

THE FUNDABLE ENTREPRENEUR METHOD©



What Aspiring Entrepreneurs Can Learn From Jon Batiste

Written by C Lu Bracamonte
Book Design and Illustrations by C Lu Bracamonte



THE FUNDABLE
ENTREPRENEUR
METHOD®

THE FUNDABLE ENTREPRENEUR METHOD®

A graphical e-book series that will gives you the opportunity to learn, build and practice uncomplicated ideas and tools contained in The Fundable Entrepreneur Method®

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C LU BRACAMONTE

**FOUNDER, NXT WAVE FOUNDERS,
CO-CREATION NATION, AND
CAPITALRAISERY**

C Lu has been responding to the digital needs of 645 neglected micro-enterprises across 50 states, impacted by the pandemic, totally free. Since 2020, she's worked quietly with 120 tech-savvy volunteers from different domains in research, software development, UX Design and advocacy to channel their high-energy and abilities to leverage technology while raising the bar for equal access to technology, innovation and seed funding in the entrepreneurial ecosystem.

HELLO@NXTWAVEFOUNDERS.COM

PREFACE

Unlock new skills with a structured, hands-on curriculum, divided in only five (5) spikes..

Spiking will allow you to explore good ideas and bad ones without putting any other value on them, except the little time it took to put them on paper.

Figure out if your idea

PAVE YOUR OWN WAY TO BECOMING A FUNDABLE ENTREPRENEUR: DISCOVER IF YOU ARE READY FOR FUNDERS

can and will take-off.

Nearly everyone can fund a start-up and build products. This isn't the issue.

Founders fail to create enough value for customers.

Or, they create value, but not for enough people.

Or, they fail to understand the core value they provide and who can benefit the most.

Also true, some founders do not get the help and recognition they deserve.

The purpose of this e-book is to help you how to create value and for whom.

We need to pay more attention to the ideation process, reframing how we can create solutions that solve real problems.

While The Valley of Death is a concept reserved for tech startups, it could also apply to every founder going from idea to pre-seed and seed stages.

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CHAPTER

1

WHAT ASPIRING ENTREPRENEURS CAN LEARN FROM JON BATISTE

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As countermeasure to a world in which a protein particle less than 0.14 microns in size can in five months slay global economies and cause the deaths of nearly 500,000 people, a single musician with an instrument can walk into a neighborhood and through music, lift spirits, unite hundreds of people, energize a young person to become a world influencer, and bring forth necessary, truth-seeking revolution.

Credits: Lou Fasher, San Francisco Journalist, SFCV.org, For Jon Batiste, Music Is The Way To Transformation, 2020.

This is the power of music, according to Grammy-winner singer-songwriter, multi-instrumentalist, educator, television personality, Oscar-winner and activist, **Jon Batiste**.

The Louisiana native who comes from humble beginnings inspires us while making his craft an spiritual practice, putting his head down to work on it every day and finding a moment of transcendence to still be himself and win.

We Are All Creators.



"I believe this to my core, there is no best musician, best artist, best dancer, best actor. The creative arts are subjective and they reach people at a point in their lives when they need it most. It's like a song or an album is made and it's almost like it has a radar to find the person when they need it the most."

~ Jon Batiste, 2022 Grammy Award Winner

HUMILITY * GRATITUDE * HOPE * PERSEVERANCE



"I'd like to thank God. I just put my head down and I work on the craft every day. I love music, I've been playing since I was a little boy. It's more than entertainment for me, it's a spiritual practice.

~ Jon Batiste, 2022 Grammy Award Winner

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2

CHAPTER

HOW TO BENEFIT FROM THE E- BOOK SERIES

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YOU TOO CAN WIN. PERSONALIZE YOUR JOURNEY.



1 CULTIVATE YOUR MINDSET

Entrepreneurs, experienced or not, do not necessarily have all the answers, and it is likely that you won't either! Instead, allow yourself to grow your mindset through resilience and grit.



2 EXPLORE PROGRESS NOT PERFECTION

Finding consistent time slots in increments of 10', 30', 60' in a setting of your choice is a great way to deeply observe and document progress over time. Consider your journey a series of sprints.



3 OPEN UP YOUR SENSES

The purpose of The T.F.E. METHOD© is to help record observations of your target audience that could be relevant to your solution in ways that can help trigger a cognitive shift that allows you to move into a more problem-solving space. This will help inspire new and interesting observations that you can record in a graphical spike, rather than worrying about 'getting in right. The design of graphical spike is a method of intentionally creating a solution to a problem with bifocal (short-and- long-distance) views.



4 HAVE FUN

Find ways to take delight in the process and you'll be more likely to contribute to developing problem-solving and discerning data as a habit. Bringing yourself emotionally, not just cognitively, to your observations and discoveries, will deepen your experience.



