



NSF I-Corps

CUSTOMER DISCOVERY: BEST PRACTICES



“Without data you’re just another person with an opinion.”

W. Edwards Deming

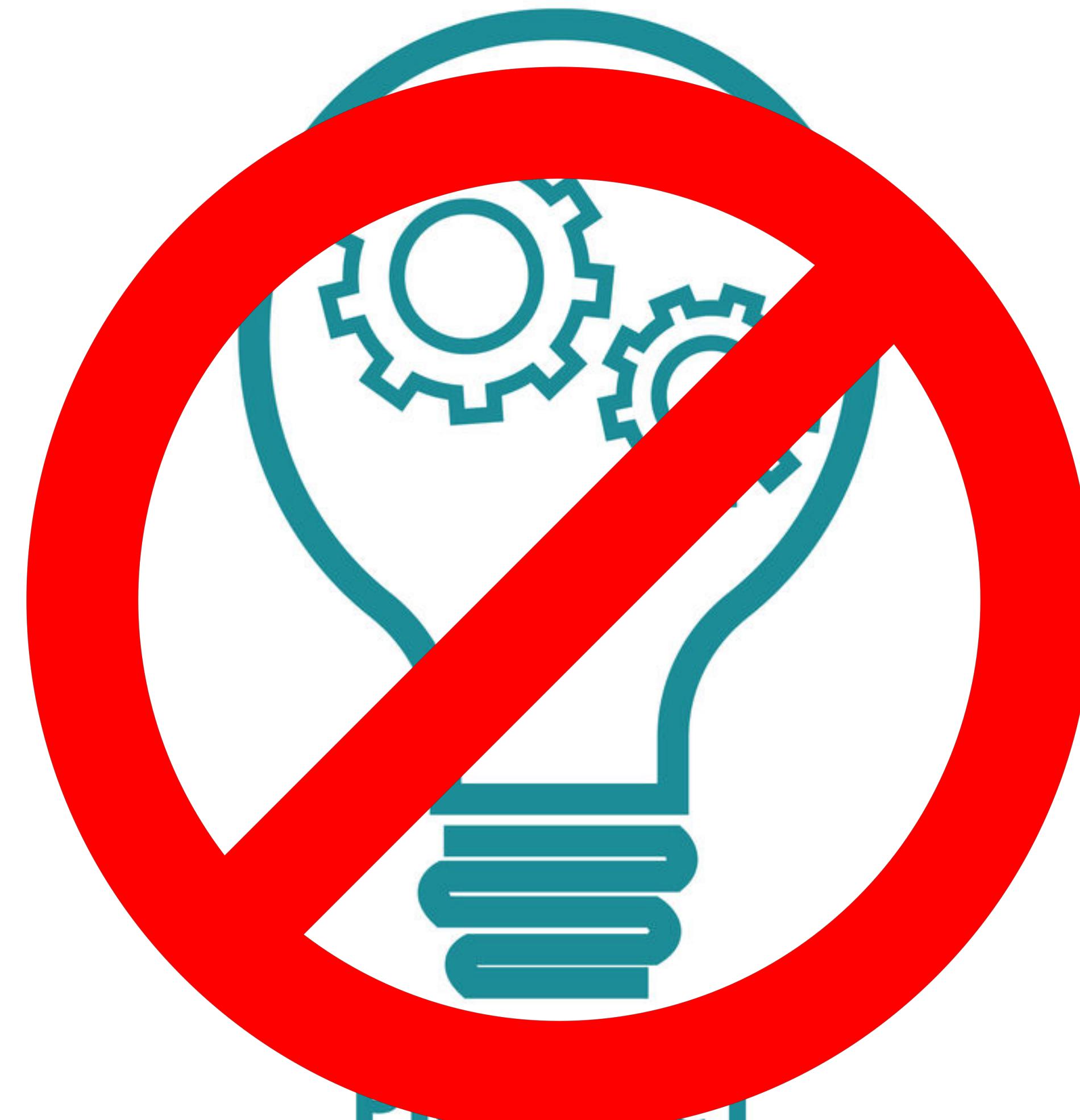
100

PATTERN RECOGNITION



INFORMATION





PROJECT
DEVELOPMENT

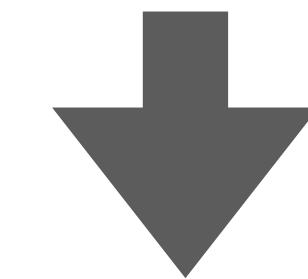
“You can't just ask customers what they want and then try to give that to them.”

“New ideas come from observing something, listening to people, experimenting, asking questions and getting out of the building!”

