

GETTING OUT OF THE BUILDING - CUSTOMER DEVELOPMENT:

Customer development is a process of testing your hypotheses with a series of experiments to improve your insights about your product and the market.

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 insights can I gain about who my customer is, what problems they have, and what the potential solutions are?
2. Where can I find my potential customers?
3. What are my hypotheses about customers, customer needs, my product, and the market?
4. Do I understand the market?
5. Am I building the right product?
6. Will customers buy it?

Questions for your team, advisors, mentors

1. What insights can we gain about who our customer is, what problems they have, and what the potential solutions are?
2. Where can we find our potential customers?
3. What are our hypotheses about customers, customer needs, our product, and the market?
4. Do we understand the market?
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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>