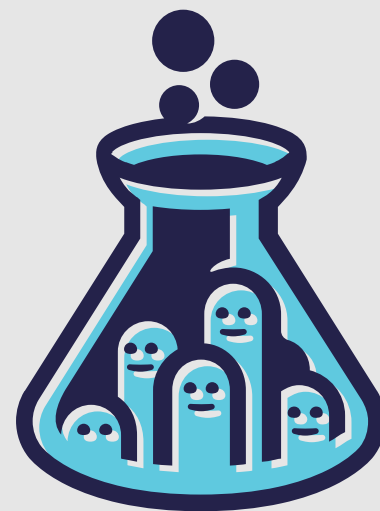
+ Offer to help them after event.
As a volunteer. Why not?

And the main tip
for this weekend:

**NO TALK,
ALL ACTION!**



And
**GOOD LUCK,
MY FRIEND ;)**



I hope this guide will help you
in the upcoming Startup Weekend.
As well as in every hackathon
(they have nearly the same pattern for designers).

Feel free to share this guide
with anybody who needs to read it.
And of course, tell me what you think or say hello at:

behance.net/eirena

dribbble.com/eirena