Using Anthropology in a Tech Accelerator Molly Rempe (class of 2015)
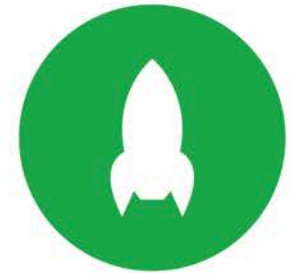
What is an Accelerator?

A fast-paced program to identify the best product ideas for investment. Our teams get 6 months to "prove" product viability.

Why Anthropology?

- User focus
- Assumption exposure
- Team alignment
- Risk mitigation

Before funding:

- Who are our primary users?
- What do they do and why do they do it?
- How can this be improved?
- Is this a problem worth solving?

After funding:

- Are we solving the problem?
- What features provide the most user value?
- Does our solution enable users to do it better? How much better?

What methods?

- Secondary industry research
- Competitive analysis
- Contextual inquiry
- Semi-structured interviews
- Prototype testing

What does a team look like?

- Product Owner (define the market)
- Researcher (test assumptions)
- Designers (create the blueprint)
- Developers (create the code)
- Project Manager (ensure commitments)

Why grad school?

- Learn how to think
- Learn how to test
- Build a portfolio
- Become an "expert"

Cognizant
ACCELERATOR