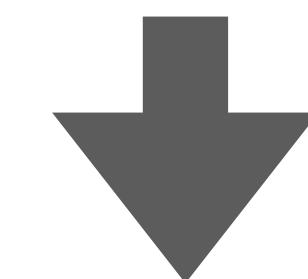




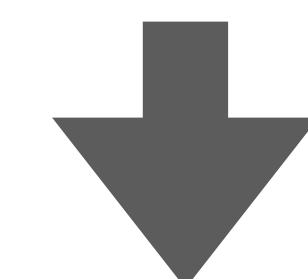
Hypothesis



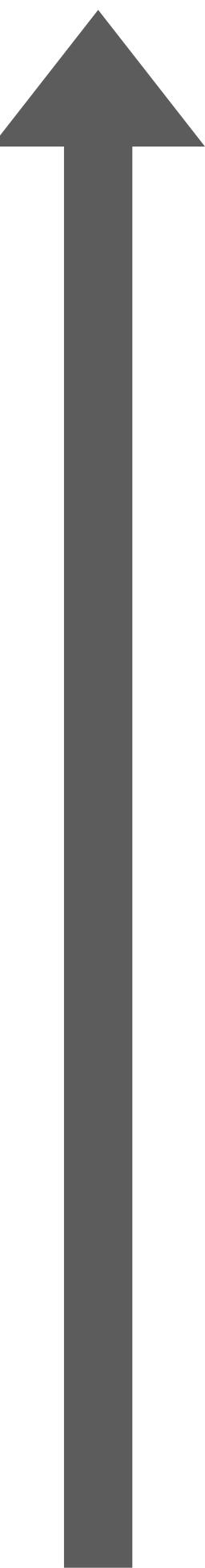
Test



Analyze & Assess



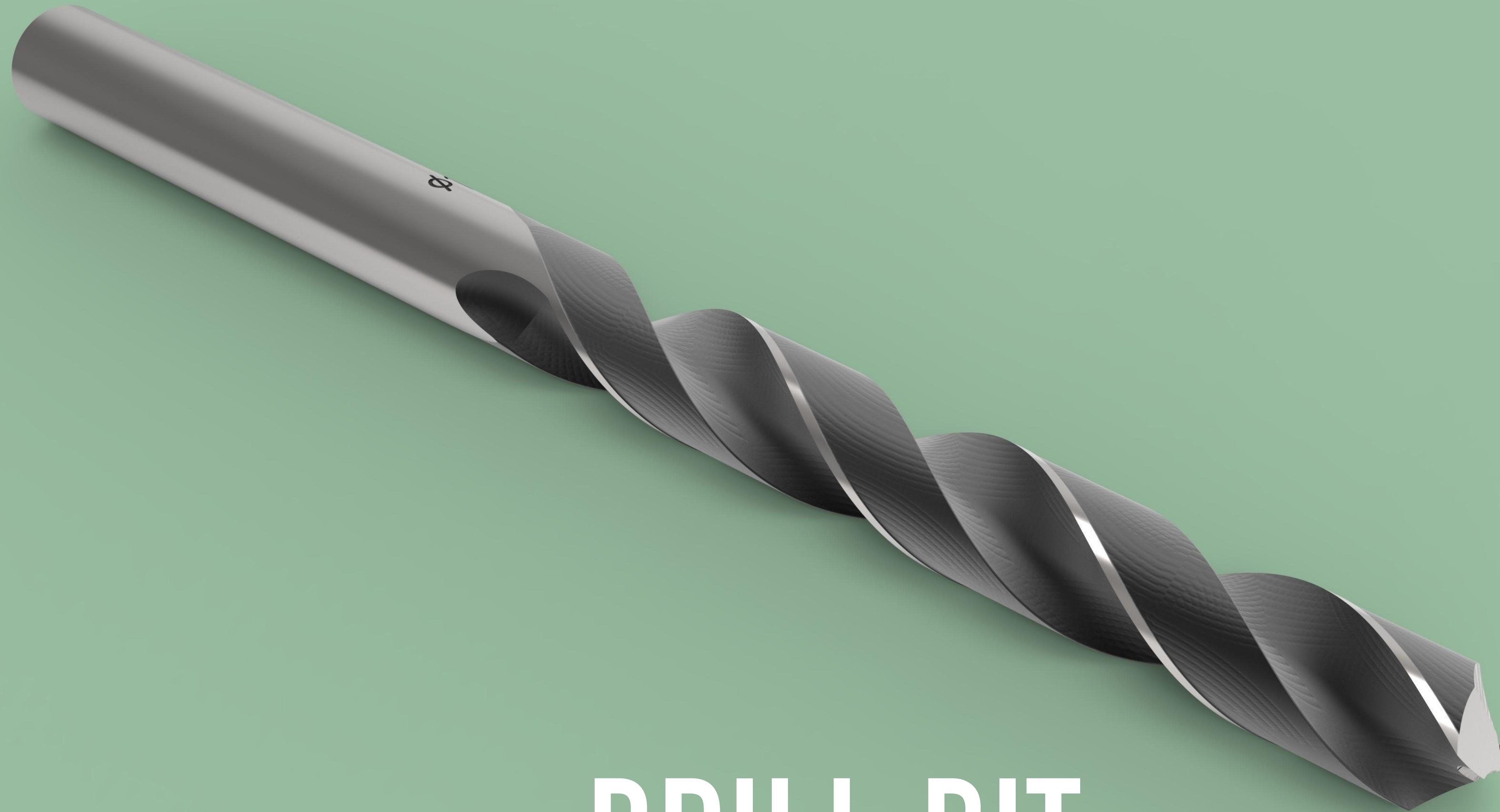
Pivot/Adjust





GET OUT OF THE BUILDING

WHO DO YOU TALK TO



DRILL BIT

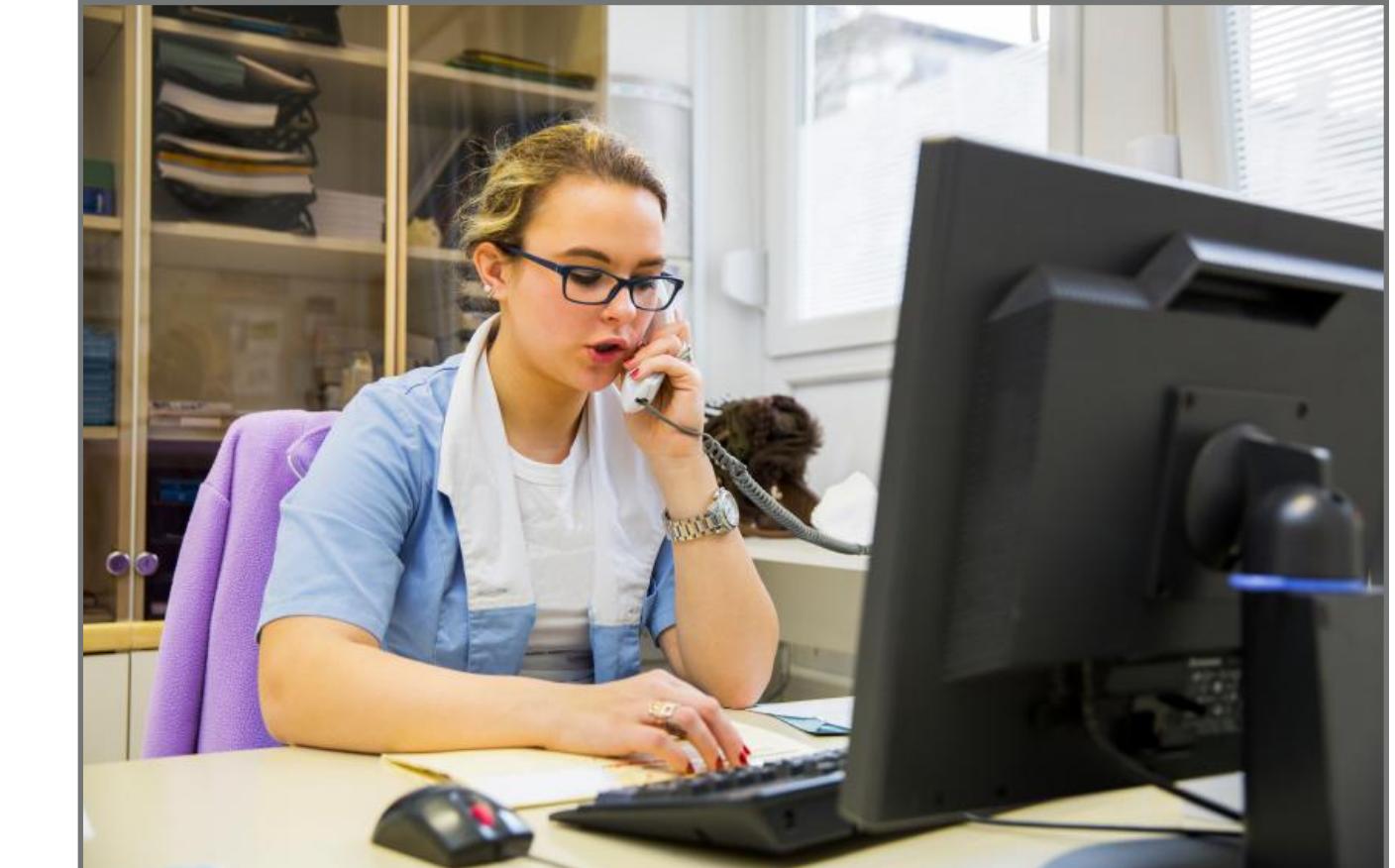
CUSTOMER TYPES: DRILLBIT



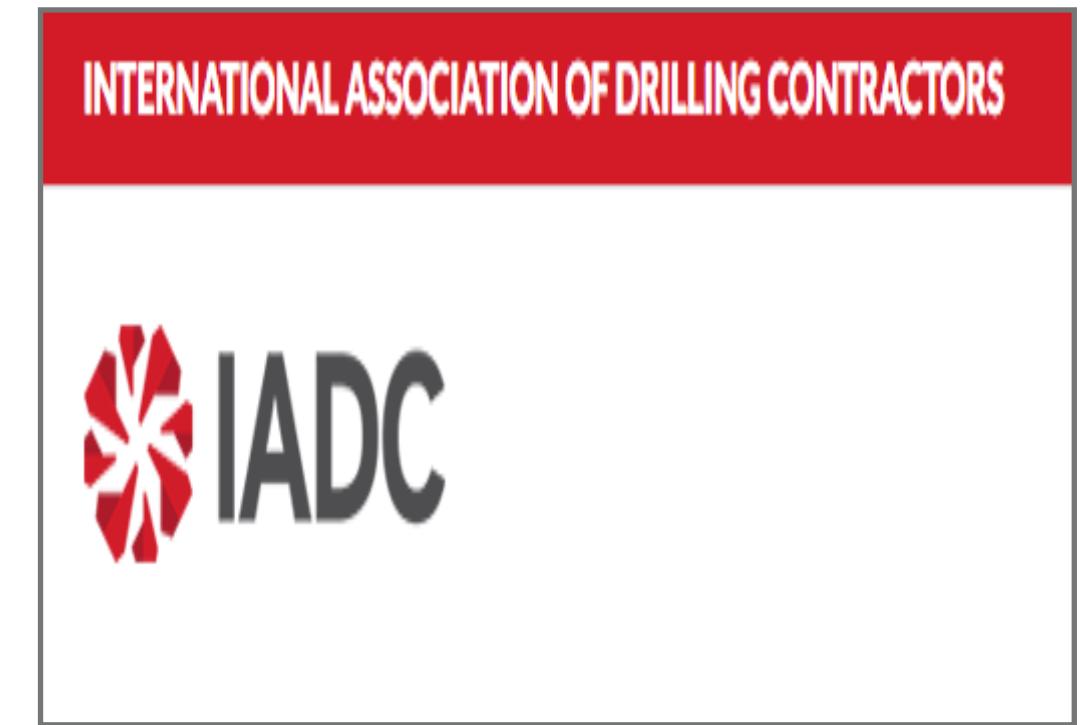
USER



BUYER



PAYER



INFLUENCERS/ECOSYSTEM

WHERE DO YOU FIND YOUR CUSTOMERS





[All](#)[News](#)[Images](#)[Shopping](#)[Videos](#)[More](#)[Settings](#)[Tools](#)

About 20,300,000 results (0.77 seconds)

Trade shows USA 2018

[www.expodatabase.com/international-trade-shows/...retail-education/education.../2018... ▾](http://www.expodatabase.com/international-trade-shows/...retail-education/education.../2018...)

