

Ready Stage Checklist

Welcome to IDEA! You are now in the Ready stage. This part of the IDEA process is all about defining the problem you're out to solve. Through customer interviews and market research, you will start developing a solution to the problem. We are here to help through coaching office hours, workshops, and assorted templates. Let's get to work!

1. Before you do anything else please fill out your venture application, [register here](#)
2. Fill out the [value proposition template](#)
3. Go to office hours, [sign up here](#)
4. 1st Office Hours: review value proposition with coach
 - a. Receive solution design pitch information from coach at office hours
5. Conduct customer interviews
6. 2nd Office Hours: review customer interviews, [sign up here](#)
 - a. Complete team assessment
 - b. Pending coach approval, fill out coach matching form
 - c. Otherwise, implement suggestions and return to 3rd office hours
7. Prepare solution design pitch presentation with individual coach

Please contact [Neel Desai](#) with any questions.