Monday September 17 – Teams announced

CONNECTS Required Workshop
Tuesday September 18
12:30-1:30pm
Swartz Center – 3rd 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 – 3rd 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 – 7:15 pm
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)
  - Read Parts I through III (pages 1-39) in “Startup Briefs” (B. Carryer).
  - 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)
  - Read parts IV and V (pages 40-90) in “Startup Briefs” (B. Carryer).
  - 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 – 3rd 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.