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## TTA Turkey AdviseNet – VPDP 2.0 Course Syllabus

### Faculty

<i>Lead Instructor</i>	Eli Velasquez
<i>Co-Instructors</i>	Michael Harrington; Meliha Bulu Taciroglu
<i>Adjunct instructors</i>	Sanem Yalcintas Gulbas; Atilla Hakan Ozdemir
<i>Teaching Assistant</i>	Aprille Busch
<i>Project Support Team</i>	Deniz Bayhan; Doğan Taşkent; Duygu Öktem

### Course Dates

<i>Kickoff Workshop:</i>	3 Days in Person: 19-April, 20-April, 21-April
<i>Online Classes:</i>	Weekly via Zoom: 25-April, 2-May, 9-May, 16-May, 23-May, 30-May
<i>Closing Workshop:</i>	2 Days in Person: 5-June, 6-June

**Location:** Istanbul Marriott Hotel Sisli. Abide-i Hurriyet Street, Sisli, Istanbul, 34381 Turkey

### Course Expectations

Each team member should commit to attending every planned session of the program. Each team must have at least two members that can commit to class time plus approximately 15 – 20 additional hours per week, for the full eight weeks of the program, on customer discovery and exercises outside of class. Additional team members must commit to 6 – 8 hours a week. Teams will be measured against a scorecard of participation and performance. **Teams not meeting expectations set forth by the program instructors and the syllabus are subject to removal from the program.**

### Course Description

This course is comprised of two components:

1. **Customer Discovery.** 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





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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 through the first 5 weeks for a total of 75 interviews. However, history has shown that teams who achieve at least 100 interviews by the end of the entire course have stronger evidence for their final pitch.

2. **Investor Pitching.** Teams will also learn the essentials of presenting (i.e., “pitching”) to investors. This course will teach the fundamental elements that comprise an investor presentation (“pitch deck”), the structure of how to present the materials, and the best practices for presenting (“pitch practice”). Teams successfully completing the program will be expected to develop a complete pitch deck and will be presenting to actual investors at the end of the course. Teams’ performance and grade in the course will be measured by their ability to follow and meet the pitch requirements, as well as input from the investors at the final presentation.

## Class Culture

We have limited time and we push, challenge, and question you in the hope you will quickly learn. **Because of this, promptness for every session is mandatory.** 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.

## Recommended Texts and Resources

1. Turkish Technology Transfer Accelerator [training materials](#).
2. *The Startup Owner’s Manual* by Steve Blank and Bob Dorf
3. *Business Model Generation* by Alexander Osterwalder and Yves Pigneur
4. *Value Proposition Design* by Greg Bernard, Yves Pigneur, Alexander Osterwalder and Alan Smith
5. *Talking to Humans* by Giff Constable and Frank Rimalovski ([online](#))
6. See also Steve Blank’s website for background and blog posts on the Lean LaunchPad method and classes ([online](#))

## Pre-Course Assignments (to be completed before 19 April)

### 1. Read Texts and Watch Videos

- Read “12 Tips for Early Customer Development Interviews” of *Talking To Humans* ([online](#))





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- Sign up (FREE) and watch the following videos ([online](#))
- Lesson 1.5A & Lesson 1.5B: Business Models and Customer Development
- Lesson 2: Value Proposition
- Lesson 3: Customer Segments
- All of the Customer Discovery Best Practice videos
- [Pitch Video #1](#), [Pitch Video #2](#), [Pitch Video #3](#)

## 2. Prepare Slides

Prepare a two-slide presentation to present your team to the class on Day 01 (3 minutes).

- Slide 1: Team name, and pictures, names, and roles of your team members
- Slide 2: What is your technology? Who wants to buy it? Why do they want it?

