



WEARABLE TECH VENTURES™



LaKisha Greenwade



# THE CRITICAL ROLE OF FAILURE

How To Fail Fast & Make Strategic Moves

LaKisha Greenwade

AAAS HBCU Making and Innovation Showcase 2022



< Connect With Me on LinkedIn

[www.WearableTechVentures.org](http://www.WearableTechVentures.org)

[www.LaKishaGreenwade.com](http://www.LaKishaGreenwade.com)

# LET'S TEST OUR KNOWLEDGE AND ENGAGE OUR TECH DEVICES

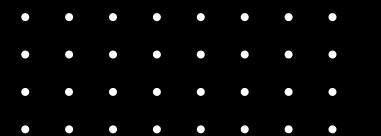


## INTERACTIVE SESSION

Please engage with me during this session.

## USE MOBILE OR TABLET DEVICES

There will be resource links made available during this presentation.



# LET'S TEST OUR KNOWLEDGE AND ENGAGE OUR TECH DEVICES



## WORK WITH ME

When a QR code appears, open your camera and line up the code.

## ON DEMAND

The QR code provides web links for use and reference.

# LET'S TEST OUR KNOWLEDGE AND ENGAGE OUR TECH DEVICES



**CLICK ON THE LINK**

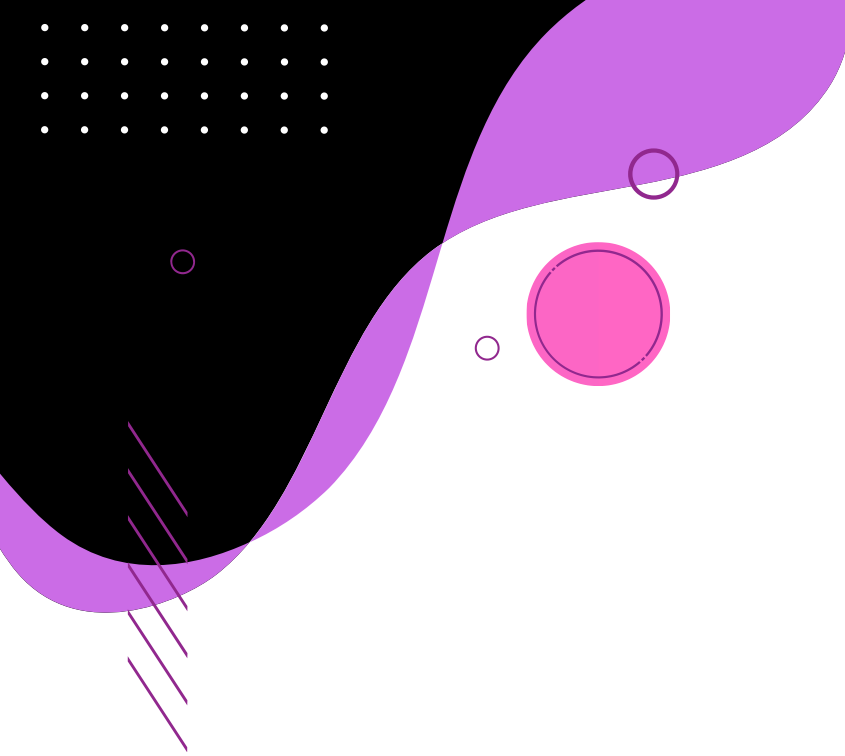
Touch the link highlighted when your camera reads the QR code.

**OPEN IN YOUR BROWSER**

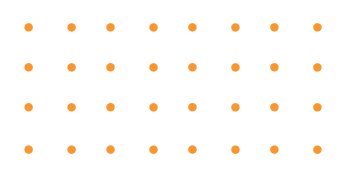
Save the link for future use.

# PLAY TO FAIL





# WHAT IS FAILING FAST?



# LET'S DISCUSS

1

IDEAS ARE DEVELOPED AND TESTED IN A SERIES OF ITERATIONS MOTIVATED BY HYPOTHESES.

