ISU I-Corps Site Syllabus Fall 2017

PRE-COURSE WORK

Complete prior to November 1 KICKOFF
Videos to watch (LaunchPad Central):
Lecture 1: What We Now Know (ALL videos ~21 min total)
Lecture 1.5A (~7 min total)
  • What is a Company?
  • Business Model
  • Business Model Canvas Value Proposition
  • Business Model Canvas Customer Segments
Lecture 1.5B (~ 17 min total)
  • Hypotheses or Guesses
  • Customer Development Process
  • 4 Phases of Customer Development
  • 4 Phases of Customer Development Solution
  • Customer Development Done by Founders
  • Hypothesis Testing
  • Minimum Viable Product
  • Pivot
  • Customer Discovery
  • Phases of Customer Discovery
  • Phases of Customer Discovery Solution
  • Customer Validation

Additional Steve Blank customer development interview videos:
Customer Discovery Best Practices (~18 min total)
  • Pre-planning 1
  • Pre-planning 2
  • Pre-planning 3
  • Death by PowerPoint
  • Understanding the Problem
  • Customers Lie

Readings:
Business Model Generation: pages 14-25, 127-142, 200-211

Giff Constable, “12 Tips for Early Customer Development Interviews”

Additional work: Conduct 1 interview with someone not affiliated with your University prior to the kickoff and record the information in LaunchPad Central. Set up a minimum of 5 interviews, to be done during the “get out of the building time” during the first week after the kickoff.
**MODULE 1 (November 1, 2017, 5:30-7:30 pm, Economic Development Core Facility Boardroom)**

**ASSIGNMENT 1: In-Class Workshops**

The pre-course work (readings and videos) should be completed. During the kickoff, we will do workshops on value propositions, pains and gains and creating your ecosystem map, which will then be reflected into your future homework assignments.

**Due in Box by Kickoff**

Prepare slide deck presentation:
- **Slide #1:** Title slide – Who are you, where are you from and what is your team name? Include pictures of each team member. You should also include a running total of how many customers you have interviewed. On the first assignment you can list zero.
- **Slide #2:** What is your business thesis? (Who do you do it for?)
- **Slide #3:** First Business Model Canvas
- **Slide(s) #4:** What did you learn about your customer segments and talking to your customers? (What we thought? What we did? What we found? What we are going to do next?)
- **Slide #6:** Interviews lined up for next week. Who are you going to talk to? What are you going to ask them?

**IN-CLASS:**

1.1 Intro to Customer Discovery
   - Team Introductions
1.2 Product-Market Fit
1.3 Interviewing Tips

**HOMEWORK**

Read: Business Model Generation: 77-85
Watch: Lecture 2: Value Proposition (All videos ~32 minutes)

Contact no less than 5 more customers per week and set up interviews for next week
Update the “Value Proposition” and “Customer Segment” sections of the Business Model Canvas based on what you have learned from interviewing customers

**ASSIGNMENT 2: Due by Module 2**

Interview: Continue to interview 5-10 customers during the week
Prepare presentation:
- **Slide #1:** Title slide (team with pictures, team name, #interviews completed)
- **Slide #2-n:** What did you learn about your customer segments and talking to your customers? (What we thought? What we did? What we found? What we are going to do next?)
- **Slide #3:** Revised business model canvas
- **Slide #4:** Ecosystem diagram (workflow, value chain, decision making)
- **Slide #5:** Interviews lined up for next week. Who are you going to talk to? What are you going to ask them?
MODULE 2 (November 8, 2017, 5:30-7:30 pm, Economic Development Core Facility Training Room)

ASSIGNMENT 2: Due in Box by Module 2

Contact no less than 5 more customers per week and set up interviews for final two weeks of program

Prepare presentation:
- Slide #1: Title slide (team with pictures, team name, #interviews completed)
- Slide #2-n: What did you learn about your customer segments and talking to your customers? (What we thought? What we did? What we found? What we are going to do next?)
- Slide #3: Revised business model canvas
- Slide #4: Ecosystem diagram (workflow, value chain, decision making)
- Slide #5: Interviews lined up for next week. Who are you going to talk to? What are you going to ask them?

IN-CLASS:
Team Reporting
ASSIGNMENT 3: Due in Box by Module 3
Watch: Lecture 3: Customer Segments (All videos ~50 minutes)
Read: Startup Owner’s Manual: 476-477

Contact no less than 5 more customers per week and set up interviews for final week

Prepare presentation:
- Slide #1: Title slide (team with pictures, team name, total #interviews completed)
- Slide #2-n: What did you learn about your customer segments and talking to your customers? (What we thought? What we did? What we found? What we are going to do next?)
- Slide #3: Revised business model canvas
- Slide #4: Define Product-Market Fit
- Slide #5: Ecosystem diagram (workflow, value chain, decision making)
- Slide #6: How is this problem solved today?
- Slide #7: What do we still need to know?

IN-CLASS:
Team Reporting (selective)
2.1 Hypothesis Testing
2.2 Customer Segment Maps
- Value Chain
- Eco-System
- Work Flows
**MODULE 4 (November 29, 2017, 5:30-7:30 pm Economic Development Core Facility Training Room)**

**ASSIGNMENT 4:** Due in Box by Module 4

Final Team Presentations (all teams)

- Slide #1: Title slide (team with pictures, team name, total #interviews completed)
- Slide #2-n: What did you learn about your customer segments and talking to your customers? (What we thought? What we did? What we found? What we are going to do next?)
- Slide #3: Revised business model canvas
- Slide #4: What do we still need to know?
- Slide #5: What’s next?
- Slide #6: List the tradeshow(s) you plan to attend for more customer discovery interviews

**IN-CLASS:**

- Defining initial Product-Market Fit
- Options for what comes next

Watch: Lecture 4: Channels (All videos ~20 minutes)

**DECEMBER 6. Cultural Competency Workshop conducted by Dr. Theressa Cooper (Assistant Dean for Diversity, College of Ag and Life Sciences) and Distinguished Professor Dr. Sue Lamont (Dept. of Animal Science) 5:30-7:30 pm in the Economic Development Core Facility Training Room. Light dinner will be provided.**