3

CHAPTER

HOW TO USE THIS E-BOOK

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THE ULTIMATE GIFT OF DAILY HIGHS-AND-LOWS.



1 THE PURPOSE OF THE FUNDABLE ENTREPRENEUR METHOD©

It is the practice of applying lessons from studying thousands of founders, whose wins and losses are helping us close gaps to the creation of healthier, more sustainable technologies for people.



2 BEFORE DESIGN, UNDERSTAND THE NEED

The Fundable Entrepreneur. METHOD© doesn't start by trying to think up some cool new technology. It starts by trying to understand a real need — a weakness in the system, or an instance in which the system is failing its constituents. Then, you will learn to do whatever it takes to fix it.



3 MAKE IT YOUR PERSONAL WORKSHOP

For the purpose of The Fundable Entrepreneur METHOD©, the terms 'spike,' 'journaling' and 'activity playbook' are used throughout to refer to manage the *flight or fight syndrome* presence in the venture creation journey in order to support the discovery of well-adapted design insights. Everyone is welcome regardless experience, background and geography.



4 ALL OF THE ENVIRONMENTAL, SOCIAL AND GOVERNANCE (ESG) VALUES ARE PRESENT IN THE FUNDABLE ENTREPRENEUR METHOD©

They are a way to (re) connect with entrepreneurship and lead into the pavers of the human-equity connection, to witness the abundance possible through sustainability and equity needed to live in a better world.



CHAPTER 4

WHAT TO EXPECT

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THE OUTCOME

FIGURE OUT IF YOU CAN HAVE A COMPETITIVE START-UP

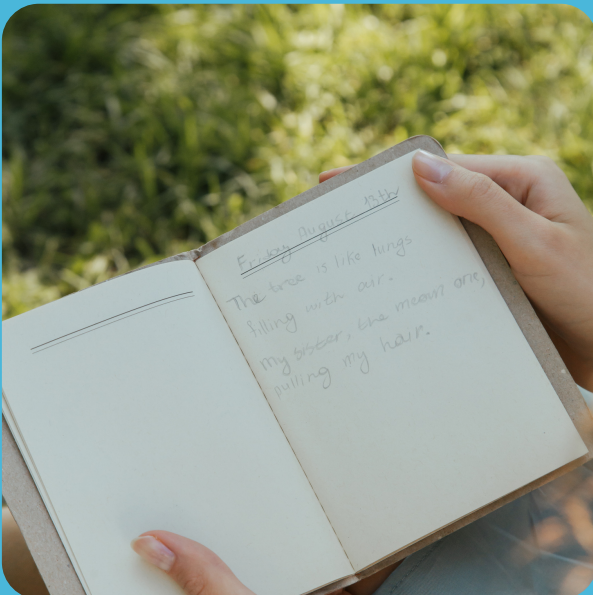
SPIKE

Go through an experiment timeboxed to a certain number of hours set aside just for exploration.



JOURNALING

You decide how to develop your graphical-spike journal practice:
Online, offline, hybrid.
Your choice: writing, drawing, sketching, collage making, boards. A combination of all.



PLAYBOOK

Activities designed to curate tactics and strategies. The outcome will be to find the answers to your own questions.





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CHAPTER

GETTING STARTED

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“

**STEP BY STEP.
SIMPLIFY TO AMPLIFY.**

~ C Lu Bracamonte

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ADVOCATING FOR INCLUSIVE ENTREPRENEURSHIP

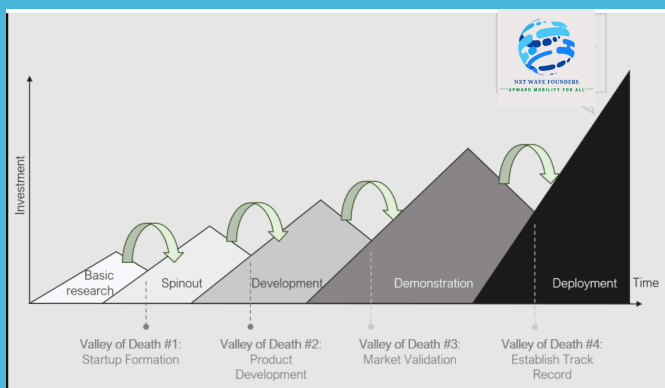
Why entrepreneurs in some parts of USA get the funding, access, and resources it takes to bring great ideas to market, while others get neither the help nor the recognition they deserve?

Whether you are a tech founder or not, you face a challenging path from idea to first product to broad deployment. What barriers do you see along the way? And how do you overcome these barriers and fast track solutions to scale?

