



## **BLITZ**

### **IN-LA Competition Program**

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## **Introduction**

Welcome to the BLITZ program! Our educational program is designed to help you learn about business models and validate your ideas in the marketplace. Our goals are:

1. Give participants an experiential learning opportunity to help determine the commercial readiness of their technologies.
2. Enable participants to develop a clear go/no go decision regarding commercial viability of the effort.
3. Develop a transition plan to move the technology to market.

### ***National Science Foundation I-Corps Program***

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.

In this program, you will learn how to conduct, gather, and analyze customer discovery interviews, and you must interview at least 20 potential customers. You will also learn how to modify and test business model hypotheses in response to interviews.

**Teams that successfully complete this program and satisfy all requirements and deliverables may qualify to apply for NSF I-Corps Team grants of \$50,000 and attend the USC Technology Scouting Workshop We will provide more information at the end of this course.**

**You may not participate in the competition if you do not submit all presentations to Dropbox (via LaunchPad Central) by 5 pm the day before the class begins.**

### ***Flipped Classroom***

This course will be conducted completely online and utilizes a “flipped classroom” model focused on your learning rather than our lectures. You are expected to read the lecture material in advance and use it to develop the slide deck due for each session.

If you have questions, you may sign up for Office Hours with the teaching team.



### **LaunchPad Central Software**

You will be required to use LaunchPad Central to:

- Access useful resources
- Log your Customer Discovery interviews
- Show your business model canvas

Watch the LaunchPad Central training video to learn how to navigate the platform:

<http://blog.launchpadcentral.com/video-tutorials>

### **Class Process**

Each week, you will be assigned to a Bluejeans room and group (i.e., Bluejeans room 1, group 2). Review the Session Plan for the start time of your group.

Each group consists of four teams. Each team will give its presentation to the instructor and the other three teams, and then the instructor will give general feedback and facilitate an open discussion.

Prior to the first BLITZ session, you'll need to get set up on Bluejeans platform.

- Watch the Bluejeans tutorial video:  
<https://www.youtube.com/watch?v=UOF-C7YBWgA&feature=youtu.be&hd=1>
- Log into the test meeting: <https://bluejeans.com/111/>

### **Suggested Texts**

*The Startup Owner's Manual*, Steve Blank and Bob Dorf

*Business Model Generation*, Alexander Osterwalder and Yves Pigneur

### **Additional Resource Videos**

Getting started

- Pre-Planning Customer Discovery, parts 1, 2, and 3
- Customer Discovery Interviews, parts 1 and 2

Outside the Building

- Death by Demo 1
- Death by Demo 2
- Assuming You Know
- Death by PowerPoint

- Understanding the Problem
- Customers Lie
- The Distracted Customer
- Engaging the Customer
- Customer Empathy
- The User, the Buyer & the Saboteur
- Multi-Person Interview
- B-to-B to C

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- Existing vs. New Markets
  - Public Interviews
  - Getting the MVP Right
  - Pay Attention to Outliers
- Back in the Building
- Extracting Insight from the Data
  - The “Other 85%

### ***Deliverables***

1. Regular presentations on your business model. Your slide decks ***should not contain any proprietary information***. They should focus on your business model and customer discovery.
2. Customer interviews for each session; twenty (20) total (specific goals are specified at each session).
3. A record of your customer discovery progress using LaunchPad Central to capture the narrative, contact information, learning and insight.

**You must satisfactorily present all deliverables on time to continue in the competition.**

### **Session 1: Date tbd**

#### ***Session 1 assignment***

- Review Lecture 1 and 2 documents provided via Dropbox
- Sign into LaunchPad Central and watch:
  - Lecture 1 – Business Model/Customer Development
    - <https://www.launchpadcentral.com/videos/series>
  - Lecture 2 – Value Proposition
    - <https://www.launchpadcentral.com/videos/series>
- Business Model Canvas completed on LaunchPad Central



### ***Session 1 presentation***










Submit a 2-slide presentation to present your Team to the class (4 minutes). Save your presentations to Dropbox using this naming convention: TeamNumber\_TeamName\_Date e.g., 195\_DataComm\_05062013