Search for **trade shows** in USA 2018 and get all details of each fair. ... Here you find all **trade shows** USA 2018 in chronological order, listed for **Education**, Training, Career. Besides the short ... If **trade shows** USA 2018 is not what you have been looking for, you can resort to the breadcrumb navigation on top of this website.

What are the best trade shows for education technology? - Quora

[https://www.quora.com/What-are-the-best-trade-shows-for-education-technology ▾](https://www.quora.com/What-are-the-best-trade-shows-for-education-technology)

Thanks for the A2A. Pretty sad. I should have a better knowledge of this since I've been working in this field for a good part of the last 12 years. Anyway, for North American edu conferences that have big vendor presences, Educause came to mind immediately: Annual Conference | EDUCAUSE.edu - Orlando, FL, Sept 29 ...

Top 100 Educational Events, Trade Fairs, Conferences to Attend ...

[https://10times.com/top100/education-training ▾](https://10times.com/top100/education-training)

100 popular **Educational** events, trade fairs, **trade shows** & conferences you should exhibit and participate at. Curated global ranking index & list of important **Educational** events and biggest international shows.

Educational Trade Shows in United States,Educational Trade Fairs ...

[https://10times.com › All Events › Education & Training › Trade Shows ▾](https://10times.com › All Events › Education & Training › Trade Shows)

Education & Training - United States **trade shows**, find and compare 3534 expos, trade fairs and exhibitions to go - Reviews, Ratings, Timings, Entry Ticket Fees, Schedule, Calendar, Venue, Editions, Visitors Profile, ... Pomona, Sharp International is the place to be - See YOU at the **TOP**, **Education & Training**, Interested.

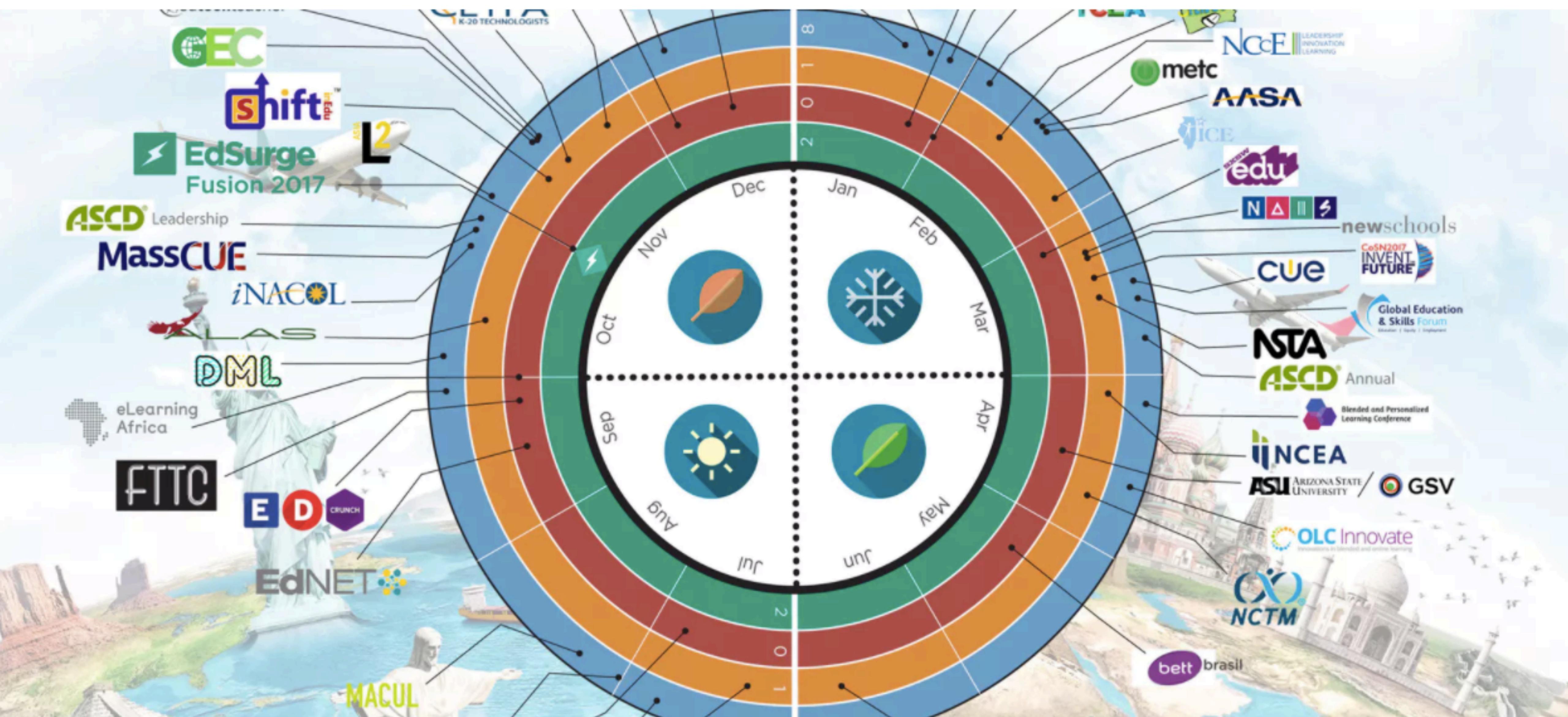
50+ Can't-Miss K-12 Education Technology Events for 2017-2018 ...

[https://www.edsurge.com/.../2017-07-02-50-can-t-miss-k-12-education-technology-e... ▾](https://www.edsurge.com/.../2017-07-02-50-can-t-miss-k-12-education-technology-e...)

