Selling Outcomes

What you need to discover to build a successful startup
And how to discover it

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PART 1: Why people buy

Why people use & buy products

Why did you join this accelerator?

What outcome are you looking for?

Think of something you bought recently.

What outcome were you looking for?

Not the feature list. The outcome.

People don't want solutions, features or products.

People want the outcomes they enable.

Customers tolerate the solution to achieve the outcome.

Definition

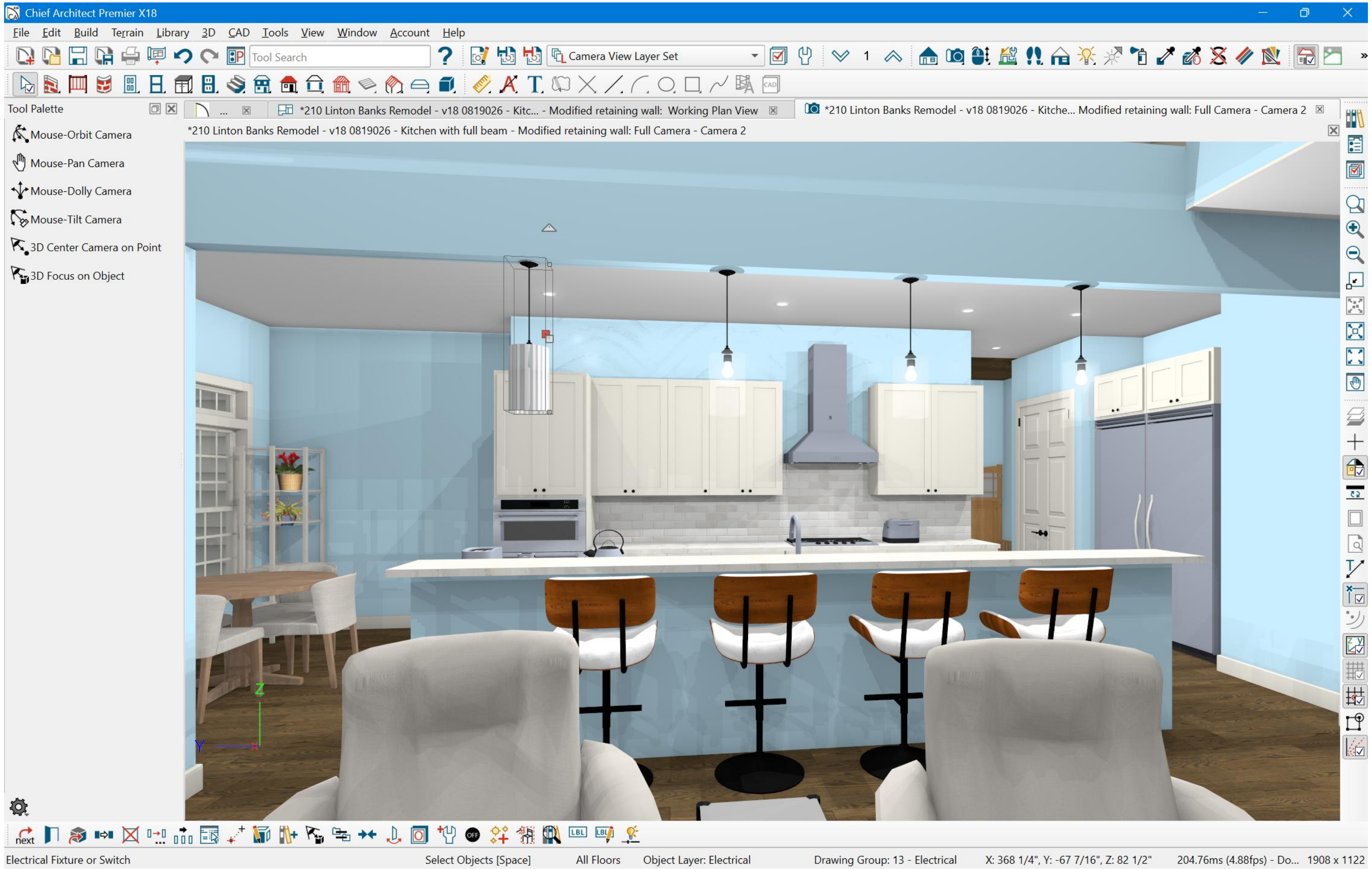
An outcome is a state your customer already wants badly enough to act.

Test: would they still want it if your product never existed?

Example

I recently signed up for a SaaS subscription

I DID NOT want it or its features



I did want my contractor to build what I wanted

I tolerated the solution to achieve that outcome.

PART 2: Discovery

What you need to discover
to get people to try & buy your product

People will try & buy your product once you know...

1. Who has a desire for the Outcome you are selling
2. The Content they need to see to Try it & Buy it
3. The Channels they use to see Content

The hard part of building a startup is discovering…

1. Who wants your Outcome
2. How they describe the Outcome they want
3. What Content they need to see to Try & Buy
4. What Channels they use to get Content

Most founders guess or assume they know

PART 3a: Prepare to use AI

AI can help you answer those questions but first

you need a Product Concept to describe your startup to AI

Product Concept: simple description of your business

Its perfect for AI

(and the first time you meet someone)

Its job is orientation, not persuasion.

