

NSF I-Corps Site @CMU Program Agenda  
Fall 2018

## **Monday September 17 – Teams announced**

### **CONNECTS Required Workshop**

**Tuesday September 18**

**12:30-1:30pm**

**Swartz Center – 3<sup>rd</sup> Floor Tepper Quad**

Teams attend or watch The Lean Startup CONNECTS, **Dave Mawhinney, Presenter.**

### **CONNECTS Required Workshop**

**Thursday September 27**

**12:30-1:30pm**

**Swartz Center – 3<sup>rd</sup> Floor Tepper Quad**

Teams attend or watch Splitting the Founder's Pie, **Frank Demmler, Presenter.**

## **Meeting #1 – Fall Cohort Only**

**Wednesday October 3**

**5:00 – 7:15pm**

**NSH 3305**

- Welcome and Introduction of I-Corps Staff (5 min)
- Introduction of Cohort Teams (25 min)
- Business Model Canvas Overview – Will Kaigler (45 min)
  - *Homework - Teams are asked to complete Customer Segments, Value Propositions and Revenue Stream portion of BMC as an ongoing tool to use when meeting with mentors.*
- Break (5 min)
- Customer Discovery & Competitive Analysis - Kit Needham (45 min)
  - *Homework – Teams will work with mentors to identify customer segments and to develop customer interview questions. For meeting #3 on 10/31 teams will prepare a slide to report on customer discovery progress including the following (send to Melanie no later than 10/29):*
    - *How many customer interviews did your team do?*
    - *What did you learn about your customer segments from talking to your customers?*
    - *What will you do next?*

## **Meeting #2 – Fall Cohort Only**

Wednesday October 17

5:00 – 7:15pm

GHC 4405

Kit Needham, Presenter

- Elevator Pitches (20 min)
  - *Homework - Teams prepare elevator pitch and present to group at Meeting #3 on 10/31*
- Brochures (25 min)
  - *Homework - Teams will be asked to prepare a brochure for Meeting #3 on 10/31 for cohort and staff feedback*
- Break (5 min)
- Product Pitches (30 min)
  - *Homework - Teams will be asked to prepare a 5-7 minute product pitch for Meeting #4 on 11/7 or #5 11/28 (5 teams will present on 11/7 and 5 on 11/28, schedule of presenters to be determined) which will also include a slide summarizing customer discovery performed:*
    - *How many customer interviews did your team do?*
    - *What did you learn about your customer segments from talking to your customers?*
    - *What will you do next?*

## **Meeting #3 – Fall Cohort Only**

Wednesday October 31

5:00 – 7:15pm

NSH 3305

- Report outs - Teams practice elevator pitches, report on customer discovery progress and present brochure drafts (~12 min per team)
- Teams should have ~15 interviews completed

## **CONNECTS Required Workshop**

**Thursday, November 1**

**12:30-1:30pm**

**Swartz Center – 3<sup>rd</sup> Floor Tepper Quad**

Teams attend or watch Building a Successful Team, **Kit Needham, Presenter.**

### **Meeting #4 – All Cohorts**

Wednesday November 7

5:00-7:00pm

NSH 3305

- Teams give product pitches and final report out on customer discovery (send slide deck to Melanie no later than 11/5)
  - *How many customer interviews did your team do since last report out and in total?*
  - *What did you learn about your customer segments from talking to your customers?*
  - *What will you do next?*

### **Meeting #5 – All Cohorts**

Wednesday November 28

5:00 – 7:00pm

NSH 3305

- Teams give product pitches and final report out on customer discovery (send slide deck to Melanie no later than 11/26)
  - *How many customer interviews did your team do since last report out and in total?*
  - *What did you learn about your customer segments from talking to your customers?*
  - *What will you do next?*

Teams should have at least 30 customer interviews completed.