



## Innovate Egypt Course Syllabus

**Opening Workshop:** June 18-20, 2019

**Weekly Online Meetings:** One 1.5 hour meeting per week for 6 weeks

**Closing Workshop:** August 7-8, 2019



# About Innovate Egypt

## Faculty

*Lead Instructor*           Heath Naquin  
*Co-Instructors*           Eli Velasquez, Grant Warner, Max Green  
*Teaching Assistant*    Aprille Busch

## Course Expectations

Each team member should commit to attending every planned session of the program. Each team must have two members that can commit to class time plus approximately 15-20 additional hours per week, for the full seven weeks of the program, on customer discovery and exercises outside of class. Additional team members must commit to 6-8 hours a week.

## Course Description

Customer Discovery is an iterative process of physically getting out of the building to interview potential customers and stakeholders to understand their problems and pain points in the market and in society. These interviews, or experiments, lead to real-world learning and insight that validate or invalidate key components of the business model, often leading to pivots.

This course will provide teams with real-world, hands-on learning experience with customer discovery and successfully transferring knowledge into products and processes that benefit society. The entire team will engage with industry. You and your team will spend your time talking to and learning from customers, partners and competitors, and learning how to deal with the chaos and uncertainty of commercializing innovations and creating ventures.

This course is about getting out of the building. You will be spending a significant amount of time outside the building, talking to customers and testing your hypotheses about what they want in products and services. We will spend our limited class time on what you learned from talking to customers, not what you already knew coming into the course. Teams should be striving for 15 interviews per week, for a total of 100 interviews by the end of the course.

## Class Culture

We have limited time and we push, challenge, and question you in the hope you will quickly learn. We will be direct, open, and tough – just like the real world. We hope you can recognize that these comments aren't personal, but part of the process. We also expect you to question us, challenge our point of view if you disagree, and engage in a real dialog with the teaching team. This approach may seem harsh or abrupt, but it is all part of our wanting you to learn to challenge yourselves quickly and objectively, and to appreciate that as entrepreneurs, you need to learn and evolve faster than you ever imagined possible.

## Additional Resources

1) These short videos from Steve Blank provide helpful tips and examples for preparing for your customer interviews:

1. [Pre-Planning Pt. 1](#) (4:55)
2. [Interviews Pt. 1](#) (5:40)
3. [Interviews Pt. 2](#) (3:49)
4. [Asking the Right Question](#) (2:37)
5. [Assuming you know what the customer wants](#) (1:56)
6. [Understanding the Problem \(the right way\)](#) (3:22)
7. [Customers Lie](#) (2:37)
8. [The Distracted Customer](#) (3:12)
9. [Engaging the Customer](#) (3:37)
10. [Customer Empathy](#) (2:25)
11. [The User, the Buyer & the Saboteur](#)
12. [Death by Demo 1](#) (2:18)
13. [Death by Demo 2](#) (1:45)

2) For a more detailed explanation of Customer Development and the Lean Startup, here are some short videos of Steve Blank from the Kaufmann Founders School:

- <http://www.entrepreneurship.org/Founders-School/The-Lean-Approach/Getting-Out-of-the-Building-Customer-Development.aspx>
- <http://www.entrepreneurship.org/Founders-School/The-Lean-Approach/Customer-Development-Data.aspx>
- <http://www.entrepreneurship.org/Founders-School/The-Lean-Approach/Minimum-Viable-Product.aspx>

3) All team members should purchase the textbooks outlined on the following page. The Osterwalder books have free e-version previews, and the Constable book has a full free e-version.

