

Vista Entrepreneur Bootcamp

Workshop 1 Assignment

1. Identify the problem you think your business will solve. Remember, this problem can change and evolve as you talk to customers.
2. Identify your target customer group. Use the group evaluation template that we covered in class to help.
3. Interview two customers (at least)! Remember, these can be potential customers at this phase. Use the interview script to guide your interviews.
4. Use all of this information to inform your business idea and think how to advance your MVP.