Answers are often found in a perpetuated culture of exclusion and inequality, infrastructure issues and unequal access to education, technology and resources.

However, the concept of valley of death is reserved for tech startups, its oversimplified version reads like this: there is usually that one kiss-of-death experience, when the young startup is trapped in a trough struggling to find the winning route to market, but once you nail that product-market fit and gain enough momentum, it's mostly smooth sailing from there.

That is precisely why, for a venture investor who focuses on pre-seed or early-seed startups, a great deal of due diligence involves understanding the founder's ability to find market traction and make it out of that single valley of death. This is a big deal that starts in early stages of ideation.



Entrepreneurs are challenged by the realities of operating in a world where technical and commercial expertise is a prerequisite, incumbent inertia is greater, and capital requirements are higher. They are faced with four great valleys ahead. To cross these valleys, they need to work with engineers, corporations, and investors with wildly different risk and reward appetites. And this is a significant problem for a pre-seed or early-seed investor.

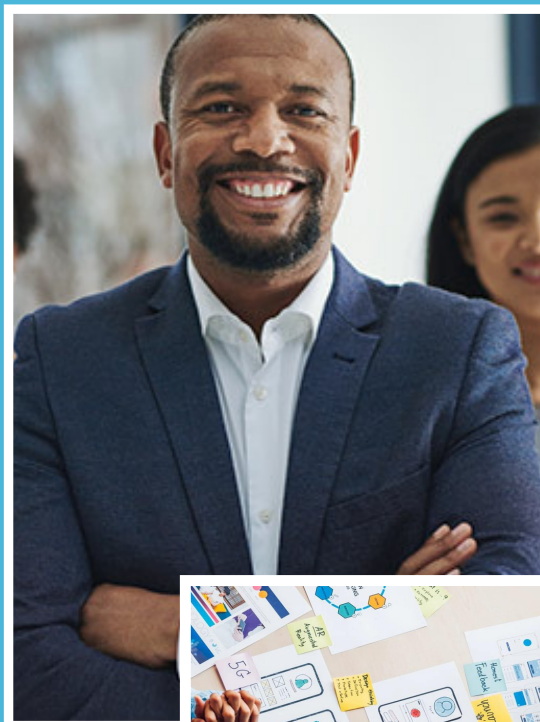
When these investors have a hard time grasping how a startup can reasonably cross from one valley to the next and then the next, they fail to see a path to exit, and therefore hesitate to invest. When startups can't attract investment, their vision crumbles.

How Small Business Owners Can Benefit From Entrepreneurship

There is a fine line between being a small business (SB) owner and an entrepreneur—the roles actually have a lot in common—but there are distinct differences that set them apart. Small businesses usually deal with known and established products and services, while entrepreneurial ventures focus on new, innovative offerings.

Game Changer

Amid the economic tumult of the past two years—with nearly 30% of small businesses closing their doors at the height of the pandemic, workers quitting their jobs at historic rates, and ongoing disruptions to the global supply chain—one positive trend shined through: A record number of Americans started online micro-businesses (Hartman, Padilla. Brookings, 2022).





RESPONSE TO GLOBAL PANDEMIC

Nxt Wave Founders assisted 645 micro-enterprises across 50 states to transition to the digital age with nothing else than sweat-equity and the heart of 120 tech-startups who answer the call to action from March 2020 - to- December 2021.

1200 Virtual Workshops * 56 Mentors

320 Micro-Entrepreneurs Trained in Digital Marketing



6 CHAPTER

THE EXPLORATORY SPIKE

5' read. Due in 5 days.



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How To Practice Exploration Spikes

The Exploratory Spike is perhaps the best way to start for those new to entrepreneurship because all that is required is a broad curiosity and desire to solve a problem in your own life or the lives of others. The Fundable Entrepreneur (T.F.E.) always has a social or economic challenge in mind and looks for solutions. By taking the opposite approach, T.F.E. uses fascination for exploration as a starting point to develop creators' mindsets.

Sometimes the greatest ah-ha moments happen when we are not even looking for them. This is often the case when using the Exploratory Spike because we have no other objective than to immerse ourselves in the problem and who is experiencing it and be open to discovery simply for the sake of curiosity.

The Exploratory Spike helps untap discoveries when we are more task-oriented. As you develop your creator's mindset using a graphical spike-mindfulness journal to catalog your discoveries, you will most likely begin finding unique connections to your present work or work in the future you envision.

Use the Exploratory Spike to create compelling conditions for your products (solutions) ideation.



Set up 20' a day to get in your interruption-free zone.



Schedule daily exploratory spikes for 5 days.



Start your graphical-spike mindfulness journal registering your discoveries.

