

Discover

Fall 2017



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Series Details

Understanding customer behaviour is essential to startup success! This 5-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.

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

“This is a brilliant presentation of a valuable framework for discovering and evaluating various aspects of your market. The videos and other formats were really effective in showing a variety of viewpoints.” – Brenda Jacobson

“Innovate Calgary provides a support system that a business in any kind of startup to scale up can take something away from. I enjoyed the content and applied elements to my business.” – Alex Marsh

Audience: Entrepreneurs currently working on a business idea who have an understanding of basic startup concepts. Participants with an idea or prototype who have not reached the point of sales or revenue will experience the greatest benefit from this program.

Schedule: Each session will take place from 9AM to 12PM.

Session 1: September 13 – Customer Discovery Basics
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Session 2: September 27 – Solving a Problem
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Session 3: October 11 – Competition and Status Quo

Session 4: October 25 – Presentations
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Location: Alastair Ross Technology Centre, 3553 – 31 Street NW, Calgary, AB

Cost: Complete Series: \$325 + GST **Student Pricing:** \$200 + GST

Registration: Register online: <https://falldiscover.eventbrite.ca>

Space is limited! Each attendee must register separately.