

# Customer Development

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## Objective

With this lesson we aim to teach you how to conduct successful customer development.

1. You will learn how to target potential customers.
2. You will find out how to approach them and what kind of questions you should be asking.
3. You will learn how to assess the results.

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## Materials

The basic materials are:

- A video on the nature of customer development and how to do it.
- A video transcript.
- Tools.
- Exercise: Mock Customer Development.

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## Procedures

1. Present the video to the startups. Encourage them to take ample notes.
2. Allow for time to answer the questions that will arise from the video. Usually, startups need clarifications. Therefore, it would be advisable for the mentor to watch the video in advance AND read the transcript. The mentor should understand fully how to fill a canvas and create a business model.
3. It would be useful for the mentor to know how to conduct customer development. If this is not the case, then we will prepare a video to exhibit the techniques.
4. The startups will now conduct customer development exercises. The mentor will 'play' the customer, while the startup will play himself/ herself. The startup will ask the 'potential customer' questions, while the mentor will a) answer pretending that he is a customer and b) correct the phrasing of the startup. This is a very difficult exercise. A lot of mistakes happen and many startups get frustrated. Insist on the process, though. The startups need to be ready to face their customers later. Repeat with at least two different startups.
5. When the exercise finishes, the startups get ready to retire for the night. Some of them may wish to go out there and find their customers. Encourage them to do so. As long as they are back in class on Sunday at 9 in the morning!