

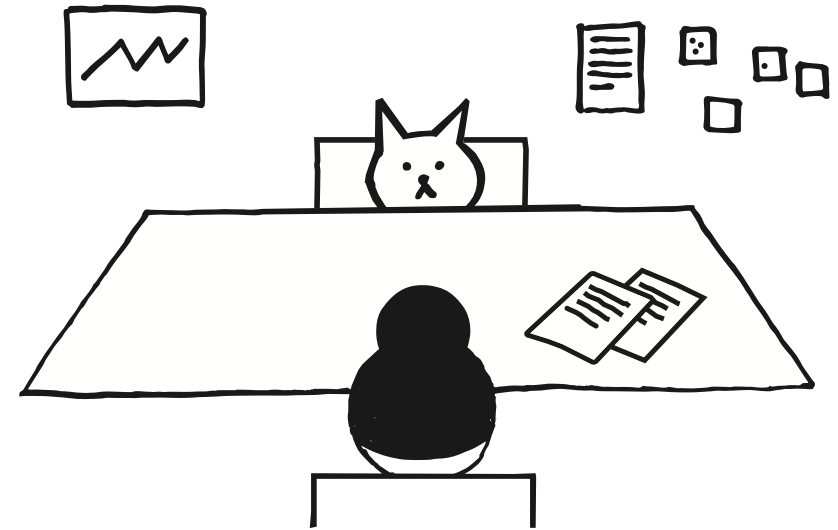
d.labs Recon

**De-risking the path
to product-market fit**

A two-week, high-intensity programme, led by d.labs experts, to build the foundations of your new venture

Bad products aren't to blame for the failure of promising digital ventures, it's the wrong products. Figuring out what products to build, how to go to market with them and how to position them within the hearts and minds of customers is a challenging process, but it's one that requires more than brute-force alone.

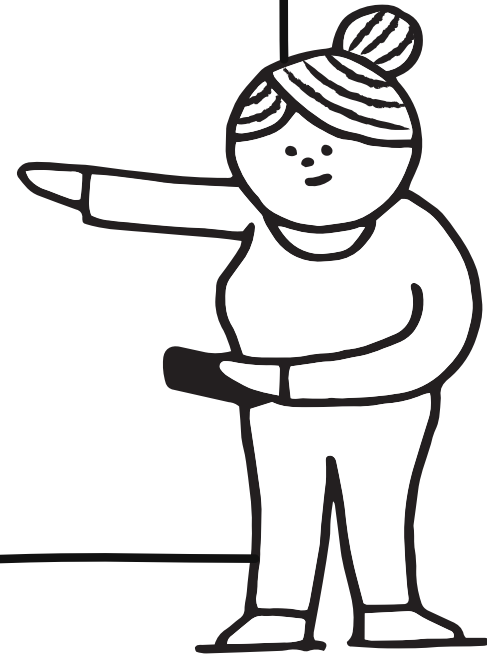
With d.labs, **entrepreneurship is a science**, not a gamble.



*“So, our product is like TikTok, but for cats.
Would you use it?”*

What you'll find in this document?

- What is Recon?
- Main deliverables & Rules of engagement
- The iterations of deliverables
- Short BIOs of people you'll work with



What is Recon?

Recon (short for product-market-fit reconnaissance*) is our **rapid R&D programme for venture builders.**

1.

Our Recon team will ensure your new venture is built on data-driven foundations, leveraging our proprietary tools and processes that have been tried, tested and perfected over the course of building more than 50 digital ventures.

2.

In the space of just two weeks, we will work together to identify the business model and products your new venture needs to succeed, all whilst honouring your budget and founding vision.

3.

d.labs' core-team (analyst, product manager, product designer, technical architect and a founder-in-residence) will combine market research, analytical frameworks, a range of workshops, and hands-on design & development work to deliver strategic direction, tactical plans, clickable prototypes and key customer (or investor) facing assets.

**reconnaissance - a mission to obtain information by observation or other detection methods, about the activities and resources of a particular area*

Main deliverables & Rules of engagement

Main deliverables:

- Research of the competition, substitutes, and alternatives.
- Research and analysis of the appropriate business models.
- Research and analysis of suitable design and user-experience approach.

Service duration:

14 days

d.labs team size:

4 members

Price:

15k EUR

The iterations of deliverables

- Developing a clear value proposition based on value proposition canvas.
- Developing a business model, based on our proprietary d.labs canvas.
- Developing a positioning strategy and a set of suitable go-to-market tactics.
- Developing initial pricing structure and revenue streams.
- Conducting top-down and bottom-up market sizing.
- Developing a venture building strategy.
- Developing a mock-up demo prototype that you can showcase to your prospects.
- Developing a customer-facing or investor-facing deck.

BIOs

Tilen Travnik

co-founder and partner

Tilen is an entrepreneur, mentor and lecturer. As a co-founder of d.labs, he helped to scale over 50 tech startups. He is an active promoter of the startup ecosystem in Slovenia and helped translate three (Running Lean, Scrum & Inspired) essential lean and agile business books into the national language.

In his spare time, Tilen invests, guides and mentors plant-based food startups that share his mission of making our food system more sustainable.



BIOs

Jaka Levstek

founder and CEO



Jaka is an entrepreneur, mentor and lecturer. As a co-founder and CEO of d.labs he helped to scale over 50 tech startups, with three eventually becoming a unicorn. Previously he held management and consultancy roles in tech companies in telecommunications, entertainment & media, and Enterprise IT services.

Jaka is Executive-in-Residence at Imperial College Business School, guest-lectures on entrepreneurial marketing at Cambridge Judge Business School, UCL, Lausanne University and LSE, is a long-standing mentor at top European accelerators and a published author on transparency in marketing.

BIOs

Sara Stojanovski

senior product manager

Sara is a product manager with extensive experience in product discovery and in leading engineering and design teams for complex products. In spite of her introverted nature, Sara evangelises the importance of doing customer interviews as the most effective way to do customer and product validation, insofar she is willing to fly to another country to talk to customers, as she describes in her article: [How being an introvert can help you with customer interviews](#).



BIOs

Primož Škerget

senior digital product designer

Primož has been building digital products in one way or another for the past 10 years. He has been launching apps, products, and services (even a line of pumpkin seed oil products). For the last 5 years, he has worked with d.labs on product concepts, research sprints, investor decks up to transforming products, and helping founders gain a competitive advantage over their competition by using design and lean product development principles. To quote him “I wish I had other hobbies than working on products”.

