SESSION ONE

JUNE 17 • 9AM - 3PM

AGENDA

9:00AM - 9:20AM
Continental Breakfast & Welcome
Matthew Mroz, Ann-Marie Scheidt

9:20AM - 9:50AM
Introductions: Class Goals, philosophy and expectations
Farzin Samadani

9:50AM - 10:30AM
Team Presentations: Each team has a total of five minutes
(three minutes for presentation and two minutes for comments)
SUNY ZAP! Teams

10:30AM - 10:45AM
Break

10:45AM - 11:15AM
Topic One
» Introduction to the Business Model Canvas
» Difference between a startup and a company
» Nine Components of BMC
» Developing Hypotheses
» Validating and invalidating hypotheses
» Getting out of the building
Farzin Samadani

11:15AM - 12:30PM
Topic Two
» Best practices for customer discovery
» Calling people you don’t know
» Getting the most out of interviews
» Good questions to ask and bad questions to avoid
» Customer segments – roles and archetypes
» Guidelines for sharpening the customer segments
Farzin Samadani

12:30PM - 1:30PM
Lunch

1:30PM - 2:15PM
Topic Three
» Value proposition
» Value versus feature
» Minimum valuable product
» Insight versus facts
Farzin Samadani

2:15PM - 3:00PM
Preparing for next week, wrap-up
Farzin Samadani

LOOKING AHEAD
SESSION TWO: JULY 1 • 9AM - 2PM

#S4 #SUNYZAP