



Customer Discovery

Overview / Understanding **who the customer is**, what they want, how they behave, and where they are is part of the critical discovery process needed to turn a business idea into a successful business model. This unit introduced the important principle of gathering **customer feedback**. Students create a **Business Model Canvas** that is based on assumptions. The goal is to test these assumptions with customers to get feedback, learn, and update the model.

External Advice and Coach Match / On September 30th, we went through the process of matching our Coaches to the teams. **This year's fabulous Coaches are – Ali Amato, Jush Danielson, Jack Doyle, Dominic Polizzotto and Scott Shelton**. The students and Coaches then developed an agreed upon structure for meeting and working together. Coaches provided their teams with feedback focused on customer segments, problems to solve, and why it needs to be solved.

Customer Segmentation / Students went through a series of exercises to better understand the **customer segments** impacted by the problem they are trying to solve. They prioritize the segments to identify **early adopters** and revisit the original **unique value proposition (UVP)** created to confirm that each segment is matched with a meaningful value proposition.

Problem Interview / Students learned how to **conduct interviews and gather data**. They developed **questionnaires** and began the process of **cataloging customer feedback**. This unit will cover the importance of customer feedback and quantity (**market size**). They are coached to pull insights from the data gathered.

Solution Interview / Students are outlining and building a **solution demo** to use as a tool to demonstrate their product/service to **target customers**. They will begin conducting interviews and will continue to gather customer feedback to influence strategic decisions and changes to their business model.

IN REVIEW

- Students continue to learn to **resolve conflict, collaborate, and make decisions** as a team. This continues to be a challenge for some teams and for some team members individually. We will continue to make this part of the learning.
- One of our teams decided to pivot away from their original idea as they gathered customer feedback and understood the complexity of the business model they originally chose. This is part of learning! **Much appreciation to their Coach (and parent), Jack Doyle, for coaching them through this pivot process.**
- **Thank you!** to the following parents for engaging with the students in class as a Subject Matter Expert:
 - 9/20 – 9/23: **Jesse Thelan** on **Customer Segmentation**
 - 10/25 – 10/28: **Jason Carik** on **Market Sizing**

UPCOMING EVENTS

- The class moved from **Unit 2 – Customer Discovery** into **Unit 3 – Customer Connection** on 10/29
- **Nathan Uno** (parent) will be teaching on **Positioning** as a Subject Matter Expert from 10/29 through 11/2
- **Jason Shoepke** (parent and Advisory Board member) will be teaching on **Marketing for Start-Ups** on 11/11 through 11/12
- The **Business & Innovation Club** meets Wednesday, November 3rd. All students are invited to be a part of the Club. The Club members compete in DECA competitions, operate the Shack (Wheaton Academy's student run food truck), learn about business, and listen to guest speakers.
- **The Shack** is looking for parent volunteers to assist with Lunch distribution and Events. Contact Phil Strzalka (pstrzalka@wheatonacademy.org) if you are interested.
- Information about the **Internship Program** is located on the webpage <https://wheatonacademy.org/academics/business>