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# Nextt Core

*Building trust with the people who matter*

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## Intro & Goal

We've been running Nextt for awhile now, and we've found the first set of goals to be virtually identical for all prospective entrepreneurs. In order to give their project a chance to succeed, they first need to:

1. ***Validate their assumptions*** (about their product, the market, etc. )
2. ***Win the trust of*** people who can help (e.g. investors, collaborators,connectors).

Most of our work with Nextt to date has been on the former-- with things like our [Accelerator](), our [Experiments Platform]() and [Blueprint]() (a collection of experiment playbooks for various types of business ideas).

But now we're excited to start leveraging our learnings to date and building software to help facilitate the latter, which we think is an even bigger issue and opportunity.

## What we've got in mind

We want to build a simple but powerful software platform that helps prospective entrepreneurs -- in their earliest days of experimentation and discovery -- leverage their own network to create accountability, provide help/feedback when needed, and build trust with external parties.

If we do it right, we'll reduce the time, cost and friction of recruiting collaborators & raising money for prospective entrepreneurs throughout the world.

*Note: we're currently testing Core with a 'paper prototype'. Learn more [here]().*

## How it'll work
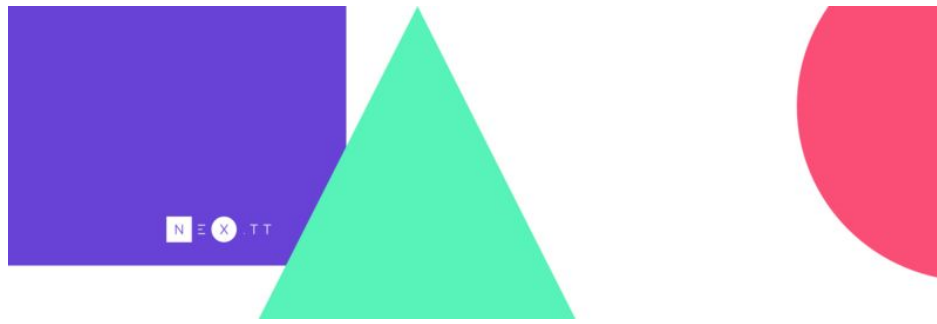
We're still working out the specifics but we want to keep it as simple as possible to start.

- Using Google Auth, give users a way to choose 'a core' of 10 people that they want to keep up to date on progress with their new idea (i.e. what they're doing/learning/need help wit)
  - *Limiting a "core" to 10 people to start will force users to focus on people who can/will really help them. And it also reverses power dynamics from being someone asking others for help to giving them a sense of pride/creating implicit competition with scarcity.*
- Provide/delineate slots for specific types of folks (i.e. 3 Prospective Collaborators vs. 3 Prospective Investors vs. 4 Connectors)
  - *Again, this will focus the user on people who can actually help, and distribute across a few key functions for prospective entrepreneurs.*
- Automate email invitations to those people to opt into/join a user's Core
  - *This will remove friction for the user in getting people to opt into their Core.*
- Provide a platform for weekly updates to this core (templates + email delivery + way to give feedback + repository via profile page)
  - *This will remove friction for user in sending updates, acquiring feedback and building an identity/demonstrating momentum of their idea.*
- Provide basic analytics on who's opening the updates, responding, etc.
  - *This will help users get maximum value from their core.*
- Provide reminders when updates are due and alerts when people in core are not performing
  - *This will help users stay on track and accountable.*
- Give users ability to add/remove people from core
  - *This will help users get maximum value from their core.*
- Provide access to/integrate third party sources to ensure veracity/truth (threat of being caught lying) (Google Analytics, Stripe, Mailchimp)
  - *This will help create an environment of truth and trust, since everyone will know there's a check on wild claims from the user. Eventually these integrations should also reduce friction for users in creating updates/using data, but that can come later.*
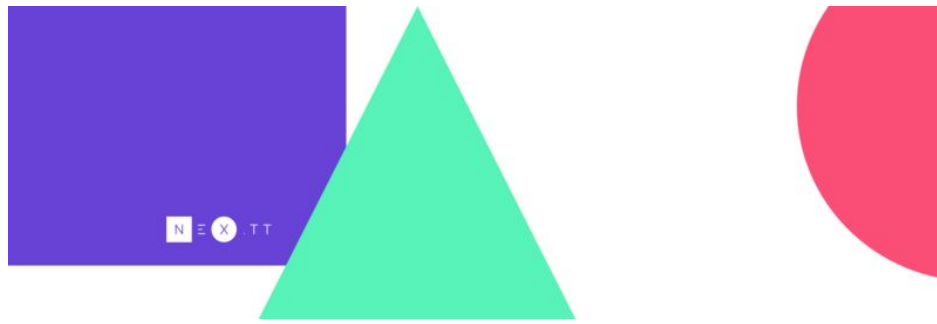
- Once user reaches threshold of updates (e.g. # of months of on-time updates), unlock ability to add slots and/or open to public ("request to follow" mechanic).
  - *This will help user build following around their idea and leverage their own network in meeting/building trust with folks they don't know yet.*

## Roles & Responsibilities

- Project lead (Ajay)
- UX designer to take lead on wireframes/flows (Lunar)
- Graphic designer to lead mockups / aesthetics (Ash / Bryan)
- Software engineer to lead development of platform