

Aura Sports Cream

UM Pre-College Entrepreneurship Bootcamp

Day 8 = Pitch Day. All work completes by end of Day 7.

Vertical 2: Consumer Products / Aura Sports Cream

Sponsor: Joshua Miller

Mission: Validate whether U.S. customers want and would buy Aura Sports Cream. Build a live landing page capturing real interest. Create a filled influencer pipeline. All work complete by end of Day 7.

Your KPIs

- 25 customer interviews completed and logged
- Live landing page published with email signups
- 20 influencer prospects identified and tracked
- 5 influencer conversations initiated
- Social content calendar built and first posts live
- **Stretch:** Generate the first actual online sale

Your Toolbox

Tool	Use
Google Trends	Validate search demand
Google Forms	25-person customer survey
Google Sheets	Interview data + influencer tracker
Canva	Product visuals, social graphics
Carrd.co	Landing page (fast, free, no code)
Buffer	Schedule social posts
Hunter.io	Find influencer email addresses

Day 1: Foundations

Absorb the startup vocabulary. Read the Glossary at the back. Watch the DoorDash YC pitch – pay attention to how they frame market validation. Prepare your 2-minute personal pitch for Day 2.

Day 2: Pitches, Team Reveal, Setup

After pitches: create Slack channel #team-aura, set up Notion with 4 pages (KPI Board, Interview Log, Task List, Pitch Deck Outline), watch the founder video, assign roles, read Days 3–4 before leaving.

Days 3–4: Discovery Sprint

Day 3 – Morning

Google Trends validation (45 min). Compare “sports recovery cream,” “muscle recovery balm,” and “athletic pain relief” – United States, past 12 months, using + Compare. Screenshot the chart. Note which term leads and whether interest is rising. This goes directly on slide 2.

Competitor research (30 min). Visit biofreeze.com, icyhot.com, tigerbalm.com. Document in Notion: price point, main benefit claims, where they sell, who they target. Create a “Competitor Map” page.

Customer survey in Google Forms (45 min). Eight questions: sports participation level, topical cream usage history, brands tried, biggest frustration with current products, preferred buying channel, monthly spend, what would make them try an unknown brand, and optional Instagram/TikTok handle. Link to a new Google Sheet.

Day 3 – Afternoon

Launch outreach for 25 interviews. Post in your own social stories, text 10 people who train, post in Facebook groups (CrossFit, Marathon Training, Gym Motivation), and in r/Fitness and r/crossfit. Goal: 10+ responses before Day 4.

Day 3 checkpoint: Google Trends screenshot saved. Competitor map in Notion. Form live. Outreach sent to 30+. 10+ responses.

Day 4 – Morning

Analyze interview data. New tab “Audience Insights”: columns Theme, Number of Mentions, Best Quote, What It Means for Aura. Find your top pain point, primary buying channel, and price range. Write a target customer profile in Notion.

Influencer pipeline in Sheets. New tab “Influencer Pipeline.” Columns: Name, Handle, Platform, Followers, Niche, Email, DM Sent, Response, Status. Search #sportsrecovery, #musclerecovery, #gymlife on Instagram and TikTok. Target 5,000–100,000 followers. Goal: 20 rows by end of Day 4.

Day 4 – Afternoon

Write landing page copy in Notion before building anything. This is the most important step. Write: headline (8 words or fewer), subheadline (one sentence), 3 benefit bullets pulled directly from your top interview insights, CTA text, and footer. Writing first means the build takes 1 hour instead of 4.

Day 4 checkpoint: 20+ interviews analyzed. Audience Insights table complete. Target customer profile written. 20 influencers in tracker. Landing page copy written in Notion.

Days 5–6: Execution Sprint

Day 5 – Morning

Build Carrd landing page (90 min). Go to carrd.co, choose Basic (free). Structure: headline, subheadline, product photo or Canva mockup (search “sports cream mockup” in Canva), 3 benefit bullets, email capture form, footer. Publish. Post the live URL in Slack immediately.

Create product visuals in Canva (45 min). Three graphics: product on white background, product on a gym/sports background, and a benefits callout with 3 icons. Download all as PNG.

Day 5 – Afternoon

Schedule 5 social posts in Buffer. Connect Instagram or TikTok. Schedule: Day 5 – data stat from your interviews. Day 6 – product teaser. Day 6 – engagement post (tag a teammate). Day 7 – landing page link with CTA. Day 8 after pitch – the full bootcamp story.

Send influencer DMs to top 10. Personalize by naming one thing they post about. Offer early access, no strings attached, and ask for a quick chat. Mark “DM Sent” in your Sheet with the date.

Day 5 checkpoint: Landing page live. 3 Canva visuals created. 5 Buffer posts scheduled. DMs sent to 10 influencers with Sheet updated.

