

Validate

Winter 2018

This 6-week applied program will guide you through the validation of a product and business model.

Leveraging the knowledge about your customer and market needs, you will build a simple 'MVP' for your startup and validate it with real customers. Afterwards, participants will iterate on their product and business model based on feedback received to determine the viability of the opportunity.

By the end of the program, you will have sufficient knowledge to decide whether the venture is viable based on customer feedback, and if so, will be positioned to begin sales.




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

Each session will take place from 9AM to 12PM
Session 1: January 17 – What is an MVP?
Session 2: January 31 – Gathering & Measuring Feedback
Session 3: February 14 – Validating the Business Model
Session 4: February 28 – Presentations

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

"I didn't know too much [about] what I was getting into with this program, now I don't know how I could have done it without it." – Francois Blouin

"Validate was a great opportunity not only to see what we were doing right, but to fix mistakes before they hurt the business." – Patrick Kelly

 @TheIncYYC
#ThinkTheInc

the Inc.
powered by Innovate Calgary

 **! INNOVATE**
CALGARY

theinc@innovatecalgary.com
www.innovatecalgary.com/the-inc