### *Value Proposition and Design*

Alexander Osterwalder, Yves Pigneur, Greg Pernarda & Alan Smith

- A free download of the first chapter of the book is available at [https://strategyzer.com/value-proposition-design?\\_ga=1.152090042.2059273423.1389715841](https://strategyzer.com/value-proposition-design?_ga=1.152090042.2059273423.1389715841)



### *Talking to Humans*

Giff Constable

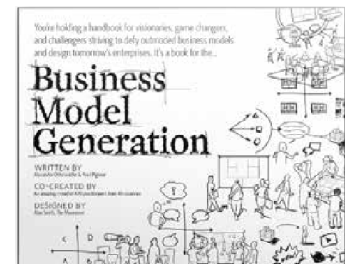
- A free download of the book is available at <http://www.talkingtohumans.com/>



### *Business Model Generation*

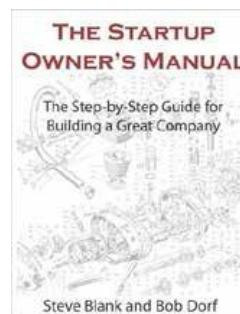
Alexander Osterwalder & Yves Pigneur

- A free download of the first chapter of the book is available at <http://businessmodelgeneration.com/book>



### *The Startup Owner's Manual*

Steve Blank & Bob Dorf



### **Required Pre-Kickoff Assignments**

Register for the free Udacity online course – How to Build a Startup (<https://www.udacity.com/course/ep245>) and watch the following lectures:

- Lesson 2: What we Now Know
- Lesson 3&4: Business Models and Customer Development
- Lesson 5: Value Proposition
- Lesson 6: Customer Segments

### **Highly Suggested Pre-Kickoff Assignments**

The following assignments augment the required assignments, and should be used to provide a greater understanding of the material. At a minimum, we recommend that you scan these readings.

- *Business Model Generation*: pages 14-51
- *The Startup Owner's Manual*: pages 195-199
- "12 Tips for Early Customer Development Interviews" by Giff Constable:  
<http://giffconstable.com/2010/07/12-tips-for-early-customer-development-interviews/>

### **Required Deliverables for the Kickoff Workshop**


1. A two-slide presentation. You *may* be called upon to present to the whole class and will *definitely* present to a group of peers and instructors in a breakout session. See the template provided on the following page.
2. Ten or more customer/industry contacts that you hope to interview on Day 1 and 2 of the Kickoff Workshop (June 18-20)

## Presentation Template for the Kickoff Workshop


### Slide 1: Title Slide


- Team Name
- University or company logo
- Product or technology picture & description (1 sentence)
- Pictures & names of your team members

