

Pivots!

Objective

With this lesson we aim to help startups understand what pivots are all about.

1. Startups will find out what a pivot is.
2. They will learn why pivots are essential for the development of a startup.

Materials

The basic materials:

- A video on what pivots are and how to use them.
- A video transcript.
- Exercise.

Procedures

1. Present the video to the startups. Encourage them to take ample notes.
2. Allow for time to answer the questions that will arise from the video. Usually, startups need clarifications. Therefore, it would be advisable for the mentor to watch the video in advance AND read the transcript. The mentor should understand fully how to fill a canvas and create a business model.
3. Startups should be encouraged to pivot on aspect of their canvas. This is a psychological exercise. The mentor needs to break psychological resistance to change. Please, be considerate of the feelings of the founder, who may have invested a lot emotionally.