2

IT IS FOUNDED ON THE PRINCIPLE OF RECEIVING EARLY FEEDBACK THAT MAY CONFIRM OR REJECT AN IDEA

3

HAS CLOSE TIES TO THE MINIMUM VIABLE PRODUCT (MVP) CONCEPT.

4

AIMS TO INCREASE THE RATE AT WHICH A COMPANY CAN LEARN AND ADAPT TO NEW CIRCUMSTANCES BY ACCELERATING THE CYCLE OF HYPOTHESIS, MVP, AND OUTCOMES ANALYSIS.



**INCLUDE STRATEGIES  
THAT EMBRACE  
RAPID EXPERIMENTATION**







# LET'S DISCUSS

1

SEE YOUR DECISION AS  
TWO DOORWAYS: CLOSED  
DOORS OR 2ND DOORWAY

3

IDENTIFY POTENTIALS AND  
PROVIDE DETAILS

2

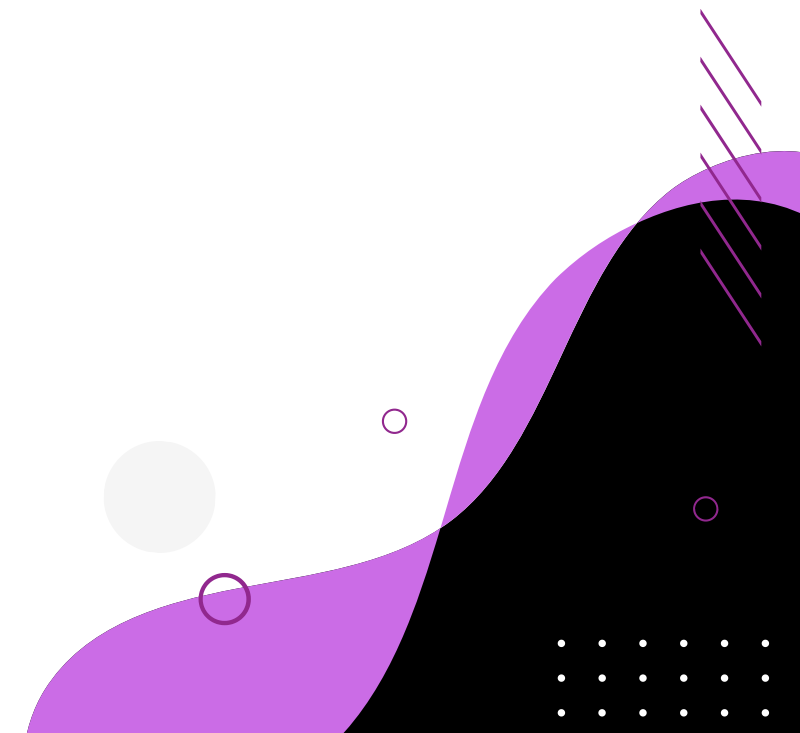
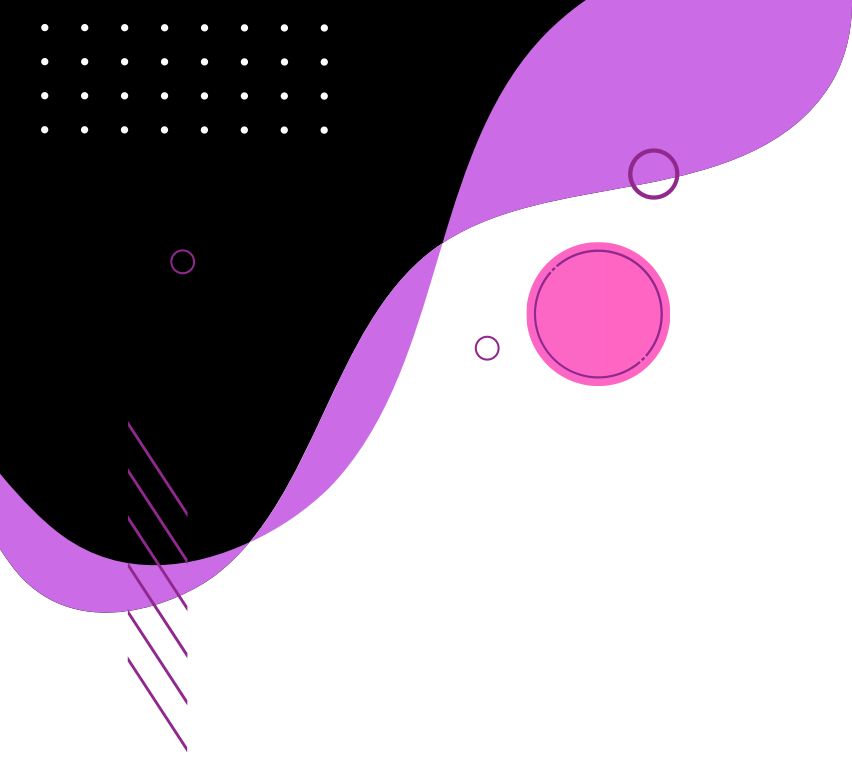
FRAME YOUR CHOICES  
AND PROMPT FOR  
DISAGREEMENTS  
RATHER THAN PRAISE