Day 6 – Morning

Hunter.io email search. For influencers who haven’t replied to DMs: search their website domain on hunter.io to surface publicly listed emails. Send a follow-up email asking for 10 minutes, no obligation. Add to Sheet.

Build Pitch Evidence Table in Sheets. New tab “Pitch Summary.” Rows: interviews completed, % who use sports recovery products, % unsatisfied with current options, average WTP, landing page signups, total outreach sent, influencers who responded, active influencer conversations. Fill in every actual number.

Day 6 – Afternoon

Document landing page signups. Screenshot the Carrd dashboard. Post the count in Slack. However small, this is real traction and belongs on your pitch deck.

Day 6 checkpoint: 25 interviews total. 5+ influencer conversations initiated. Landing page signup count documented. Pitch Summary table complete. KPI board updated.

Day 7: Pitch Preparation

Slide	Title	Content
1	Cover	Team name + “Aura Sports Cream – U.S. Market Entry”
2	The Problem	Top interview stat + most common frustration
3	Market Validation	Google Trends chart + competitor presence
4	What We Found	25 interviews, top 3 insights with real quotes
5	The Product	Aura photo + 3 benefits from landing page copy
6	Go-to-Market	DTC strategy: landing page, influencer, social
7	The Landing Page	Live Carrd screenshot with signup count
8	Influencer Pipeline	Google Sheet tracker screenshot
9	Unit Economics	Price vs. estimated COGS vs. margin + estimated CAC
10	The Ask	Specific 30-day action plan for sponsor

Open the live Carrd landing page in a browser tab during the pitch. Don't just show a screenshot.

Day 8: Pitch Day

Show the live landing page. If a judge asks how many signups you got, click over and show them live. Be ready to answer: "What happens if an influencer actually wants to partner?" You have their contact info, a brief, and a clear offer. The pipeline exists.

Program Syllabus

What This Program Is

Seven working days, 9 AM to 3 PM daily. Day 8 is pitch day. You are placed into a live business vertical with a real sponsor on Day 2. You execute inside that vertical and deliver real, sponsor-ready work by the end of Day 7.

The Execution Formula: Validation + Marketing + Management. “Product” is not in the formula. Build nothing before you validate demand.

Schedule

Day	Focus
Day 1	Startup vocabulary, BMC, VPC, customer discovery, the three costs (time, opportunity, money). Watch DoorDash YC pitch and Snapchat explainer. Homework: prepare your 2-minute personal pitch.
Day 2	Individual pitches (hard 2-minute cutoff). Team reveal. Vertical reveal. Tool setup: Slack channel, Notion workspace (KPI Board, Interview Log, Task List, Pitch Deck Outline), founder video, role assignments.
Days 3–4	Customer discovery sprint. Interviews, research, first KPI check.
Days 5–6	Execution sprint. Build, test, iterate.
Day 7	Pitch prep. Dry runs. All deliverables finalized.
Day 8	Final investor-style panel pitches. Feedback. Debrief.

Assessment

Component	Weight
Individual 2-minute pitch (Day 2)	20%
Team execution vs. KPI board (Days 3–7)	40%
Final investor pitch (Day 8)	30%
Engagement, professionalism, tool use	10%

Three Rules That Apply Every Day

1. **Evidence over opinion.** “I think customers want X” is worth zero. “12 out of 20 people said X” wins.
2. **Done beats perfect.** A live landing page with a typo beats a flawless one that doesn’t exist yet.
3. **Update your KPI board daily.** If it’s not on the board, it didn’t happen.

Pitch Day Rules (Day 8)

- Open with a real number, not a plan.

- Hard 8-minute cutoff. Practice until you know your 7:30 mark.
- Every team member is assigned slides before you walk in. No fumbling.
- Know your 3 hardest numbers without looking at the screen.
- End with a specific Ask – named channel, dollar amount, timeline.
- Export the deck as PDF the night before. Record a Loom backup of any live demo.

If You Get Stuck

Problem	Fix
Can't get interview responses	Post in a different community, change the subject line, offer to share findings
Tool not working	Use the backup tool listed in your toolbox, or ask your TA
Team conflict	5-minute timer, each person states position once, majority vote, document and move on
Behind on KPIs at Day 5	Triage: pick your 1-2 most important KPIs and cut everything else
Sponsor unreachable	Use materials already provided. Document outreach attempts – that's data.