50+ Can't-Miss K-12 Education Technology Events for 2017-2018

By Tony Wan

Jul 2, 2017









educator trade publications



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NEA - Our Publications

www.nea.org/home/606.htm ▾

Get digital access to the NEA family of publications all in one location. From NEA Today, which features the latest in K-12 education trends, opinions and news, our new-educator focused magazine, NEA Today for Future Educators, to our peer-reviewed journal, Thought & Action, which explores higher education issues, ...

Education Magazines and Journals - World-Newspapers.com

www.world-newspapers.com/education.html ▾

Devoted to the business of managing educational facilities. American School Board Journal Education magazine offering practical advice on a broad range of topics pertinent to school governance and management, policy making, student achievement, and the art of school leadership. Black Collegian In addition to career ...

TEACH Magazine – Education for Today and Tomorrow | L'Education ...

www.teachmag.com/ ▾

Interview with Vicky Colbert, Escuela Nueva. Vicky Colbert who is from Colombia, established the Escuela Nueva (New School) program that initially served poor, ... Interview with Bruce Rodrigues, Deputy Minister of Education. Blog ...

Education Week Teacher: News and Information for Teacher Leaders

<https://www.edweek.org/tm/index.html> ▾

A leading source of news and opinion for K-12 teachers and teacher leaders covering instruction, school environment, classroom technology, curriculum, and more.

 TEACHING NOW BLOG

Four Teachers Share Their Experiences Leading Nonprofits and Businesses (03/26 05:02 pm)

Teacher Voices From the 'March for Our Lives' (Videos) (03/26 04:57 pm)

In Their Own Words: Teachers Share the Personal Cost of Low Pay (03/26 08:30 am)

Why People Are Raising Money to Show Students 'A Wrinkle in Time' (03/19 05:02 pm)

[MORE TEACHING NOW >](#)

 DAILY NEWS

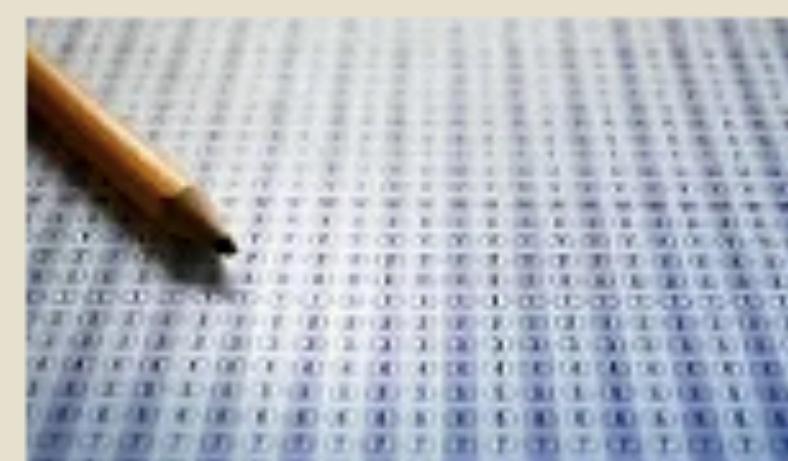
• [Arizona teachers to protest low pay at state Capitol](#) (03/21 8:07 am)

• [South Carolina district offers extra money for math teachers](#) (03/21 8:06 am)

 FIRST PERSON

Why I Give Students Only One Chance on Tests

Allowing students to retake tests puts the emphasis on learning content rather than building useful life skills, writes educator Baptiste Delvallé. (March 21, 2018) [Comments \(13\)](#)



Fed Up With Low Pay, Oklahoma Teachers Prepare to Walk Out

Shutting down schools is a last resort, teachers say, but they've exhausted other options for getting the legislature to listen. (March 16, 2018)

[Comments \(2\)](#)

FIRST PERSON

A 12-Year-Old Protester's Interview Went Viral. Here's His Story

During the #NationalSchoolWalkout, an interview with a 7th grader who

CONNECT WITH COLLEAGUES | [!\[\]\(d4257e1ecdeb2040a7d60365c50ee3df_img.jpg\)](#) [!\[\]\(bbac9234773456a7dccd3de50cc817c5_img.jpg\)](#) [!\[\]\(4f56912b65f9f80bb2a87160b5f0bf4a_img.jpg\)](#) [!\[\]\(49a2292f71845a1e01eafc224b06d6c1_img.jpg\)](#) [!\[\]\(8a0f338855bee1beac487f2088fdadcd_img.jpg\)](#)

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See What Educators Read



A number of magazines and newspapers serve K-12 educators, and many of them focus on or have regular features about educational technology. Here are descriptions and links to the major publications that serve the school market.

[eSchool News](#) is the K-12 decision-maker's technology and Internet newspaper. Each monthly issue is read by school administrators who make the authoritative call on how and where the nation's school technology dollars will be spent. Includes feature stories, news, product reviews, special reports, and much more. *eSchool News* provides the news and information to help readers make the best decisions about technology for their schools.

[District Administration](#) focuses on new multimedia instructional resources, with special appeal to the school administrator. The editorial content focuses on what is new in the curriculum, including technology. Each issue includes feature articles, product information, classroom applications, advice, data, research findings, and new product listings.

[PTO Today](#) is the magazine for America's 80,000 K-8 parent-teacher groups. Published five times each school year, the magazine focuses exclusively on the work of these often overlooked groups. Frequent topic areas include fund-raising, parent involvement in education, playgrounds, school-home technology, and more.

[Technology and Learning](#) is a leading publication that covers the use of computers and related technologies in K-12 education. The publication includes feature articles, news, product reviews, and commentary by journalists, former educators, parents, event planners, and supporters of advancing the integration of technology into schools and K-12 curricula.

