The Venture Sprint

By Silicon.Garden

Ignite sustainable innovation and creativity while slashing failure rates and costs.

With the Venture Sprint we supercharge sustainable innovation by cutting the drag of low-impact innovation efforts and speeding up learning cycles to the max. The Venture Sprint is our Three-Week-Sprint for transforming bold ideas into validated, fundable ventures.

35% of ventures fail because no one needs their product.

57% of ventures on a failing course still get re-investment.

13 employees worked at Instagram when it was acquired for $1 billion.

0 days left until we reach the Paris Agreement's 1.5-degree target. 6 years early.

Time is ripe for new approach.

The Venture Sprint is for the doers, not the talkers. Ask the creators of Brain.Fish, CleanupSocial.com, EllaEcho.com, and long-term partners of renowned institutions and brands like the City of Vienna, Raiffeisen, Boehringer Ingelheim, and more.
Ask Silicon.Garden.

Before starting the sprint, we will define the mission, assemble the team, engage relevant stakeholders, schedule user meetings, and ensure all necessary preparations are in place to start the sprint together.

Venture Sprint

Week 1
Build
We'll focus on team forming, gathering customer insights, mapping out key assumptions, designing initial experiments, and start prototyping.

Week 2
Measure
We will execute our experiments and test our leap of faith assumption against reality. This involves lots of prototyping, user research, and testing.

Week 3
Learn
We synthesize, refine our prototypes for later use and ensure that valuable insights are captured for everyone to learn from. Finally we prepare for Demo Day.

It's not an ideation event: Hackathons, Service Jams, and Design Sprints are excellent for democratizing ideation. Venture Sprints, however, focus on testing and validating specific business ideas to determine if they are worth pursuing.

It's not a team–building experience: While Venture Sprints do build strong bonds among participants, they are temporary teams formed to validate a venture. After the sprint, participants return to their regular roles.

It's not a feasibility study: A feasibility study looks at technical viability. For instance, a Venture Sprint won't test the mechanics of a fusion reaction, but it can identify which customers are willing to pay more for clean energy.

Venture Sprints aim to answer "should we do it?" by evaluating both the social impact and financial viability of business ideas through rapid testing and prototyping with actual customers. In three weeks time.

Demo Day

Should we do it?

Facts

Duration
3 Weeks
1 Team
1 Coach
(Digital product skills on demand)

Cost
1 Coach, 3 Weeks

Online and Hybrid
100% Location flexible

Learn more

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