



## ZAP! Program Spring 2018

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### Program Description

This course is based on the successful National Science Foundation Innovation Corps (“I-Corps”) methodology of linking university engineering with the marketplace. We will provide real-world, hands-on learning experience to successfully transfer knowledge into products and processes that benefit society. You will engage with industry and learn from the marketplace.

This course will not teach how to write a research grant or a business plan. It is not an exercise on your laboratory skill set or your research capabilities. The end result is not a paper to be published.

In this program, you will learn how to conduct, gather, and analyze customer discovery interviews, and you must interview at least 5 potential customers. You will also learn how to modify and test business model hypotheses in response to interviews. If you successfully complete this, you will have the opportunity to attend IN-LA’s Technology Scouting Workshop. Past speakers at the Technology Scouting Workshop have included representatives of Google, Boeing, Northrop Grumman Corporation, The Dow Chemical Company and more.

### Program Philosophy

The startup culture is different from the university culture most of you are familiar with. Startups communicate much differently than inside a university and lab. The class culture can feel brusque and impersonal, but it is intentionally oriented to simulate the time- and cash-constrained environments in which startups operate. We have limited time and we

push, challenge, and question you in the hope you will quickly learn. We will be direct, open, and tough – just like the real world. Please recognize that these comments aren't personal, but part of the process.

We also expect you to question us, challenge our point of view if you disagree, and engage in a real dialogue with the instructors. This approach may seem harsh or abrupt, but it will teach you to challenge yourselves quickly and objectively, and to appreciate that as entrepreneurs, you need to learn and evolve faster than you ever imagined possible.

### **Deliverables**

1. An initial 3-minute presentation on your business model.
2. Five (5) customer interviews after the first session.
3. A record of your customer discovery progress using capture the narrative, contact information, learning and insight.
4. A final 7-minute presentation on your progress. Your slide decks ***should not contain any proprietary information***. They should focus on your business model and customer discovery.

### **Detailed Program Plan**

#### ***Assignment before Session 1***

- View 2-minute video on the Business Model Canvas:  
<http://www.businessmodelgeneration.com/canvas/bmc>
- Populate business model canvas for your team.

#### ***Required presentation before Session 1***

**Note that you may not participate in the class if you do not submit this presentation to Dropbox by 5 pm the day before the class begins. You should have received an invitation to the ZAP! Dropbox – if you do not find it, please check your spam folder.**



Submit a 2-slide presentation to present your Team to the class (3 minutes). Save your presentations to Dropbox using this naming convention: TeamName\_Date e.g., DataComm\_05062013

Slide 1: Title Slide

- Team name
- Pictures/names of your Team members
- Logo (if applicable)
- Product picture/product description (1 sentence)



Slide 2: Populated Business Model Canvas

Key Partners	Key Activities	Value Proposition <ul style="list-style-type: none"> <li>• Reason 1 that your customer is interested</li> <li>• Reason 2</li> <li>• Reason 3</li> </ul>	Customer Relationships	Customer Segments <ul style="list-style-type: none"> <li>• Customer group 1</li> <li>• Customer group 2</li> <li>• Customer group 3</li> </ul>
	Key Resources		Channels	
Cost Structure		Revenue Streams		



**Session 1 plan**

Topic	Duration
Introduction: Teaching team; class goals and philosophy; our expectations; your participation	30 Minutes
Team presentations (3 min. + 2 min. for comments)	75 Minutes
<p>Topic 1: Business Model/Customer Development</p> <p>What is the difference between a startup and a company? What's a business model? What are the 9 parts of a business model? What are hypotheses? Which experiments are needed to run to test business model hypotheses? What's "getting out of the building"?</p>	30 Minutes
Break	15 minutes
<p>Topic 2: Best Practices for Customer Discovery</p> <p>How do you call on people you don't know? How do you get the most out of your interviews, and what are the expectations, speed, tempo, logistics, commitments? Who attends? How do you take notes? How do you protect your IP when you speak to partners?</p>	30 Minutes
<p>Topic 3: Value Proposition</p> <p>What is your product or service? How does it differ from your technology? Why will people want it? Where's the market? What's the <i>minimum feature set</i>? What unique insight do you have into the market dynamics or into a technological shift that makes this a fresh opportunity?</p>	30 Minutes
Preparing for next week, wrap-up	30 Minutes

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IN-LA is funded in part by the National Science Foundation I-Corps™ Program under award number 1444080.



## ***Presentation for Session 2***

Submit a 9-slide presentation to Dropbox with the following slides:

### **Slide 1:** Cover slide

- Team name
- Member names
- 1 to 2-sentence description of your product
- Number of customer contacts you made since Session 1.

### **Slides 2 -6:**

- What we thought (what is the hypothesis?)
- Whom we interviewed
- Why we interviewed them
- What we learned (what insight did you gain?)
- What we would do next

**Slide 7:** Surprises you learned in the last week

**Slide 8:** Original business model canvas

**Slide 9:** Revised business model canvas that indicates changes

## ***Session 2 plan***

<b>Topic</b>	<b>Duration</b>
Introduction	10 Minutes
Team Presentations Each Team is allotted 10 minutes total to include 7 minutes for presentation, 3 minutes for instructor comments.	100 Minutes
Survey + break	20 minutes
Topic 4: Storytelling	30 Minutes
Topic 5: Next steps in customer discovery and Innovation Node – Los Angeles	15 Minutes

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