

Customer Development in Social Media

Objective

With this lesson we aim to teach you how to conduct successful customer development with the help of social media.

1. The startup will learn how to identify potential customers on social media and approach them online.

Materials

The basic materials are:

- A video on the nature of customer development and how to do it.
- A video transcript.
- Tools.
- Exercise: Get Out of the Building

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. The aim of this lesson may be to train startups to identify their customers in Facebook , LinkedIn etc, but the fact is that the first customer development interviews should happen face to face. The startups should be encouraged to get out of the building and not to come back until they have ten personal interviews. They may seem to be annoyed or reluctant to do so. The mentor should insist about the value of the exercise. The startups should come back for the rest of the day in the afternoon with their results. The results should be assessed individually by the mentors. Have they found any potential customers? Did they follow lean methodology during the interviews? Do they have a winning product in their hands?