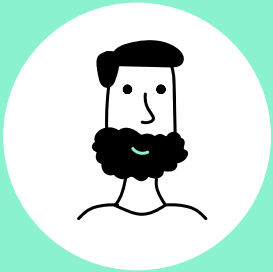


The Sprint Team

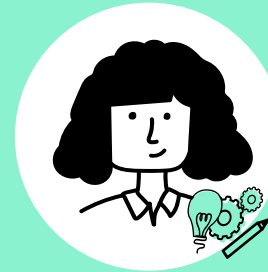


Team Sponsor

Leadership role
Decision-maker

Responsibilities

- Represent the company's commercial and strategic objectives
- Assign resources and enable their availability and dedication to project
- Coach and mentor the team
- Gain commitment from the rest of the organization
- Ultimate decision-making on project

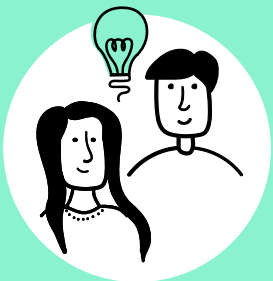


Team Lead

Leadership role
Sprint execution

Responsibilities

- Create the sprint format, plan accordingly and keep the team on track
- Ensure quality of findings, recommendations and pivots
- Liaison with the team sponsor
- Educate, inspire and energize the team

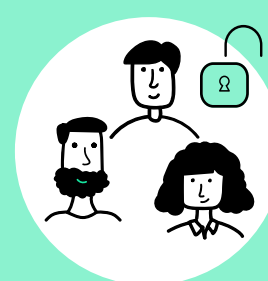


Team Members

2-3 people
Executing the sprint

Responsibilities

- Identify and brainstorm on the personas, potential value propositions, and Business Models
- Identify and run customer experiments
- Summarize and conclude on results and evidence



External Support

Support during
decision points
and workshops

Responsibilities

- **Internal experts:** people from different departments or different mindsets
- **Leadership:** other leadership roles who can support with expertise or should be involved due to their critical position.
- **External subject matter experts:** professors, consultants or business partners
- **Customers:** users, potential users, and current non-users of your idea

Based on the descriptions, define who you want to recruit for your sprint team.

Core Team			
Team Sponsor			
Team Lead			
Team Members			
External Support (for feedback, ideation and decision support. Define how and when to reach out.)			
Internal experts			
Leadership			
External subject matter experts			
Customers			
Others			