

### GOALS OF OF THE WORKSHOP:

- ▶ We hope you walk away with one of three things:
  - ▶ I totally need to do this idea! Here's some data to apply to pitch comps, courses, funding, etc.
  - ▶ This is a terrible idea
  - ▶ It's a good idea but needs to change in some fundamental ways.

# QUICK SCHEDULE

## ► Prototyping

Goal: (1) Identify a hypothesis to test, (2) get something you can put in front of a few sample customers

11/10, 3:30pm: room #1548

## ► Testing

Goal: Get your idea in front of a few sample customers

11/17, 3:30pm (same room)

## ► Next Steps

12/1, TBD