

FOUNDERS WEEKEND • SESSION 3

MVP

BY THE END OF THIS SESSION

**I can build a simple
version a customer could
pay for today.**

THE BIG IDEA

One page. **One button.**

Could someone pay you on this page right now?

Not an app. A page you can send to someone.

LAPTOPS CLOSED

WORKED EXAMPLE



“A UX designer's **worst nightmare.**”

THE PAGE

A basic page

SO IT'S NOT A SCAM

A \$5 logo

THE BUTTON

PayPal for
\$29.99

THE RESULT

30%

of visitors clicked
Order Now.

LAPTOPS CLOSED

THE TEMPLATE

Five sections **write the prompt.**

01

Hero

Offer and price.

02

How it works

Three steps.

03

Who we are

One line.

04

Delivery

When and how.

05

Pay

One button.

LAPTOPS CLOSED

YOUR TURN • TOGETHER

**Sell shoes online. Own
no shoes.**

Zappos

01

**What's the
headline?**

02

**What's on the
page?**

03

**How does
anyone pay?**

LAPTOPS CLOSED

WHAT REALLY HAPPENED · 1999

Zappos

Photos first. Shoes later.

FIRST

**Took photos of
shoes in stores**

THEN

**Put them on a
simple site**

AND

**Bought each
pair after it sold**

THE POINT

**Proved people
would buy**

Where were we right? Where did we miss?

DO THIS NOW • 30 MINUTES • LOVABLE

Build it. **Take money.**

5 MIN

Fill the template

It writes your prompt.

15 MIN

Paste into Lovable

Then publish.

10 MIN

Add your Stripe link

Test it on a phone.

Done when: your page is live and takes money, by 2:50.

SHARE · ONE PER TABLE

Show your **live page**.



I like...

What worked, and why.



I wish...

One specific change.



What if...?

A new idea to try.

Open it on someone else's phone.

REFLECT, THEN SHOUT-OUT

What can someone do **on your page now?**

01

Short

One sentence.

02

Specific

Name what they did.

03

Skill-based

Name the skill it showed.