# Data Science and Technology Entrepreneurship

## Computer Science 6998-4, Business School – B8848-1

### Spring 2013

### Assignment 2

## Part 1.    Fill up Lean Canvas

https://drive.google.com/previewtemplate?id=16uOd158UzJM9oqGWgJOtbppzGNPmZ4fWMSV6_xBz3Z8&mode=public#

## Part 2.    Field Assignment

1. Prepare a set of 8+ (minimum of 8) questions that you want your potential customers to answer that can help in validating your assumptions/hypotheses that you have created while filling up Lean Canvas. Questions can have qualitative or quantitative answers.

   a. Example questions with quantitative answers
      i. e.g. Will you buy our product?   Yes    No
      ii. e.g. Do you think it will improve your customer service?  1   2   3   4   5
      iii. e.g. How important is the problem that our product solves for you?   1   2   3   4   5 6 7 8 9 10
   b. Example questions with qualitative answers
      i. Please tell us more about your problem?
      ii. What do you like about our product?

2. Interview **minimum of 5 potential customers**
3. **Minimum of 3 potential customers** have to be strangers (not on campus)
4. Ask the questions you have prepared
5. Interview the potential customers with any other questions that you think are relevant
6. Collect data based on questions
7. **Write a few sentences about your experience with each customer**

## Part 3.    After you are done with all interviews, write one line elevator pitch on your

**value proposition by filling this Mad Lib Template of Adeo Ressi**

1. Our  company, __(insert name of company)__, is developing __(a defined offering)__ to help __(a defined audience)__ __(solve a problem)__ with __(secret sauce)__.

**Submission Process:**

From you team google account share the lean canvas link and your google document link to us.

Remember to add the following in your email subject line

# DSTE - Assignment 2 - TeamName