

CUSTOMER DEVELOPMENT DATA: You must collect data when you get out of the building. But analyze it with a critical eye. Don't just add up the columns. Look for insight!

Keynote Lecture Notes:

Impact Question: What will you do differently as a result of what you've learned from this module?

Questions for you, the entrepreneur

1. What did I learn from my potential customers?
2. What were the significant insights?
3. Should I continue on the path I was on?
4. If not, what changes do I need to make?

Questions for your team, advisors, mentors

1. What did I learn from my potential customers?
2. What were the significant insights?
3. Should we continue on the path we were on?
4. If not, what changes do we need to make?

Additional Resources from www.KauffmanFoundersSchool.org

<p style="text-align: center;">Readings</p> <p>Notes:</p>	<p style="text-align: center;">Founder Genius</p> <p>Notes:</p>
<p style="text-align: center;">Other Related</p> <p>Notes:</p>	<p style="text-align: center;">Tools</p> <p>Notes:</p>