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

GOOD

NEWS
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
<table>
<thead>
<tr>
<th>Partners</th>
<th>Key Activities</th>
<th>Value Proposition</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>What Key Activities do our Value Propositions require?</td>
<td>What value do we deliver?</td>
</tr>
</tbody>
</table>
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

REDESIGN

IS IT WOW-EFFECT DESIGN?

NO

and don’t do good-enough work never again

YES

NEXT STEP

Start-up Weekend Workflow

are you designer at all?

NO

IS IT GOOD ENOUGH?

YES

NEXT STEP
“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

COVER

PROBLEM

MARKET RESEARCH

YOUR SOLUTION

DEMO (MOCK-UPS)

BUSINESS PLAN

COMPETITOR ANALYSIS

YOUR ADVANTAGES

NEXT STEPS

WHAT DO YOU NEED?

Q&A
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:
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:

- Presentation: Most Important Info
  - Present it in 3 minutes

- Poster: Additional (But Need to Show) Details
  - 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!
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