

## **Summer 2017 Workshop @ University of Houston**

**Pre-summer workshop:** Teams should be prepared to present their idea and defend their value proposition and customer segments

**8:30am - 9am :** Arrival, breakfast, setup

**9am - 9:30am :** Intro to I-Corps

- Team intros
- Goals
- Expectations

**9:30am - 11am :** Lecture (Customer Discovery + Business Model Canvas)

- Understanding Business Model Canvas
- Value Propositions
- Customer Segments
- Customers / Users / Payers

**11am - 11:15am :** Break

**11:15am - 12:30pm :** Team Presentations

- 4-5 minutes of presentation by team (prepared with slides)
- 4-5 minutes of feedback

**12:30pm - 1:30pm :** Catered lunch

**1:30pm - 3pm :** Best Practices for Customer Discovery

- Interviewing the Customer
- Interpreting Feedback
- How to get interviews
- Practice interviews

**3pm - 3:30pm :** Wrap up and expectations for coming weeks

- Each team needs to schedule one mandatory office hours (20-30 mins)
- Each team needs to schedule a report out (deliverables for report out to be reviewed)

**3:30pm - 5pm :** Optional meet and greet with RED Labs teams @ Calhoun's