Browse STS

- ▼ Get Advice
 - [Get More Leads](#)
 - [Close More Sales](#)
 - [Stage the Big Payoff](#)
- ▼ Explore Resources
 - [Find Sources of Data for the K-12 School Market](#)
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[Grow Your Research Firm - Does your market research firm need more sales leads? Bridgemark](#)

ults

[Friends of Harvard Business School \(HBS\) Executive Education](#)

bers: 44,414

[Profit Network \(nonprofit\)](#)

bers: 310,361



[NASBITE International](#)

Members: 108

B4E

[BC Business for Public Education](#)

Members: 10



[Oxfordshire: Linking Business with Education](#)

Members: 158

HOW DO YOU MAKE CONTACT

A photograph of three business professionals in a hallway. On the left, a woman with dark hair, wearing a dark blazer over an orange top, looks towards the right. In the center, another woman with long dark hair, wearing a dark blazer over a white patterned shirt, looks towards the right. On the right, a man with dark skin and curly hair, wearing a grey suit, looks towards the left. They appear to be engaged in a conversation.

WARM INTRODUCTIONS

USC

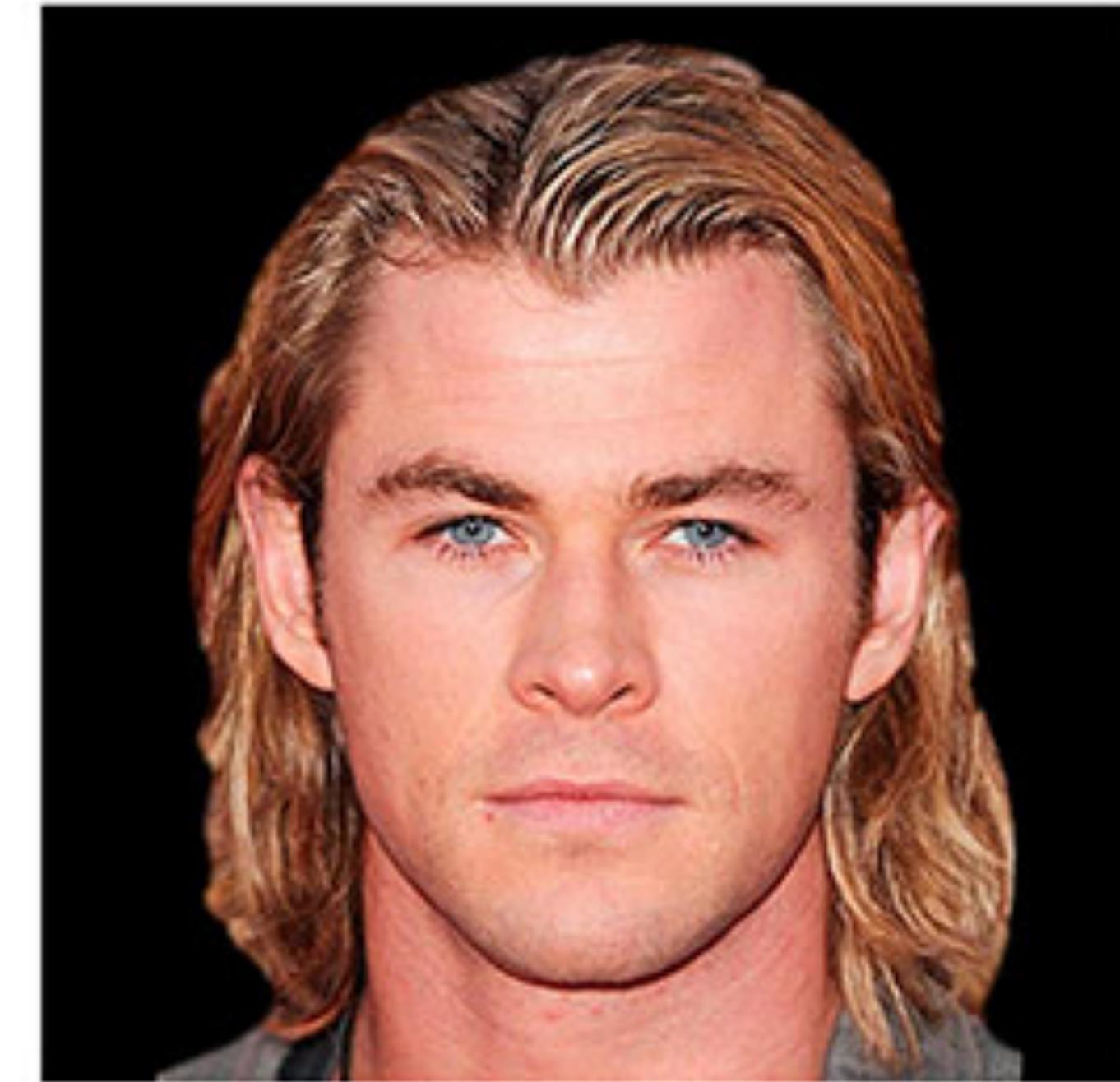
UNIVERSITY OF
SOUTHERN CALIFORNIA



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Student

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TARGET MID-LEVEL MANAGEMENT

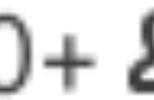
RESEARCH YOUR CONTACT



Kerry Rupp • 1st

Partner at True Wealth Ventures / NSF I-Corps National Faculty / Innovation &
Strategy Consultant

True Wealth Ventures • Harvard Business School

Austin, Texas • 500+ 

INTERVIEWING STEPS

GOOD HYPOTHESIS OR BAD HYPOTHESIS

Line engineers at mobile carriers like to see data transfer defect
detection increase by 35%



WORKSHOP: GOOD QUESTIONS VS BAD QUESTION

What is the biggest issue you face when dealing with "X"?



WORKSHOP: GOOD QUESTIONS VS BAD QUESTION

Would you buy a product that did “X”?



WORKSHOP: GOOD QUESTIONS VS BAD QUESTION

How are you dealing with this today?



