



COHORT 1 SCHEDULE

MONDAY 2/28/22	1:00PM - 1:30PM	Introduction & Team Roles	An overview of the course and definition of the team roles: Entrepreneurial Lead, Technical Lead, and Industry Mentor.
	1:30PM - 2:30PM	Team Presentations: Opportunity Assessment	A presentation on what your technology is, who is the customer and why they need it (what is special/unique).
	2:30PM - 3:00PM	Introduction to Customer Development	An overview of the customer discovery process, how to find product/market fit, and the parts of the Canvas.
	3:00PM - 4:00PM	Customer Segments & Ecosystems	An interactive session to define your customer types and map where they are in their ecosystem.
	TBD	Office Hours: Customer Segments	One-on-one session with a teaching team member to review your deliverables and interview findings.
WEDNESDAY 3/2/22	1:00PM - 2:30PM	Customer Interviewing Best Practices	An interactive session on how to find interviewees and get the most out of your discussions with them.
	2:30PM - 4:00PM	Value Propositions	Defining and quantifying what matters to your customer, how much it matters, and why.
	TBD	Office Hours: Interviewing Techniques & VPs	One-on-one session with a teaching team member to review your deliverables and interview findings.
WEDNESDAY 3/9/22	1:00PM - 2:30PM	The Business Model Canvas	An overview of the 9 boxes on the Business Model Canvas.
	2:30PM - 4:00PM	Beachhead Markets	A workshop on how to decide which market will be your beachhead and which you will save for later.
	TBD	Office Hours: Beachhead Markets	One-on-one session with a teaching team member to review your deliverables and interview findings.
WEDNESDAY 3/23/22	1:00PM - 3:00PM	Team Presentations: Lessons Learned	A presentation of how your thinking around your Canvas has evolved through customer discovery.
	3:00PM - 4:00PM	Next Steps	Options for after this course including NSF Teams, SBIR/STTR funding, and MVP development.