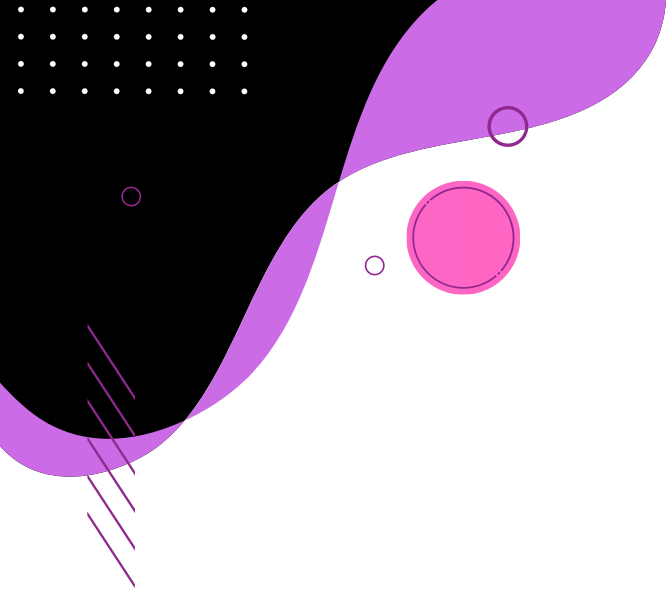
4

LEARN TO RECOGNIZE  
OBSTACLES THAT PREVENT YOU  
FROM MAKING A DECISION.