Your presentation must be uploaded to the course Dropbox folder by April 18, 2017 at 20:00. All presentations should be saved in PDF format and uploaded to the *Team Presentations* folder in *Day 01 – 19.04.2017*. Please use the required naming format:

Team Number\_Team Name\_Date  
ex: 214\_Baby Sleep Monitor\_19042017

## 3. Set Up Customer Interviews

Set up customer interviews with. Set up local meetings in advance for the “Get out of the Building” sessions during the Kickoff Workshop (see schedule on page 3). You will need to set up at least 15 or more customer or industry contacts in the surrounding area. Be sure you schedule a substantial number of your meetings on Day 01 (19-April). It is strongly recommended that you involve at least two team members in each customer contact.



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### Kickoff Workshop Schedule: Day 01

Date	Time	Topic	Instructor	Location
19-Apr	08:00 – 08:30	Welcome & Coffee		<i>Istanbul Marriott Hotel Sisli - Asia Room (Lobby Level)</i>
	08:30 – 09:30	Introduction	ELI	Asia Room
	09:30 – 10:30	Lecture #1: Using Customer Discovery to Build a Business Model	ELI	Asia Room
	10:30 – 10:40	Break		
	10:40 – 11:25	Lecture #2: Anatomy of a Customer Interview	MICHAEL	Asia Room
	11:25 – 12:00	In Class Work #1: Develop your list of Customer Questions and Script	ALL	Asia Room
	12:10 – 14:30	Working Lunch: Team Introductions (22 teams: 3 min presentations/2 min comments)	ALL	Asia Room
	14:30 – 15:30	Lecture #3: Anatomy of an Investor Pitch	DOGAN	Asia Room
	15:30 – 19:00	Customer Interviews – in person at customer location or by video chat (Skype, etc.)	Out of Building	Out of Building
	19:00 – 19:30	Online portal Training	APRILLE	Asia Room
	19:30 – 20:00	Debrief on First Day	ELI	Asia Room
	20:00 – 21:30	Dinner + Office Hours (15 min sessions per team) – <i>Mandatory (1 instructor meets 6 – 7 teams)</i>	ALL	Asia Room & Restaurant



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### Kickoff Workshop Schedule: Day 02

Date	Time	Topic	Instructor	Location
20-Apr	08:30 – 14:30	Customer Interviews – <i>in person at customer location or by video chat (Skype, etc.)</i>	Out of the Building	Out of the Building
	14:30 – 16:00	Lecture #4: Customer Segments and Value Propositions	MEL	<i>Istanbul Marriott Hotel Sisli - Asia Room</i>
	16:00 – 16:15	Break		
	16:30 – 17:30	Online portal Follow-up Training <i>(when not in Mentor, TL or EL Workshops)</i>	APRILLE	Asia Room
	16:30 – 17:30	Mentor Workshop (TTO Staff only, 20m) TL Workshop (TLs only, 20m) EL Workshop (ELs only, 20m)	ELI	Idea Room
	17:30 – 18:00	Instructor Meeting	Closed Session	Idea Room
	18:00 – 21:00	Reception & Office Hours (20 min sessions per team) – <i>mandatory</i>	ALL	Asia Room & Restaurant



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### Kickoff Workshop Schedule: Day 03

Date	Time	Topic	Instructor	Location
21-April	08:00	Arrival & Coffee		<i>Istanbul Marriott Hotel Sisli - Asia Room (Lobby Level)</i>
	08:15 – 08:30	Welcome Back	ELI	Asia Room
	08:30 – 10:05	Group 1 Team Presentations: 6 teams (10 min presentations and 5 min comments)	ALL	Asia Room
	10:05 - 10:15	Break		
	10:15 – 11:50	Group 2 Team Presentations: 6 teams (10 min presentations and 5 min comments)	ALL	Asia Room
	11:50 - 12:20	Lunch		Foyer
	12:20 - 13:40	Group 3 Team Presentations: 5 teams (10 min presentations and 5 min comments)	ALL	Asia Room
	13:40 - 13:50	Break		
	13:50 - 15:10	Group 4 Team Presentations: 5 teams (10 min presentations/5 min comments)	ALL	Asia Room
	15:15 – 17:15	Office Hours (20 min sessions per team) <i>mandatory</i>	ALL	Asia Room



