

DEVELOPING A PRODUCT CUSTOMERS WANT

LOCATION TBD

9:00 – 9:45 am

11:00 – 11:45 am

Title / Description**Developing a Product Customers Want**

Using simple tools and techniques, this class will outline the four questions every product developer should ask. Then we'll explain how to illuminate the guesses you're making and set up a deliberate, efficient validation plan.

Stage of Business**Startup/Early Stage**

Speaker

Brandon Cornuke,
Vice President of Startup Services, MAGNET

3-5 Specific Deliverables

1. Four key product development questions
 2. Four key product development assumptions
 3. How to approach validation
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