#### Slide 1: Title Slide

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



Slide 2: Populated Business Model Canvas

TEAM NAME HERE					FILL OUT ALL 9 BOXES OF THE CANVAS IN ORDER 1 THRU 9				
<b>Key Partners</b> 7   Who are our Key Partners?	<b>Key Activities</b> 5  What Key Activities do our Value Propositions require?	<b>Value Propositions</b> 1  Which one of our customer's problems are we helping to solve? Or, Which customer needs are we satisfying?	<b>Customer Relationships</b> 4  How will we Keep and Grow customers?	<b>Customer Segments</b> 2  For who are we solving a problem or fulfilling a need?					
	<b>Key Resources</b> 6  What Key Resources (suppliers, etc.) do our Value Propositions require?	What is the specific product/service? What are the features that match customer needs?	<b>Channels</b> 3  Through which Channels do our Customer Segments want to be reached?	Who are the customers? Does the value proposition match their needs? Is this a single-sided or multi-sided market?					
<b>Cost Structure</b> What are the most important costs in our business model? 9 			<b>Revenue Streams</b> What is the revenue model? What are the pricing tactics? For what value are our customers willing to pay? 8 						

**Session 1 plan**

Topic	Duration
Introduction and answering questions	10 minutes
Four team presentations (4 min., includes questions)	20 minutes
Customer Discovery Workshop	20 minutes
Wrap-up	10 minutes



## **Session 2: Date tbd**

### ***Session 2 assignment***

- Review Lecture 3 and 4 documents provided via Dropbox
- Sign into LaunchPad Central and watch:
  - Lecture 3 – Customer Segments  
<https://www.launchpadcentral.com/videos/series>
  - Lecture 4 – Distribution Channels
    - <https://www.launchpadcentral.com/videos/series>
- Revised Business Model Canvas
- 6 interviews (6 due to date) logged on LaunchPad Central.

### ***Session 2 presentation***

Submit a 5-slide presentation to Dropbox (via LaunchPad Central).

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

- Team number, name and member names
- 1-sentence description of your product
- Number of customer contacts: 1) Last week (6 new interviews due); 2) Cumulative (6 due to date)

#### **Slide 2: Hypotheses: value propositions**

- What we thought
- Whom we interviewed
- What we learned
- What we would do next

#### **Slide 3: Hypotheses: customer segments**

- What we thought
- Whom we interviewed
- What we learned
- What we would do next

#### **Slide 4: Surprises you learned in the last week**

#### **Slide 5: Revised business model canvas that indicates changes**



### **Session 2 plan**

<b>Topic</b>	<b>Duration</b>
Introduction and answering questions	10 minutes
Four team presentations (5 min., includes questions)	25 minutes
Customer Segments and Distribution Channels discussion	15 minutes
Wrap up	10 minutes

### **Session 3: Date tbd**

#### **Session 3 assignment**

- Review Lecture 5 document provided via Dropbox
- Sign into LaunchPad Central and watch:
  - Lecture 5 – Customer Relationships: Get/Keep/Grow
    - <https://www.launchpadcentral.com/videos/series>
- Revise Business Model Canvas
- 7 interviews (13 due to date) logged in LaunchPad Central.

#### **Session 3 presentation**

Submit a 5-slide presentation to Dropbox (via LaunchPad Central):

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

- Team name
- Team number
- Member names
- 1-sentence description of your product
- Number of customer contacts: 1) Last week (7 due this week); 2) Cumulative (13 due to date)

##### **Slide 2: Hypotheses: value propositions and customer segments**

- What we thought
- Whom we interviewed
- What we learned
- What we would do next





**Slide 3: Hypotheses: customer relationships**

- What we thought
- Whom we interviewed
- What we learned
- What we would do next

**Slide 4:** Surprises you learned in the last week

**Slide 5:** Revised business model canvas that indicates changes

**Session 3 plan**

Topic	Duration
Introduction and answering questions	10 minutes
Four team presentations (5 min., includes questions)	25 minutes
Customer Relationships discussion	15 minutes
Wrap up	10 minutes

**Session 4: Date tbd**

**Session 4 assignment**

- Revise Business Model Canvas
- 7 interviews (20 due to date) logged in LaunchPad Central
- Complete IN-LA questionnaire (voluntary)
- Develop competition pitch

**Suggested viewing**

David Reimer’s series of videos on storytelling: <http://venturewell.org/i-corps/llpvideos/david-riemer/>

**Session 4 presentation**

Present competition pitch



***Session 4 plan***

<b>Topic</b>	<b>Duration</b>
Introduction and answering questions	5 minutes
Four team presentations (5 min., includes questions)	25 minutes
How to win an I-Corps \$50,000 Team Grant	20 minutes
Wrap up	10 minutes

