

Chapter 9 Resources

Build Like an Entrepreneur

Reflection Questions · Builder Exercises · AI in Action

REFLECTION QUESTIONS

Reflect on these before moving on. Write your answers somewhere you will return to.

1. What is a real problem you have personally lived, in your sport, your community, or your life, that frustrates you because no one has solved it well?
2. Have you ever held back from building because you believed you lacked some natural “gift” for it? Where did that belief come from?
3. Think of an idea you have. What is the smallest, cheapest experiment that could tell you whether it is worth pursuing?
4. When you get feedback you do not like, do you treat it as an insult or as a gift? Be honest.

BUILDER EXERCISES

The method is learned by running it, not reading about it. Each of these takes under an hour.

1. Hunt for problems. Write down three real problems you have personally experienced. For each, note who else suffers from it and how badly. You are training your eye to spot, the first step of the loop.
2. Design one test. Take your best idea and design the most basic and simple form of it to test it this week. Define what result would tell you to continue and what would tell you to stop.
3. Talk to five humans. Get out of the building. Talk to five real people who have the problem you want to solve. Ask about their experience, not your idea. Listen more than you speak.
4. Turn a failure into a lesson. Write down a recent failure and, beneath it, the single most useful thing it taught you. Practice turning failure into data on paper, so you can do it in life.

AI IN ACTION

If the entire method is a loop of testing and learning, then anything that lets you run the loop faster and cheaper is a superpower. That is exactly what artificial intelligence now is for builders, and we devote the whole next chapter to it. Here, use it to accelerate the loop.

Try this to move from idea to test in an afternoon.

“I want to solve this problem: [describe a real problem you have lived]. Act as a startup coach. First, help me sharpen the problem and who has it most. Second, suggest three small, cheap experiments I could run this week to test whether a solution is wanted. Third, for the best experiment, help me outline exactly what to build and what result would prove or kill the idea.”

AI can compress pieces of what used to take a team and a budget into work one person can begin in an afternoon. It can research a market, draft the words for a test page, sketch a prototype, summarize what real customers are complaining about, and help you make sense of the feedback you gather. The loop that once took months can now turn in days.

But hold one line firmly. AI can help you run the test. It cannot be the test. Its encouragement is not validation, and its opinion is not the market's. Real learning still comes from real humans deciding whether to buy, sign up, or come back. Use AI to build and analyze the experiment faster. Let reality, not the machine, render the verdict.