# MODEL EVALUATIONS

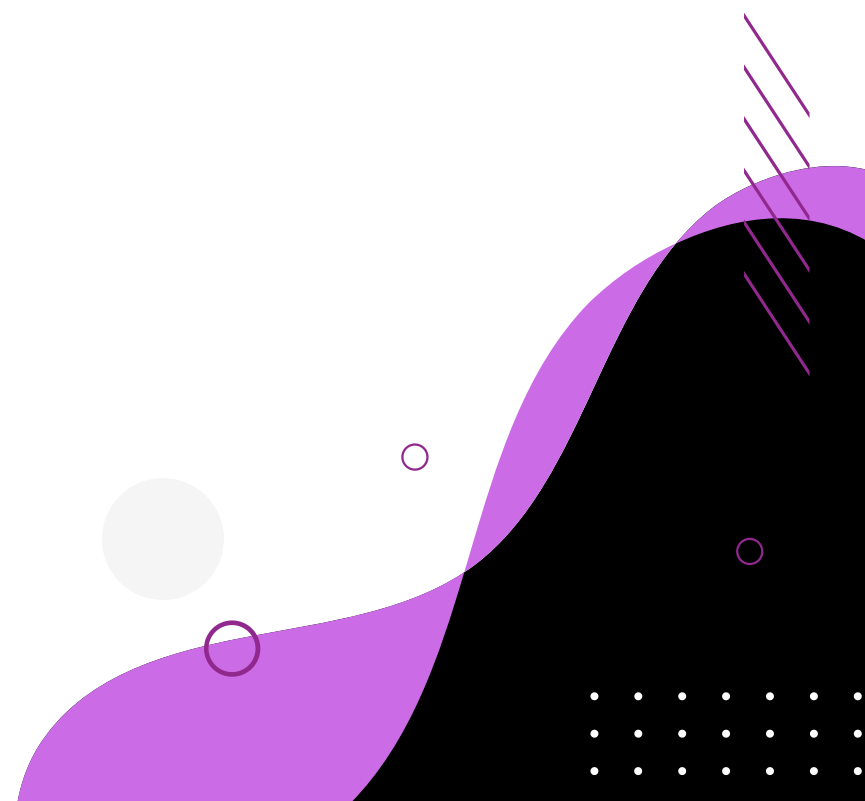




# LET'S DISCUSS

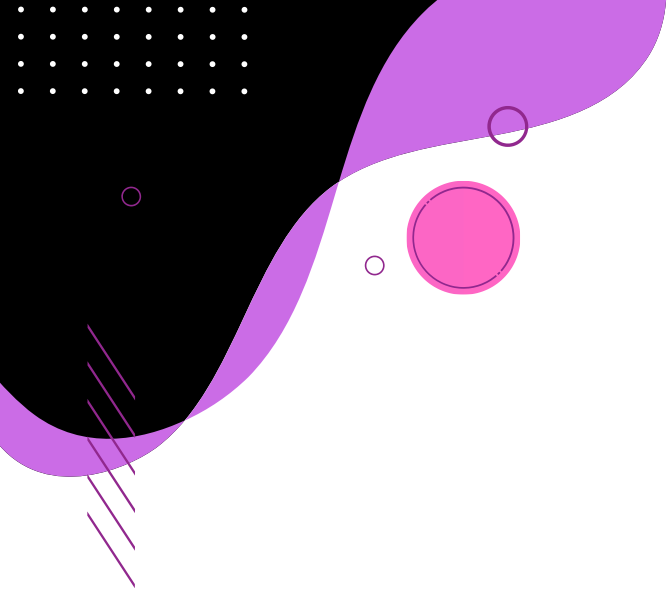


MAKE YOUR NEXT MOVE  
BASED ON THE DATA YOU  
GATHERED.