EXPLORATORY SPIKE PRACTICE



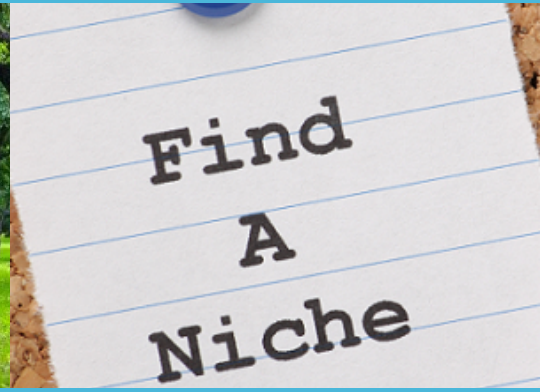
ISOLATE YOUR SENSES

Quiet your cleverness by tuning into your senses.



COLOR YOUR FILTERS

While walking through a park, pick a color - any color- and see how often you find it while exploring.



A UNIQUE NICHE

Focus on one individual that you observe experiencing the problem you identified.
What can you discover?



LET CURIOSITY GUIDE YOU

Allow something beautiful or peculiar in nature to catch your eye, then spend time getting to know it.



RECONNECTING

Sometimes, reconnecting is simply about appreciating what we see or experience in daily life.



WHAT A BEAUTIFUL WORLD

What is an instant of beauty in the world around you that stands out?
Is there any beautiful purpose that emerges?



PRACTICE GRAPHIC-SPIKE MINDFULNESS JOURNALING

Focus on one individual that you observe experiencing the problem you identified. See if you can discover...

- What does the person do during the day?
- Does it do something different during the night?
- How does this person get the job done or not? Is anybody helping?
- Is it isolated or does it live with a community?
- How does it acquire resources?
- Does it produce any "waste" or by-products?
- How does it relate to other individuals in the community?
- Does the individual's impact in the ecosystem change over its lifetime?

Draw a map of the elements you've observed and their relationship to each other to visualize the niche role this individual plays in the ecosystem.



EXPLORATORY SPIKE ACTIVITY

Grow more observant; make assessments; grow a broader curiosity for problem- solving.

HOW TO ASSESS YOUR PROPOSAL IDEA



EXPLORATORY SPIKE PLAYBOOK



Accept: Start with what you know.



Define: Do you understand the problem?



Empathize: UX Research.



Deeper Dive: Do you really, really understand the problem?



Ideate: Sketch user stories.

★ LET'S CHECK THE PULSE NOW



Think about what knowledge and skills you would like to practice your own exploratory spike in your community



My First Key Learning Objective is...

(for example: Data Collection, Trends, Interviews)

Think about it and write it down.

My Second Key Learning Objective is...

(for example: Learn more targeted skills like Java Script)



TAKEAWAYS

1

YOU HAVE EVERYTHING YOU NEED TO START AN EXPLORATION SPIKE.

2

GREAT IDEAS SOLVE REAL PROBLEMS AND CONTRIBUTE TO THE FUTURE OF MANKIND.

3

CURIOSITY AND MINDFULNESS HELP FIND THE POSSIBILITY OF SPIRITUAL TRANSCENDENCE.



7

CHAPTER

KEEP LEARNING

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KEEP LEARNING

1
DOWNLOAD THE E-BOOK SERIES EVERY FRIDAY. IT IS FREE.

April 8 - May 6

2
REGISTER FOR OUR WORKSHOPS

May 12, 19, 26

3
BECOME A CO-CREATION NATION FELLOW

June 2 - August 5

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8

CHAPTER

CALL - TO - ACTION

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**GIVE THE GIFT OF
EDUCATION TO
SOMEONE.**

SquareUp.com



**CHANGE SOMEONE'S
LIFE.**

**NOBODY IS TURNED
AWAY DUE TO
FINANCES IN NXT
WAVE FOUNDERS.**

[Donate](#)



**DO YOU WANT TO
MAKE A DIFFERENCE
AND BECOME A CO-
CREATION NATION
FELLOW.**

[Apply](#)

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WE CAN'T WAIT TO MEET YOU



E-BOOK SERIES

April 8 - What Aspiring
Entrepreneurs Can Learn
From Jon Batiste
. Intro the Exploration
Spike

April 15 - The Functional
Spike

April 22 - The Acute
Observation Spike

April 29- The Adaptation
Spike

May 6 - The Vision
Spike

WORKSHOPS

May 12 - The Exploration
Spike Playbook

May 19 - The Fundable
Entrepreneur Playbook

May 26 - Shifting
Creativity- A new
approach to Human-
Centered Design

CO-CREATION NATION FELLOWSHIP

June 2 - August 5, 2022
Community Renewal

December 2 , 2022 -
February 10, 2023
Intentional Business Leaders

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