

# Lecture 9

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*What is a "full cohort?"*



# Cohort Deliverables

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*...tools and  
expectations.*

**100**

***Customer  
Conversations***

**Office Hours**

***Every week!***

***Q&A and Report out  
what you learned***

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graph LR; A((Identify the Customer)) --> B((Understand "Job-to-be-Done")); B --> C((Quantify Decision Criteria for Solutions)); C --> D((Segment based on Needs)); D --> E((Design Value Proposition));
```

Identify the Customer

Understand  
"Job-to-be-Done"

Quantify  
Decision  
Criteria for  
Solutions

Segment  
*based on*  
Needs

Design Value  
Proposition

# ***Tools/Deliverables and where they apply***

Identify the  
Customer

Understand  
“Job-to-be-  
Done”

Quantify  
Decision  
Criteria for  
Solutions

***Ecosystem Maps***  
***Workflow Diagrams***  
***Value Chains***  
***Titles/Archetypes (contacts)***

***Workflow Diagrams***  
***Value Chains***  
***Job Statements (include context)***  
***Job Trees (at least 2 levels)***  
***Importance – Satisfaction (for jobs)***

***I – S (for criteria)***  
***List of alternatives***  
***Competitive Matrix***  
***VPs (benefit + sacrifice)***

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## ***Summary Tools***

***Business Model Canvas – stoplight risk assessment***

***BMC – other information***

***TAM/TAM Estimate***

***Tech and Market Readiness (TRL/MRL) for VALIDATED solution approach***