# THE BEST STEP FOR FAILING FAST

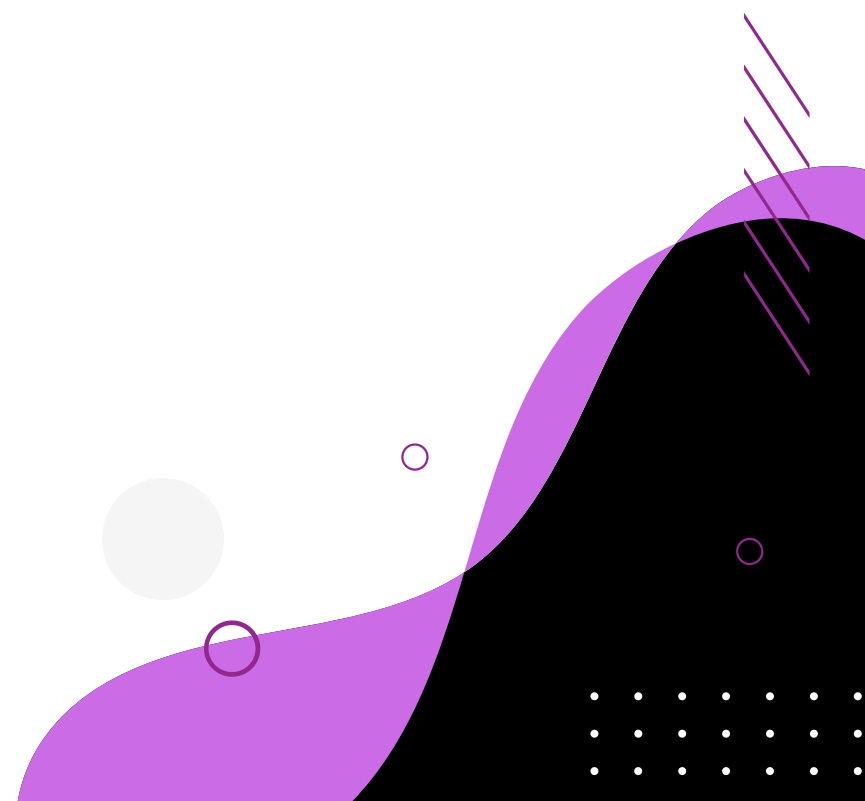




# LET'S DISCUSS

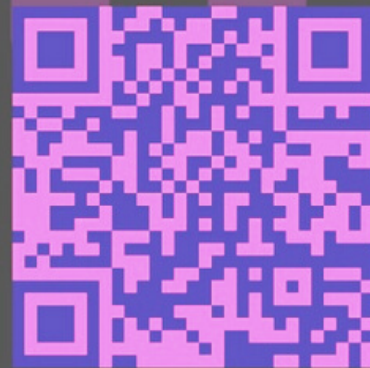


THE WHOLE POINT OF THE TECHNIQUE IS TO KEEP GETTING SETBACKS UNTIL YOU FIGURE OUT WHAT IS WRONG BY YOU AND HOW TO FIX IT



INVEST IN  
NFT  
COLLECTIONS  
SUPPORTING  
FOUNDERS

ME 2 WE



LTD EDITION 2021

# ENGAGE AND CONNECT

THERE ARE MANY  
OPPORTUNITIES

Subscribe to the Email List

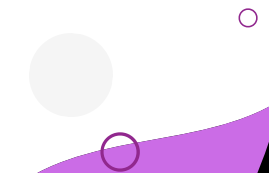




# ENGAGE AND CONNECT

[WWW.LAKISHAGREENWADE.COM](http://WWW.LAKISHAGREENWADE.COM)

Subscribe and receive special offers.

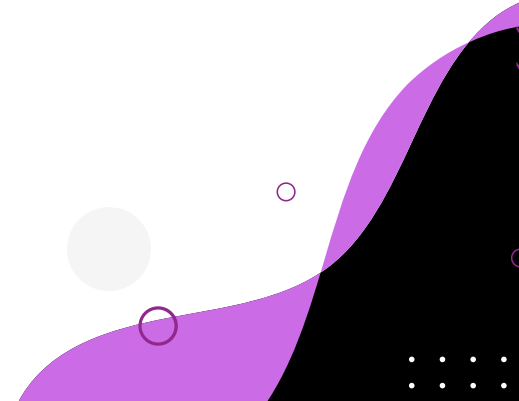






# LISTEN & SUBSCRIBE TO MY PODCAST

THERE ARE MANY  
OPPORTUNITIES







WEARABLE TECH VENTURES™



LaKisha Greenwade



# THE CRITICAL ROLE OF FAILURE

How To Fail Fast & Make Strategic Moves

LaKisha Greenwade

AAAS HBCU Making and Innovation Showcase 2022



< Connect With Me on LinkedIn

[www.WearableTechVentures.org](http://www.WearableTechVentures.org)

[www.LaKishaGreenwade.com](http://www.LaKishaGreenwade.com)