

## Technology Entrepreneurship

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### Identify the market opportunity & test your value proposition with customers

For this assignment, you'll be testing your hypothesis about your value proposition by talking with potential customers face to face. The more face to face interviews with users/customers you do, the better your product will become, and the better you will do in the peer evaluation.

- The people with a "technical" background on the team should focus on setting up and running these meetings.

Create an instructional video of your team interviewing potential customers. At the end the video should include lessons that you learned about how to find and interview potential customers. When you've completed the interviews, please write up a summary and the results (what you learned) from your face-to-face customer meetings in 300-400 words. You should also include a written assignment for the students in the class next time to help them learn how to interview potential customers. The best video and assignment will be used next time this class is taught. You will be evaluated based on:

- the number of potential customers you talked with
- whether or not you learned something from these conversations or were just doing them to "reconfirm" what you already believed
- whether or not you summarized what you learned and used it to adjust your idea to better fit the customer needs.

Note: You should also write about your meetings, ideas, and other activities on a regular basis in the team

Due by Sunday

February 8

at 8:00pm

**This is a team assignment**  
Any team member may submit.

- ☐ Read the [assignment description](#)
- ☐ Read the [evaluation criteria and rubrics](#)
- ☐ Meet [your teammates](#) by February 8th
- ☐ Submit [your assignment](#) by February 8th at 8:00pm

After February 8th

- ☐ Evaluate 5 submissions after February 8th at 8:01pm
- ☐ View received evaluations after February 15th
- ☐ Evaluate the contributions of your teammates by February 15th

journal!

Get Started