WORKSHOP: GOOD QUESTIONS VS BAD QUESTION

Would you pay “X” for a solution that did “Y”?



WORKSHOP: GOOD QUESTIONS VS BAD QUESTION

What do you think about?



STEP 1 - THE OPENING

Introduction

- Introduce yourself and the team
- Make eye contact and shake hands
- Check surroundings for an ice-breaker
- Thank them for taking the time (flattery works!)

Frame the Conversation

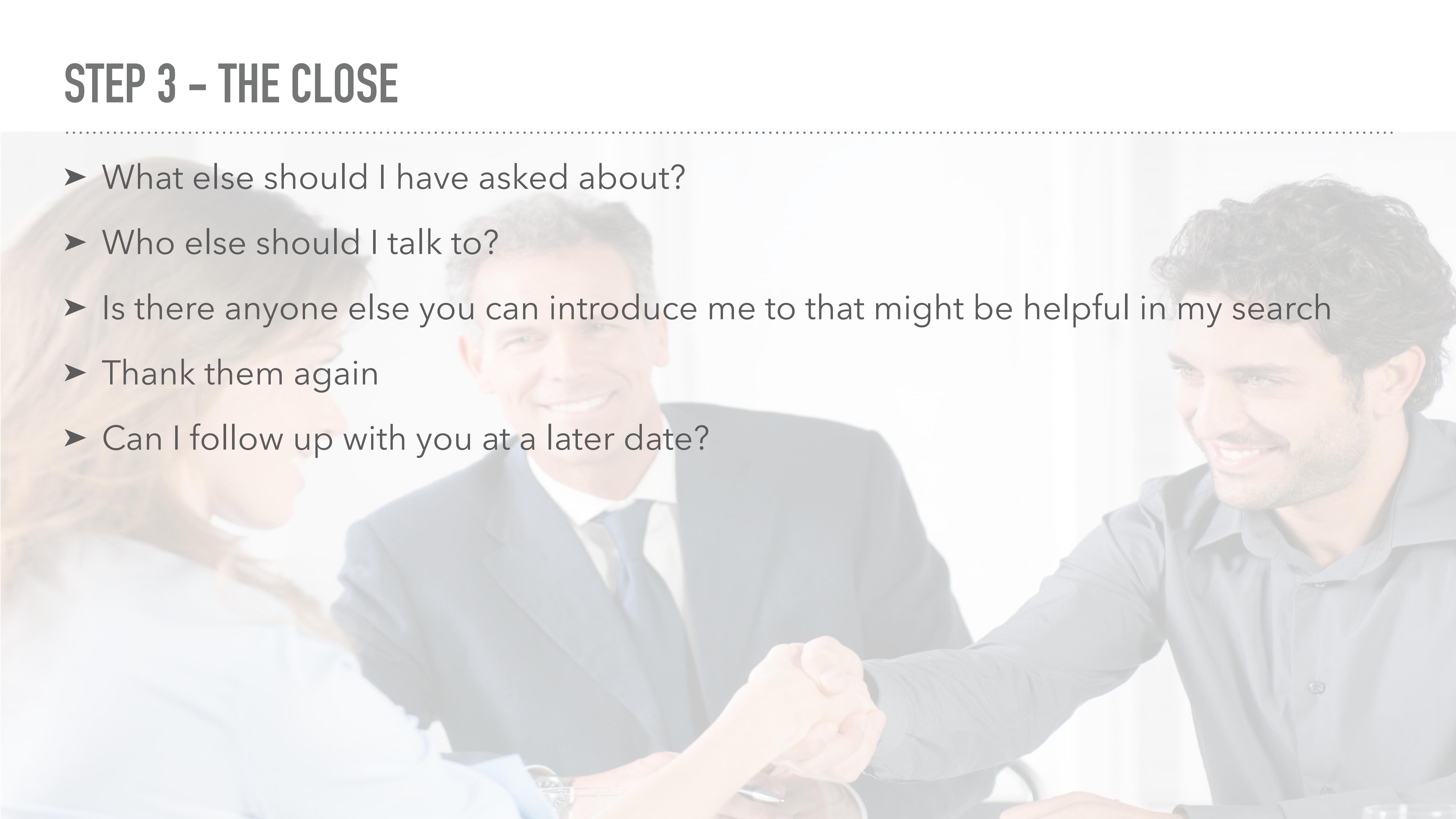
- Remind them why are you seeking insight and help

STEP 2 - GATHERING THE DATA

Questions should be tailored toward a specific hypothesis and the particular customer

- Start wide then narrow in - current process and history
- Ask open-ended questions
- Drill down - ask WHY repeatedly
- Ask them to tell a story about a pain point
- Avoid leading the witness

STEP 3 - THE CLOSE



- What else should I have asked about?
- Who else should I talk to?
- Is there anyone else you can introduce me to that might be helpful in my search
- Thank them again
- Can I follow up with you at a later date?

STEP 4 - AFTER THE CLOSE

- Debrief with your team
- Document your data
- Send an email thanking the interviewee for their time



EXAMPLES

GOOD QUESTIONS

- Ask about processes
- Ask about actions
- Ask why
- You are looking for reasons
to ask why
- Ask what and how

BAD QUESTIONS

- Ask for opinions
- Ask customer to speculate
- Start with “Would you ...”
- Lead customer to give you
answer you want

SAMPLE QUESTIONS

CUSTOMERS

What is your role? (Responsibilities)

How long have you been with the company? (Others cos.)

Who do you report to?

How many people report to you?

CURRENT PROCESS

How do you currently address...

How long has this process been in place?

How did you come to use this process?

Who is involved in assessing the process?

FUTURE EFFORTS

What is the biggest issue with the current process?

What are you constantly being asked to improve?