Startup and AI Glossary

Core Startup Terms

Term	What It Means
BMC	Business Model Canvas – your business on one page across 9 blocks. Fill outside-in: start with the customer.
VPC	Value Proposition Canvas – customer jobs/pains/gains vs. your solution. Mismatch = guess, not product.
MVP	Minimum Viable Product – in 8 days this is a landing page, a form, or a manual process. Not code.
PMF	Product-Market Fit – 40%+ of users would be “very disappointed” if your product disappeared.
Pivot	Change one core assumption based on data. Day 4: discipline. Day 7: denial.
CAC	Customer Acquisition Cost – total spend divided by new customers. In this program: hours spent divided by customers converted.
LTV	Lifetime Value – total revenue from one customer over their full relationship with you. Target LTV:CAC of 3:1.
Churn	Customers lost this period divided by customers at start. Fix retention before scaling.
KPI	Metric with a deadline. Red on Day 5 means fixed by Day 6.
Unit Economics	Revenue minus cost per single unit. Negative = scale makes things worse.
WTP	Willingness to Pay – found through interviews, not surveys. Ask: “Have you ever paid for something like this?”
ICP	Ideal Customer Profile – the exact person most likely to convert and retain.
TAM/SAM/SOM	Total market / reachable portion / realistic near-term capture. Investors care about SOM.
NPS	Net Promoter Score – % Promoters minus % Detractors. Positive NPS from real users is strong pitch evidence.
Viral Coefficient	New users each user generates. $K > 1$ = self-sustaining growth.
UGC	User-Generated Content – reviews, videos, social posts created by users. Lowest-cost, most credible marketing.

The Four AI Tools

Rule: Use 3–4 tools in sequence. One tool for everything = mediocre outputs.

Tool	Best Use
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NotebookLM	Upload source documents. Answers cited directly to your sources. Fastest way to turn 40 pages into a 2-page action brief. Not a brainstorming tool.
Gemini	High-volume fast synthesis. Paste 25 interview responses, get a bullet-point summary. Longer free context than most.
Claude	Long-context reasoning and high-quality output. BMC/VPC analysis, pitch deck copy, pricing models. Save for pitch-critical work – daily message limits apply.
ChatGPT	Fast creative volume. 15 taglines, 20 headlines, quick name ideas. Generate options here, polish in Claude.

The Four-Tool Cascade

1. **Ingest (NotebookLM)** – Upload all source docs, get condensed outlines.
2. **Process (Gemini)** – Paste bulk data, synthesize fast.
3. **Reason (Claude)** – Feed outputs in for strategic analysis and high-quality writing.
4. **Ideate (ChatGPT)** – Generate volume fast, bring the best back to Claude to finish.

Context Management – 8 Rules

1. Compress before you paste. Run transcripts through NotebookLM or Gemini first. 90% fewer tokens, same output.
2. Keep a VERTICAL_BRIEF.md – under 400 words, updated daily. Paste at the top of every new AI session.
3. One task per session. Each major task gets its own conversation.
4. Match tool to task. Claude for quality reasoning. Gemini for bulk. ChatGPT for creative volume.
5. Build a Prompt Library in Notion. Save every prompt that produced a great output. By Day 5 you should have 10–15.
6. Specify output format. Weak: “Give me insights.” Strong: “Output a 4-column markdown table sorted by frequency.”
7. When a session degrades, start fresh. Paste your VERTICAL_BRIEF.md and continue. Don’t try to fix a degraded conversation.
8. Rotate tools when one hits its cap. Never stop working because one tool hit its limit.

AI Decision Matrix

Task	Tool
Summarize a 20-page document	NotebookLM
Synthesize 25 interview transcripts	Gemini
Build the BMC or VPC	Claude
Write the pitch deck narrative	Claude
Generate 15 tagline options	ChatGPT
Draft one cold outreach email	Claude
Draft 50 cold emails at scale	ChatGPT
Social captions and short copy	ChatGPT
Financial model from interview data	Claude

Web research synthesis	Gemini or ChatGPT (search on)
Build an automation	Make.com
Add AI to an automation	Make.com HTTP module to Claude API

No-Code Tool Reference

Tool	Use
Notion	KPI board, interview log, task list, pitch outline. Replaces five apps.
Canva	All design. Use the Brand Kit to lock colors and fonts from Day 2 onward.
Carrd.co	Landing page in under 1 hour. Free, no code.
Make.com	No-code automation. 1,000 free operations per month.
Mailchimp	Email marketing. 500 contacts and 1,000 emails per month free.
Buffer / Later	Social media scheduling. Plan content once, post across platforms.
Typeform / Tally	Polished survey forms with better UX than Google Forms.
Miro / Whimsical	Visual mapping. Whimsical for flowcharts, Miro for personas and journey maps.
Apollo.io	Verified B2B email finder. 50 free exports per month.
Hunter.io	Find emails by company domain. 25 free searches per month.
Loom	Record demos. 90 seconds of live demo beats any slide. Record before pitch day.
Similarweb	Competitor website traffic data. Use to validate market size.
Maze	Usability testing platform. Produces a quantified task success rate.