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IDEA: Pretotyping Deck of Poker Cards, gift for entrepreneurs taking the big gamble.

MEH: Buying gifts for entrepreneurs (“wouldbes” and “the real deals”) is hard because it’s tough to find something that is not only useful but captures that type of wonder we hope to create when giving a gift; a beautiful multipurpose deck of cards that can be carried around as creative brainstorming aid or played for any card game is the perfect low cost gift.

XYZ HYPOTHESIS: According to [Commerce Institute](#) there were 5 million businesses applications filled out in the United States. At least 5% of these businesses would receive a gift of Pretotyping Poker Cards, at approximately \$20 per deck (shipping and tax included).

HYPOZOOMING: At least 10% of the web visitors to <https://www.pretotyping.org/> or <https://www.albertosavoia.com/> would opt in to be alerted when the Pretotyping Deck of Poker Cards becomes available at \$20 per deck (shipping and tax inclusive).

PRETOTYPING METHOD: Fake Door based on images from below.

SKIN IN THE GAME: Could either be alert opt ins for when the deck is ready, or discounted pre-order – costs of printing in advance versus print on demand would affect the discount.

STORYBOARD (banner ad/onsite promo that clicks through to a landing page which allows for alert opt-in, full price purchase for limited edition deck, discount purchase for standard deck).

NOTES: The deck can definitely be created, but depending on printers, print on demand could wreck profits, whereas limited interest could enhance risk. Worst case/alternate scenario: initial interest is there, but not enough to cover the cost of cheap production. In this situation, perhaps decks could be printed and used as incentives for early signs up at conferences.

What follows below represents Ace through 10 for Heart Suit of cards... they are basic pretotyping techniques. There’s room for 3 additional cards.

As for Diamonds: the pretotyping canvas has 13 steps which can be converted to Ace through King.

For Clubs: tentatively could involve things to watch out for “Thoughtland” or “Other People’s Research”

For Spades: tentatively could serve as brainstorming supplement and cover SWOT Analysis and perhaps additional concepts like Blue Ocean VS Red Ocean, OKRs and KPIs, ideas from Crossing the Chasm or related to Inflection Points.

Without further ado, here are the images, they’re at 300 DPI but sized for poker.

♥ A



Fake Door - for a yet-to-be-developed product or service, create an artifact that suggests it is already available, to see if people would buy it. For example: a brochure for a to-be created item.

♥ 2



Facade - Create an artifact that holds the promise of greater availability or scale for an existing product or service. For example: a concept car.

♥ 3



Pinocchio - create a non-operational version of your product and use your imagination to pretend it works to see if and/or how you would use it. For example: imagine a note taking bot powered by AI

♥ 4



Mechanical Turk - before making a major investment to design and build something complex, consider using human skills to simulate the desired outcome and see how it is received.



5



Movie Trailer - similar to Fake Door but more dynamic. Bring your offering to life through the magic of movies, and capture interest. Example: might someone make a deposit for a trip to Mars?



6



Provincial - before committing to launch a new offering publicly at scale, test it in a more private or informal context to see if there's interest. Example: laser guns for moms at a backyard BBQ



7



The Pop Up - offer a version of your product or service on a scaled down/limited basis to see if there is interest before making a commitment. Example: hot cocoa and snacks for alpine hikers.



8



MVP - create a first iteration of your product with the ABSOLUTE MINIMUM features that would make it valuable and useful to early adopters. Example: hydrogen powered roadster



9



**Impostor**- use an existing product or service as a starting point for your new offering. Often there will be a pre-existing product or service you can modify to “impersonate” your new idea.



10



**Infiltrator** - take advantage of customer traffic in an existing outlet (retail or online) by including your artifact to see if people will buy. Imagine: wireless earphones in a world of rotary phones.