

Discover

Winter 2018

Understanding customer behaviour is essential to startup success!

This 6-week applied program will teach entrepreneurs how to engage customers and discover their motivations, preferences, and needs. Participants are expected to conduct multiple customer interviews, share the results of those interviews with peers/advisors, and mould their business model on a weekly basis.

By the end of the program, you will have acquired vital information about your customer and obtained a clearer understanding of the market potential. Participants will be better equipped to proceed with their opportunity or change course.




Register at: <https://winterdiscover.eventbrite.ca>

Each session will take place from 9AM to 12PM
Session 1: January 31 – Customer Discovery Basics
Session 2: February 14 – Solving a Problem
Session 3: February 28 – Competition and Status Quo
Session 4: March 14 – Presentations

Participants are expected to commit **at least 15 hours/week** for in class sessions and homework deliverables.

"Having my feet held to the fire has been great. I was ready to launch something which surely would have flopped because I haven't done the research." – Tristan Zastrow

"I would highly recommend the Discover program to anyone considering starting a company in Calgary. It was a great way to field test your idea." – Mike Webster

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