Product Concept

	[name of your product]
IS A	[what type of product is it?]
FOR	[who will use it?]
WHO WANT	[what outcome do they want?]
THAT	[how does your product help them achieve that outcome?]
UNLIKE	[how do they try to achieve that outcome today?]

PART 3b: Creating Product Concepts

How to create your product concept using AI

Prompt for creating your product concept

ATTACH: Screen shots of the next two slides to the prompt

1. Use the first attached image to understand how to create a product concept.
2. Create a product concept based on the Startup Description below.
3. Use the second attached image to understand the critique prompt to run using the product concept you created.
4. Update the product concept based on the critiques.

The final output should be a table of the business table, description shown below, initial product concept, final product concept.

After the table, explain why you made the changes between the initial and final product concept.

The following is the Startup Description to use to create the product concept:

[paste the description you gave Preet here]

Product Concept Format

[name of your product]

IS A	[what type of product is it?]
FOR	[who will use it?]
WHO WANT	[what outcome do they want?]
THAT	[how does your product help them achieve that outcome?]
UNLIKE	[how do they try to achieve that outcome today?]

The outcome is not the features of the product.
The outcome is what they gain by using the features.

Critique Prompt

Act as the following two reviewers:

1. outcome research expert
2. early-stage founder seeking first 50 customers

Have each reviewer answer the following questions for the product concept below:

1. What are you thinking?
2. What would you change?
3. Why?
4. How would you rewrite it?

Product Concept: **[Paste your product concept here]**

Check The Output – Refine It

Make sure the WHO WANT section describes
the outcome they want, not features or functions

PART 3c: EXAMPLES

I can use those prompts to create a Product Concept
for each of your products

PART 4

Switching gears…

Content and why it's sooooo important

How do you communicate the outcome your product can create for your customers?

Content is how you communicate with your customers

Words · Images · Experiences

PART 5

How to discover the outcome and content you need to make your startup successful

Most founders guess until they get lucky or fail

The T-BAR Guide is designed to help you discover what makes them say YES…

1. Who wants your Outcome
2. How they describe the Outcome they want
3. What Content they need to see to Try & Buy
4. What Channels they use to get Content

Unlocking Yes: A framework you can give AI to help you create content

It explains what content your customers need to see to say yes at each step.

Try ▪ Buy ▪ Adopt ▪ Refer

https://unlocking-yes.unbiasedinsights.co/

This is how to do 'Customer Discovery' to discover Outcomes & Content that work

1	2	3	4	5
Create	**Show**	**Ask**	**Revise**	**Repeat**
Initial Content	Real Customer, Observe reaction	Record answers to 3 specific questions	Using AI & Transcript	2 -4 until they want to try or buy

Step 1: Use the T-BAR Guide to create your Initial Content

AI Draft	Expert Critique	Simulated Customer	Ready to Test
Best guess	Improve the guess	Improve the guess	Show a real customer

Steps 2-4: Use T-BAR interview script & prompts to improve your content

Show → **Ask** → **Revise**

Show

Real Customer,
Observe reaction

Ask

Use 3-Question Script,
Record their answers

Revise

Using AI
& Transcript

The T-BAR Script includes these three key questions

What were you thinking as you read it?

What would you change about it?

Why would you make those changes?

Complete script is in the T-BAR guide.

Let's try it right now…

What were you thinking as you listened to this presentation?

What would you change about it?

Why would you make those changes?

I do this virtually using AI and 4 founder personas

Homework: Create and test content using T-BAR Guide

1	2	3	4	5
Create	Show	Ask	Revise	Repeat
Initial Content	Real Customer, Observe reaction	Record answers to 3 specific questions	Using AI & Transcript	2 -4 until they want to try or buy

https://t-bar-user-guide.unbiasedinsights.co/

Homework due before next T-BAR Session: Use T-BAR Guide

1. Create a Blueprint (describe your business)
2. Create Customer Profiles (describe who uses & who buys your product)
3. Create Content designed to get them to Try & Buy your product
4. Conduct interviews using the T-BAR interview script
5. Record and transcribe every conversation
6. Use the T-BAR guide prompts to analyze and update content

REPEAT: Steps 4-6 until they say "CAN I TRY/BUY RIGHT NOW"

Is anyone thinking…

There has to be an easier way.

Is anyone thinking…

There has to be an easier way.

If you think you have an easier way, **speak up right now**

Is anyone thinking…

This won't work.

Is anyone thinking...

This won't work.

If you don't ask them, you won't know why they ghosted you.

If you don't ask, you don't know what to change to stop them ghosting you.

Dozens of founders have gained insights they never got from all the other interviews they did.

Is anyone thinking...

I can get someone else to do it.

Is anyone thinking...

I can get someone else to do it.

I've **never** seen 'hiring someone' work, **ever**

Is anyone thinking...

I need to finish building first.

If you **don't know** the outcome they want, **why** are you building anything

Free Resources

Founder Resources

hub.unbiasedinsights.co

Session Resources

launch-ch-fall-2026.unbiasedinsights.co

Thank you and best of luck with your startups!

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