

### Passion Project: VALD8, Founder and Product Owner

VALD8

#### Project(s) Undertaken

Building a web-based platform to democratize entrepreneurship!

#### Tasks performed:

- Understood the target audience
- Made research of the rational needs and concerns of customers
- Prioritized on making web application
- Found co-explorers to build
- Built wireframes
- Defined core product features
- Fixed Backend, undergoing UI/UX improvements.

#### Outcome/Insights.

- Built MVP and improving UI/UX before launch in October.
- Competing in Moonshot Pitch competition sponsored by the Burton Morgan Center at Purdue.
- Building the landing page considering the best practices already available.

#### Data/Charts/Graphics

Within the next few years, we will see more entrepreneurs that have recently graduated from college. – [Entrepreneur](#)

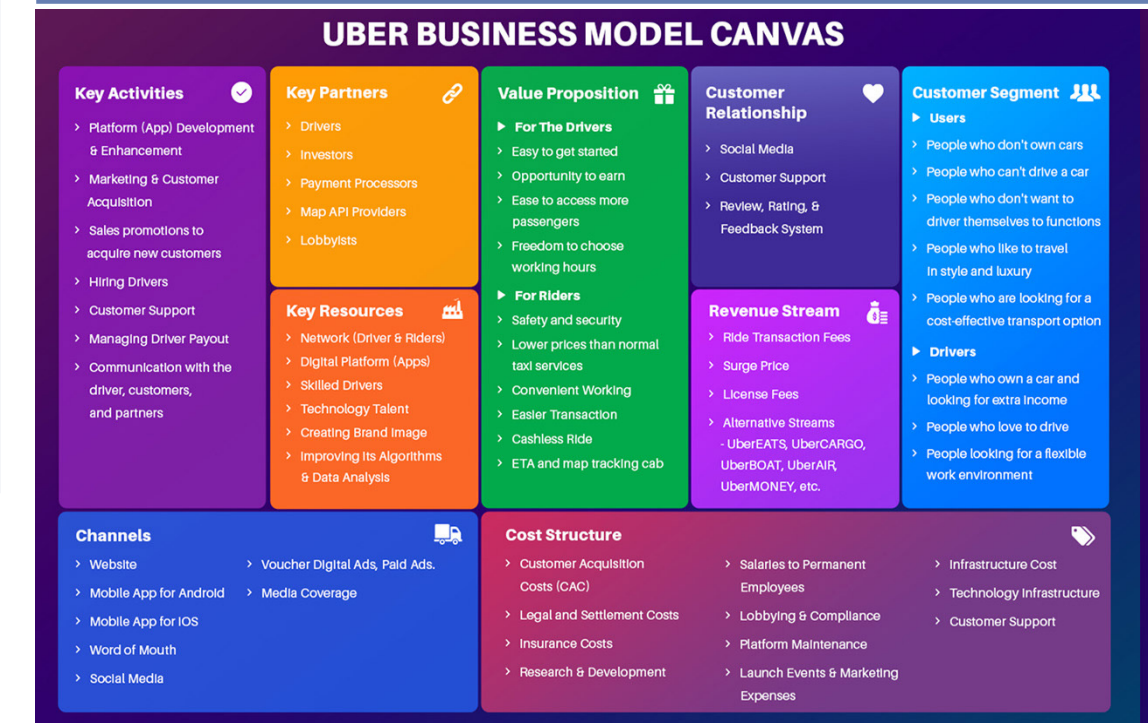
The most valuable thing you can do as a founder is recognizing your downfalls beforehand and learning from other businesses' failures. Apply this knowledge to starting your own startup. – [Failory](#)

Managing pivots in the firms' strategy and direction is a common challenge faced by entrepreneurs. - [Harvard Business Review](#)

SWOT Analysis	
Strengths	Weaknesses
Your advantages	Areas for improvement
Opportunities	Threats
Situations to apply your advantages	Where you are at risk

#### Useful Tools, Skillset(s)

Market research, Product Vision, Business Models, Product Positioning (Fredwin Cycling), User Personas, Competitive analysis, Agile Methodologies, Jira, Gsheets, Figma, Amazon Firebase, Next.js, CSS, Adobe Illustrator



Porter's 5 Forces				
Buyer power	Alternative solutions	Existing competitors	New rivals	Partner leverage
How big is the market and what power do buyers have?	What alternative ways can your customers solve their challenges?	How many competitors are there and how strong are they?	How easy or hard is it for new vendors to enter the market?	Are you dependent on partners and if yes, how much leverage do they have?

#### Lessons Learned

Aligning stakeholders around VALD8's vision while defining the direction of the platform through research, vision-setting, and prioritization helped me in upskilling myself as a Product Manager(PM) and clearly understand what the costs and benefits of each choices are, leading toward right decisions.

There are a handful of skills and practices that any good PM will need to develop and doing side projects is a great way for applied learning! And, if you find product-market fit, one can monetize and scale the product as well as the team!