# Aqua-lung




An open-circuit, self-contained underwater breathing apparatus






Jane Doe, PI



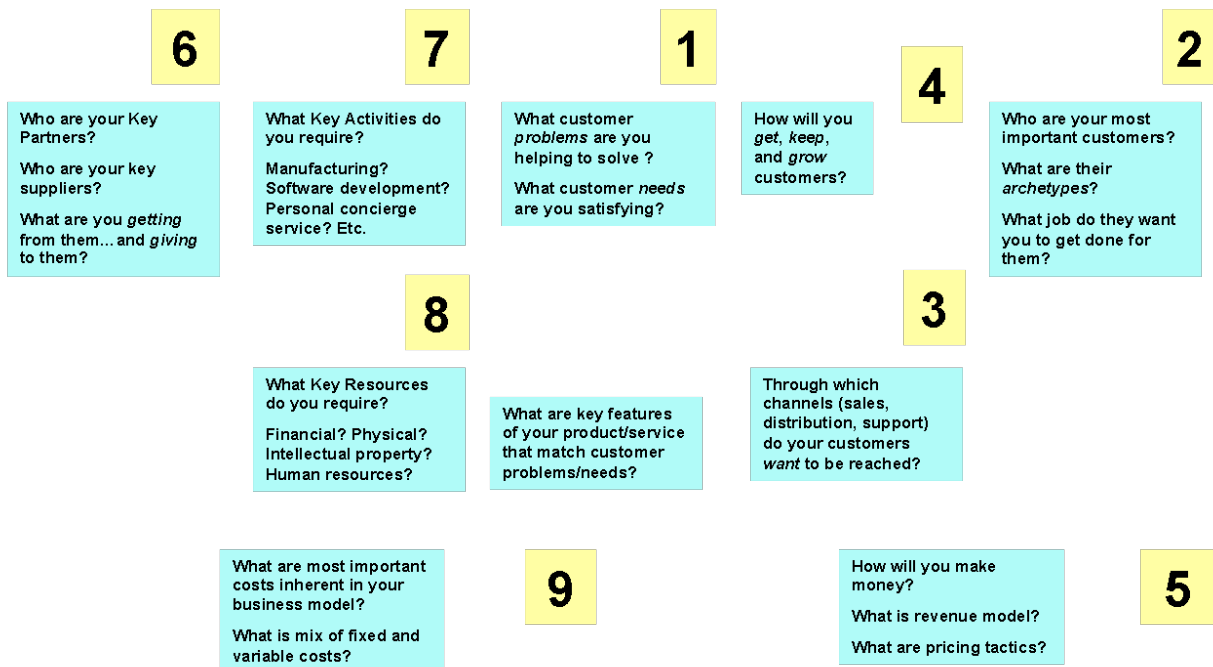
John Smith, EL



Anne Forbes, M

### Slide 2: Populated Business Model Canvas

- Download template from:  
[http://www.businessmodelgeneration.com/downloads/business\\_model\\_canvas\\_poster.pdf](http://www.businessmodelgeneration.com/downloads/business_model_canvas_poster.pdf)
- Use the questions in the image below to guide your answers – focus on Customer Segments & Value Propositions



## Kickoff Workshop: Schedule At-a-Glance *\*All times are Cairo Local Time\**

Date	Time	Topic
<b>June 17, 2019</b>	5:00pm- 5:30pm	Arrival and Check in – Outside Nile Room, Royal Kempinski Nile Hotel, Garden City Cairo
	5:30pm – 7:00pm	Welcome Reception (Attendance Required)

Date	Time	Topic	Location
<b>June 18, 2019</b>	8:30am – 9:30am	Arrival & Introduction	Royal Kempinski Nile Hotel, Garden City Cairo – Nile Room
	9:30am – 10:30am	Lecture #1: Using Customer Discovery to Build a Business Model	Nile Room
	10:30am – 10:45am	Break	Nile Room
	10:45am – 12:00pm	Lecture #2: Best Practices for Customer Discovery Interviews	Nile Room
	12:00pm – 12:20pm	Workshop #1: Develop Interview Script Working Lunch	Nile Room
	12:20pm – 2:20pm	Team Introductions (22 teams: 3 min presentations/2 min comments)	Nile Room
	2:20pm – 2:45pm	Software Platform Training	Nile Room
	2:45pm – 8:00pm	Customer Interviews – in person at customer location	Out of Building
	8:00pm – 9:30pm	Office Hours (15 min sessions)	Four Seasons Hotel Lobby

Date	Time	Topic	Location
<b>June 19, 2019</b>	8:30am – 2:30pm	Customer Interviews – in person at customer location or by video chat (Skype, etc.)	Nile Room
	2:30pm - 3:15pm	Arrival & Debrief on First Day	Nile Room
	3:15pm – 4:15pm	Lecture #3: Customer Segments and Value Propositions	Nile Room
	4:15pm - 4:30pm	Break	Nile Room
	4:30pm – 5:00pm	Tech Support Office Hours	Nile Room

	5:00pm – 6:00pm	Dinner and panel of former IE Teams	Nile Room
	6:00pm – 7:00pm	Mentor Workshop (Mentors only) PI Workshop (PIs only) EL Workshop (ELs only)	Breakout Rooms
	7:00pm – 9:00pm	Reception & Office Hours (20 min sessions) – <i>Required for all teams</i>	Nile Room

<b>Date</b>	<b>Time</b>	<b>Topic</b>	<b>Location</b>
<b>June 20, 2019</b>	9:30am – 10:30am	Arrival & Welcome Back	
	10:30am – 12:00pm	Group 1 Team Presentations: 10 teams (5 min presentations/3 min comments)	Nile Room
	12:00pm – 12:45pm	Lunch	Nile Room
	12:45pm – 2:30pm	Group 2 Team Presentations: 10 teams (5 min presentations/3 min comments)	Nile Room
	2:30pm – 3:00pm	Presentations by Alex and Cairo Angels	Nile Room
	3:00pm – 4:30pm	Wrap up and Overview of Upcoming Online Sessions	Nile Room



# Online Classes: Assignments

## Required Assignments

You should watch all of the videos in the “How to Build a Startup” course (<https://www.udacity.com/course/ep245>). You must watch one of these EACH week to keep up with the course curriculum.