How often do you assess new ideas?

Who is involved in that assessment?

CLUES

CUSTOMERS

- Level of experience with the function
- Customer Biases
- Archetype Clues
- Power to affect change

CURRENT PROCESS

- Familiarity with the process
- Company resistance to change
- Process to assess change (metric)
- Other players at the table

CURRENT EFFORTS

- How big is the pain?
- Are they actively looking?
- What drove them to look?
- What is the process to find new solutions?

BASICS

METHODS FOR CONDUCTING INTERVIEWS



IN PERSON



VIDEO CONFERENCE



PHONE

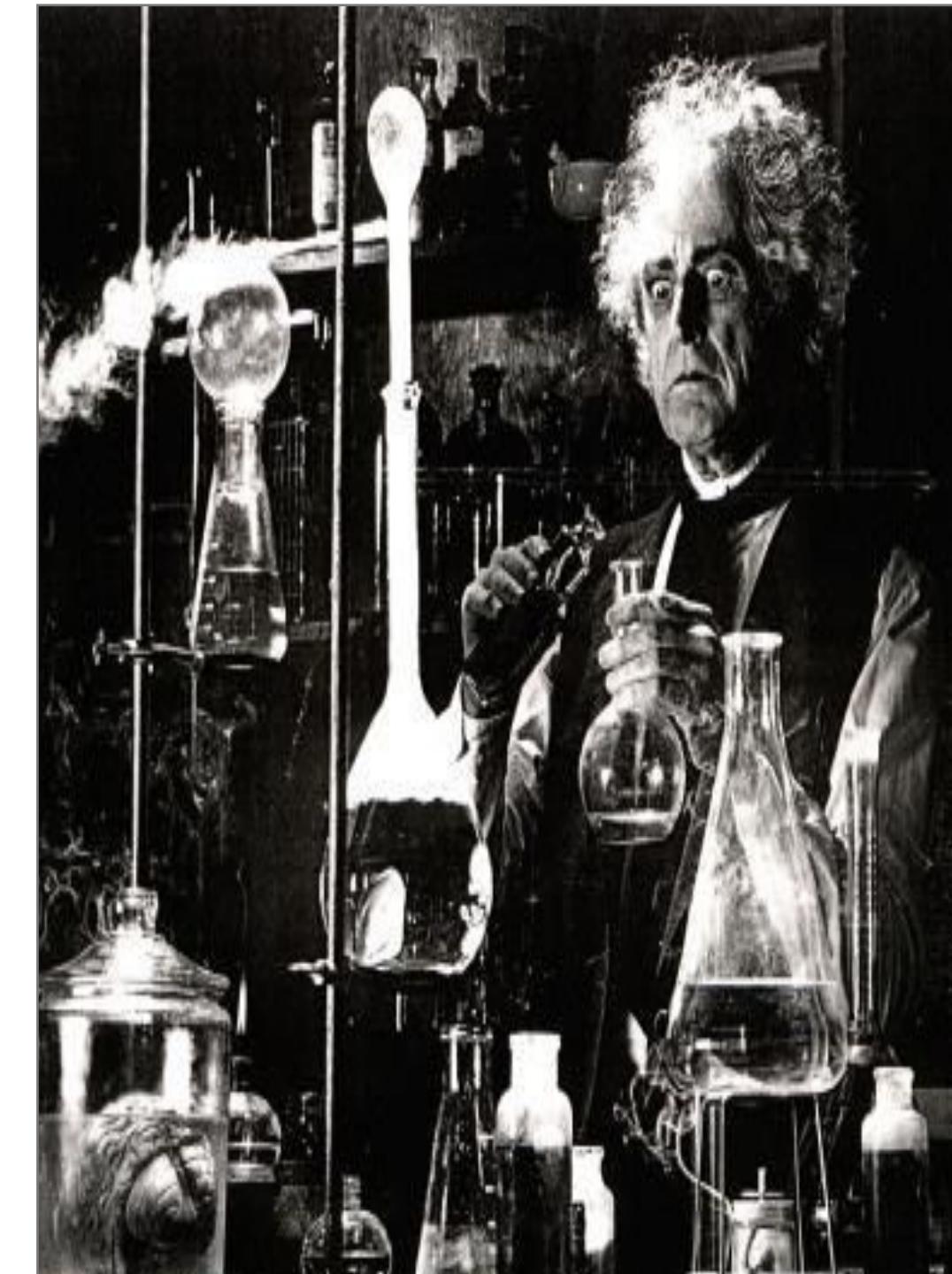
A composite image. In the foreground, a man in a black suit, white shirt, and dark tie stands with his arms raised in a triumphant pose, mouth open as if shouting. In the background, a large, grainy, black-and-white close-up of a person's face, showing intense eyes and a furrowed brow, suggesting anger or determination. The overall mood is one of high energy and emotional intensity.

Body Language

DON'T



SELL



TALK TECH



ASK WHAT THEY WANT

DO



INTERVIEWERS>INTERVIEWEE DISARM POLITENESS

BE HUMBLE



Repeat
back



BE
a
rabbit.

NOT
an
alligator



CUSTOMER INTERVIEWS – TAKE HOME

1. Apply the scientific method to customer discovery
2. Know your objective before you go
3. Listen, don't talk
4. Seek easy targets, then move up the chain
5. Use the many to interview the few
6. Listen, don't talk
7. Get strangers - Get face to face - Get deep
8. Avoid self-validation: honestly analyze results
9. Ask for referrals
10. Listen, don't talk

THE TRAP

CONFIRMATION BIAS



THE EASIEST PERSON TO FOOL IS YOURSELF.



THE DREAM IS FREE, BUT THE

HUSTLE
IS SOLD SEPARATELY

IS SOLD SEPARATELY



EXERCISE: MOCK INTERVIEWS