

Market Validation Training

Course Outline

NOTE: Order and topics subject to change.

Day 1

1. Market Validation Training overview
2. Market Type
 - a. Exercise: Market Type
3. Innovation Source
 - a. Exercise: Innovation Source
4. Positioning Statement Introduction
5. Value Chain
 - a. Exercise: Value Chain
6. Business Model Canvas Introduction
7. Segmentation and Ideal Customers
 - a. Exercise: Market Segmentation
8. Positioning Statement: Line-by-line and Summary
 - a. Exercises: Positioning Statement
9. Value Propositions
 - a. Exercises: Your Buyer Types and Value Proposition
10. Minimum Viable Product
 - a. Exercise: Minimum Viable Product

Day 2

1. Positioning Statements and Delivery
2. Opportunity Size
3. The TALC
 - a. Exercise: Where are you now in the TALC?
4. Customer Development Model
 - a. What are your hypothesis?
5. Return on Investment
 - a. Exercise: ROI Calculator / Business Case
6. Ideal Customer



- a. Exercise: Mind map of your ideal customer
7. Customer Discovery
 - a. Exercise: Script for Customer Conversation
8. Sales Process
9. Sales Funnel Action Items
 - a. Exercise: Sales Funnel Exit Criteria
10. Lead Generation
 - a. Exercise: Your Lead Generation Strategy
11. 5 Minute Pitches
 - a. Exercise: Pitch It!

Day 3

1. 5 Minute pitches
 - a. Exercise: 5 minute pitch
2. Business Model Re-introduction
 - a. Group Exercise: Business Model: step-by-step
 - b. Exercise: Present your Business Model
3. Business Model Testing Introduction
4. MammOptics abbreviated example
 - a. Exercise: Identify Guesses
5. Lean Canvas
6. 6 Month Goals and Plan Introduction
 - a. Exercise: Current Assessment
 - b. Exercise: 6 Month Goals
7. Critical Path
 - a. Exercise: Top 3 Goals and Milestones
8. Strategic Plan
 - a. Exercise: Strategic Plan
 - i. Core Values
 - ii. Founder/CEO Grand Vision
 - iii. 3-5 Year Targets
 - iv. Annual Goals
 - v. Quarterly Actions
9. Market Validation – the Journey