NVBC Venture Acceleration Program

Group Meeting #1

Intro to Customer Discovery

Introductions

Market Type

Value Chain

Value Prop Canvas

Day-in-the-Life

Customer interviews

Group Meeting #2

Customer Validation & Markets

Venture prezos

TALC & Value Prop

Customer buying processes & roles

Market sizing

Competitive Position

Group Meeting #3

Your Business Model

Venture prezos

Product-Market Fit & MVP

BMC:

- Revenue Model: SP & Yr1-3 \$
- Dist'n & Margins:
- Customer Rel'n (Sales Funnels)

Group Meeting #4

Completion Panel

Final prezos

- Venture Pitch
- 6 Month Plan

Panel feedback

What next?

Between Group Meetings

Complete M1, 2 & 3

Do 6-12 'Interviews' + report 'findings'

Complete GM#2 Prework, incl 'prezo'

Complete M4

Do 6-12 'Interviews' + report 'findings'

Complete GM#3
Prework, incl 'prezo'

Complete M5

Do 6-12 'Interviews' + report 'findings'

Prep Completion Panel 'prezos

+ Weekly EiR Meetings

