

Q5

Actors: Founders meet with mentor / coach after an early launch.

Founder (F)

Coach (C)

F: We need to pivot. We launched 3 weeks ago and sales are ~~dead~~ dead. Let's scrap the B2B idea and build a consumer social app instead. That space is hot right now.

C: That's not a pivot. That's panic. What ~~are~~ assumptions actually failed?

F: We don't ~~to~~ really know. We just know this is not working.

C: Okay, then you're throwing away learning. A pivot means changing direction while keeping one foot planted. What did you learn

about the problem or customer?

F: Honestly, nothing solid yet.

C: Exactly, you haven't finished a pivot cycle. PayPal didn't jump randomly. They kept their security insight and shifted how it was used. If you change everything, you're jumping, not pivoting.

F: So should we just tweak things? New logo or pricing?

C: That's iteration. If the core assumption is wrong, tweaks won't save it. Set a 2 month deadline. Test the problem with real customers. If the data flatlines, the pivot based on why.

F: So we pivot from failed

assumptions , not fear.

C: That's the method!