Lecture 9

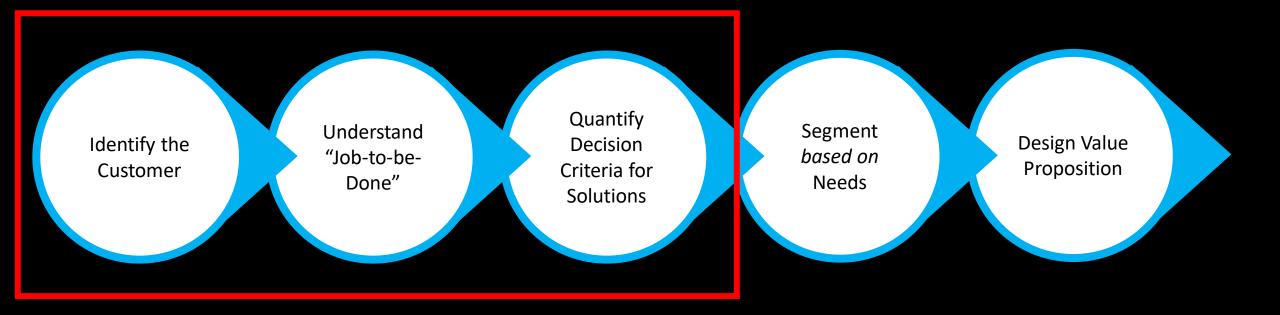
What is a "full cohort?"

Cohort Deliverables

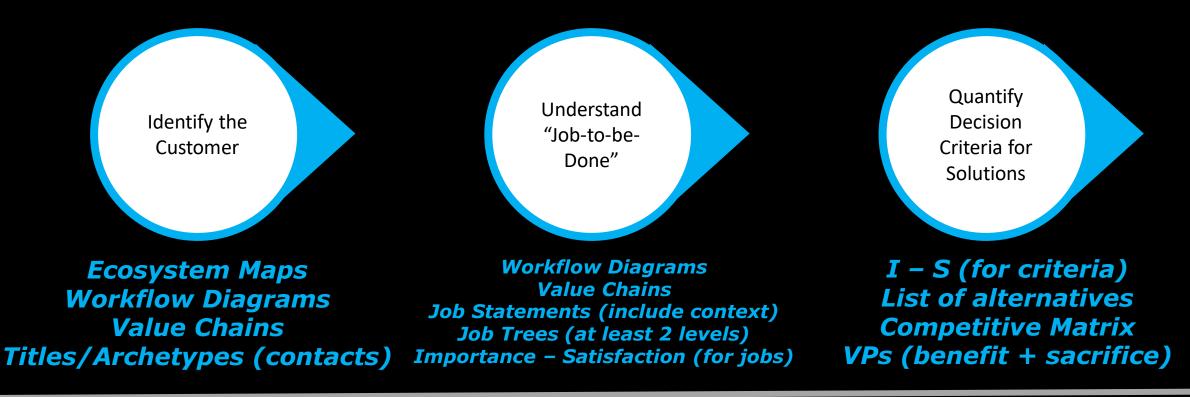
...tools and expectations.

100 *Customer Conversations*

Office Hours Every week! Q&A and Report out what you learned



Tools/Deliverables and where the apply



Summary Tools

Business Model Canvas – stoplight risk assessment BMC – other information TAM/TAM Estimate Tech and Market Readiness (TRL/MRL) for VALIDATED solution approach