Dear ENT 603 Students,

I hope this message finds you well. As you prepare for your course presentations, please take note of the following important instructions to ensure a smooth and organised presentation day:

1) Submission Deadline: Your presentation slides must be submitted on Moodle in **PowerPoint (PPT) format**; a Moodle assignment has been created for the same. Please ensure that you name your file using the following format: [**TeamName_Customer_Discovery**]. The submission deadline is on **18th October at 12:00 noon**.

2) Team Panels: Teams have been divided into two panels, and the slotting information can be found in the attached spreadsheet. It is crucial that each team checks their designated time slot and is **ready at least 10 minutes prior to their scheduled presentation time**.

3) Presentation Link: Each panel has been assigned a Zoom link. Team members will initially be placed in a waiting room and will be admitted into the presentation room when it's their turn.

   Please find the respective details for your panel here:
   https://docs.google.com/spreadsheets/d/1mINTx6gui0yfgq20oIWn_USPzXLDPHkyfhiGR-L-8Vo/edit?usp=sharing

4) Mandatory Attendance: It is mandatory for all team members to be present during the entire presentation. Failure to attend may result in a deduction of points for your team.

5) Question and Answer Session: After the 12-minute presentation, there will be an 8-minute Q&A session. The professor will ask each student one question, and the order will be at the professor's discretion.

Please review these instructions carefully and ensure your team is well-prepared for the presentation. Good luck with your presentations, and we look forward to seeing your hard work and dedication in action.

ENT 603 Project Teams

Guidelines for Customer Discovery Presentation

19th & 20th Oct 2024

This presentation is a crucial step in understanding your target market and refining your business ideas. This presentation is a bridge between your idea presentation (Sep) and the business plan presentation (Nov 7th 2024). Here's how you should structure the Customer Discovery presentation.

Slide 1: Project Name and names/ pictures of all project team members.

Slide 2: Problem Statement (This can be the same from the idea presentation itself or if it has been refined you can put the refined one)

Slide 3: Solution thought of (Again, this can be the same as in the idea presentation)

Slide 4: Hypotheses

Begin by clearly articulating the hypotheses you've formulated about your problem statement, your market and customer segment, and your customer needs. State the hypotheses that you set out to validate. We **need 5 hypotheses** that you were being tested in Customer Discovery.

Slide 5: Customer Discovery Script/Questionnaire

Describe the script and questionnaire you've designed to engage with potential customers. What are the key questions you asked to gather valuable insights?

Slide 6: Customers met / spoken to during Customer Discovery

Describe the customers you met or spoke to during customer discovery. We should be able to gauge how many customers met, from which customer segments, and a little feel and flavour of them. Both the numbers as well as the types of people.

Slide 7: Analysis of Customer Discovery

Summarize your findings from the customer discovery phase. Highlight any patterns, trends, surprising findings or insights that emerged from your interactions with potential customers.

Slide 8: Hypotheses Validation

Which of your hypotheses were validated, which were tweaked, and which were not validated.

Slide 9: Customer Value Proposition

You can use any of the formats used in class to explain (Any one is enough, whichever works best for you. Don't do all templates)

a) Google example – What is it? Who is it for? Why is it valuable?

b) Pains Gains template
c) Competitor, Customer, Company template

Slide 10: Business Model Canvas (BMC) - Right Side

Present the right side of the Business Model Canvas, focusing on the **Customer Segment** validated after customer discovery **& Value proposition** for that segment. You can add Customer Relationships (acquiring customers, upselling and retaining), Channels, and Revenue Streams. You must stay focussed on Customer Segment & Value Proposition.

Slide 10: Revised Elevator Pitch

Share your updated elevator pitch based on the insights gained during customer discovery. How have you refined your value proposition to resonate better with your target audience?

Slide 11: Product and Solution Details

Conclude with an overview of your product or solution, emphasizing its features, benefits, and how it directly addresses the identified problem and fulfils customer needs.

Slide 12: Highlights & Concerns

Use this slide to bring to the jury's notice any highlights or concerns. This can be from the discovery phase or from the future phase where you will attempt a Proof-of-Concept and a Business Plan.

During the presentation, remember to keep it concise and engaging. Your presentation should not **exceed 12 minutes**. You can choose who will deliver the presentation, preferably everyone should be given an opportunity to speak. You'll receive a warning at 10 minutes and at 12 minutes, you will have to stop. The faculty member will then ask one question to each of the students, and these questions have to responded to immediately and in a crisp manner. You could be cut off if you ramble.

Marks: Will be allocated both for the presentation document as well as the delivery.

#	**Component**	**Marks**
1	Listing of Hypotheses	2
2	Customer Discovery Questionnaire	2
3	Customers met (Quality / Quantity)	2
4	Analysis of learnings from Customer Discovery & Hypotheses Validation	3
5	Sharpened Customer Segment & Value Proposition	2
6	Solution	1
7	Individual Question (Viva)	3
8	Total	15