- **Week 1:** Lesson 4 - *Channels*
- **Week 2:** Lesson 5 - *Customer Relationships*
- **Week 3:** Lesson 6 - *Revenue Models*
- **Week 4:** Lesson 7 - *Key Partners*
- **Week 5:** Lesson 8 - *Resources, Activities, and Costs*

## Additional Assignments

The teaching team may assign additional short readings or tasks throughout the course as deemed necessary based on the progress of teams.

## Online Classes: Schedule At-a-Glance *\*All times are Cairo Local Time\**

Date	Time	Topic
<b>Tuesday, June 25, 2019 Webinar #1:</b>	4:00pm – 4:30pm	Test WebEx
	4:30pm – 5:00pm	Group Team Presentations
	5:00pm – 5:30pm	Discussion: <i>Channels</i>

Date	Time	Topic
<b>Tuesday, July 2, 2019 Webinar #2:</b>	4:00pm – 4:30pm	Test WebEx
	4:30pm – 5:00pm	Group Team Presentations
	5:00pm – 5:30pm	Discussion: <i>Customer Relationships</i>

## Online Classes: Schedule At-a-Glance *\*All times are CST\**

Date	Time	Topic
<b>Tuesday, July 9, 2019 Webinar #3:</b>	4:00pm – 4:30pm	Test WebEx
	4:30pm – 5:00pm	Group Team Presentations
	5:00pm – 5:30pm	Discussion: <i>Revenue Models</i>

Date	Time	Topic
<b>Tuesday, July 16, 2019 Webinar #4:</b>	4:00pm – 4:30pm	Test WebEx
	4:30pm – 5:00pm	Group Team Presentations
	5:00pm – 5:30pm	Discussion: <i>Key Partners</i>

## Online Classes: Schedule At-a-Glance *\*All times are CST\**

Date	Time	Topic
<b>Tuesday, July 23, 2019 Webinar #5:</b>	4:00pm – 4:30pm	Test WebEx
	4:30pm – 5:00pm	Group Team Presentations
	5:00pm – 5:30pm	Discussion: <i>Resources, Activities, Costs</i>

Date	Time	Topic
<b>Tuesday, July 30 2019 Webinar #6:</b>	4:00pm – 4:30pm	Test WebEx
	4:30pm – 5:00pm	Discussion: <i>How to Prepare for the Lessons Learned Workshop and Q&amp;A</i>
	5:00pm – 5:30pm	Group Office Hours

## Lessons Learned Workshop: Schedule At-a-Glance *\*All times are CST\**

Date	Time	Topic	Location
<b>August 7, 2019</b>	8:30am – 9:00am	Welcome Back	Main Room
	9:00am – 10:30am	Lecture & Discussion: Preparing Lessons Learned Presentation & What's Next	Main Room
	10:30am – 10:45am	Break	Main Room
	10:45am – 1:00pm	Review Videos & Draft Presentations	Breakout Rooms
	1:00pm – 2:00pm	Lunch	Main Room
	2:00pm – 4:00pm	Individual Team Meetings Teams will be separated into 3 groups and assigned a 30-min time slot with an Instructor/Adjunct to discuss next steps and answer questions.	Breakout Rooms

Date	Time	Topic	Location
<b>August 8, 2019</b>	8:30am – 9:00am	Welcome Back	Main Room
	9:00am – 11:30am	Group 1 Team Presentations: 10 teams (10 min presentations/5 min comments)	Main Room
	11:30am – 12:30pm	Lunch	Main Room
	12:30pm – 2:30pm	Group 2 Team Presentations: 10 teams (10 min presentations/5 min comments)	Main Room
	2:30pm – 3:30pm	Closing Ceremony	Main Room