

# Validate

## Summer 2017



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### Series Details

This eight week applied program will guide founders through the validation of a product and business model. Leveraging knowledge about the needs and pains of customers, participants will build a simple 'MVP' that addresses customer pain and validate it with customers. Throughout the program, founders will iterate on their MVP and business model based on customer feedback received. By the end of the program, participants will have sufficient knowledge to decide whether the venture is viable, and if so, feel confident to begin sales and running a business.

Participants are expected to commit **at least 15 hours/week** for in class sessions and homework deliverables.

**Audience:** Entrepreneurs currently working on a business idea who have an understanding of basic startup concepts, and understanding of pains and problems experienced by customers. Participants with an idea or prototype who have not reached the point of sales or revenue will experience the greatest benefit from this program.

**Schedule:** Each session will take place from 9AM to 12PM.

<b>Session 1:</b> July 12 – Minimum Viable Product: what is it, and how to build one
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<b>Session 2:</b> July 26 – Analyzing customer feedback, and creating competitive advantage
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<b>Session 3:</b> August 9 – Validating a business model, marketing, and sales strategies
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<b>Session 4:</b> August 23 – Presentations and feedback from expert panel
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**Location:** Alastair Ross Technology Centre, 3553 – 31 Street NW, Calgary, AB

**Cost:** Complete Series: \$325 + GST **Student Pricing:** \$200 + GST

**Registration:** Register online: <https://summervalidate.eventbrite.ca>

**Space is limited!** Each attendee must register separately.