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### Online Classes Schedule: Days 04 – 09

Date	Time (Eastern Time)	Topic
<b>Online #1:</b> <b>25-April</b>	09:00 – 09:45	Log in to your assigned online classroom.
	09:45 – 11:00	Team Presentations: 2 minute update per team (NO SLIDES) Lecture #5 (MT): <i>Channels &amp; Customer Relationships</i>
<b>Online #2:</b> <b>02-May</b>	09:00 – 09:45	Log in to your assigned online classroom.
	09:45 – 11:00	Team Presentations: 2 minutes per team (NO SLIDES) Lecture #6 (MH): <i>Revenue Models &amp; Costs</i>
<b>Online #3:</b> <b>09-May</b>	09:00 – 09:45	Log in to your assigned online classroom.
	09:45 – 11:00	Team Presentations: 2 minutes per team (NO SLIDES) Lecture #7 (MT): <i>Key Partners, Resources, and Activities</i>
<b>Online #4:</b> <b>16-May</b>	09:00 – 09:45	Log in to your assigned online classroom.
	09:45 – 11:00	Team Presentations: 2 minutes per team (NO SLIDES) Lecture #8 (MH): <i>Tying it all together: BMC to Pitch</i>
<b>*****</b>	<b>HEALTH CHECK</b>	<b>AFTER WEBEX #4, TEAMS WILL BE EVALUATED AGAINST THE PROGRAM PERFORMANCE SCORECARD. TEAMS NOT MEETING EXPECTATIONS ARE SUBJECT TO REMOVAL AT THIS STAGE, AND NOT PERMITTED TO CONTINUE. TEAMS THAT HAVE PERFORMED SUCCESSFULLY WILL CONTINUE WITH THE REMAINDER OF THE PROGRAM.</b>
<b>Online #5:</b> <b>23-May</b>	09:00 – 09:45	Log in to your assigned online classroom.
	09:45 – 11:00	Investor Pitch Practice Session #1: 5 minute Pitches per team
<b>Online #6:</b> <b>30-May</b>	09:00 – 09:45	Log in to your assigned online classroom.
	09:45 – 11:00	Investor Pitch Practice Session #2: 5 minute Pitches per team



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### Lessons Learned / Closing Workshop Schedule: Day 10

Date	Time	Topic	Instructor	Location
05-June	08:30	Arrival		
	09:00 – 10:00	Welcome Back	ELI	
	10:00 – 11:30	Lecture #9: "I just pitched to investors. Now What?"	ELI	
	11:30 – 12:30	Lunch		
	12:30 – 16:30	Individual Team Meetings  <i>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.</i>	ALL	
	16:30 – 17:00	Wrap up & Prep Comments for Closing Day	ELI	





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### Lessons Learned / Closing Workshop Schedule: Day 11

Date	Time	Topic	Instructor	Location
06-June	08:00	Arrival		
	08:30 – 09:00	Welcome Back	ELI	
	09:00 – 10:20	Group 1 Team Presentations: 7 teams  (5 min presentations with 5 min Q&A)		
	10:20 – 10:30	Break		
	10:30 – 11:50	Group 2 Team Presentations: 7 teams  (5 min presentations with 5 min Q&A)		
	11:45 – 12:00	Break		
	12:00 - 13:20	Group 3 Team Presentations: 8 teams  (5 min presentations with 5 min Q&A)		
	13:30 – 14:30	Graduation & Closing Ceremony		



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## PERFORMANCE SCORECARD

**Number of Interviews (30 %):** Each team has to do 15 interviews per week for 5 weeks. The minimum threshold is to fulfill a minimum of 75 interviews in order to get a grade; while the overall objective is 100 interviews.

**Effectiveness of interviews (25%):** Teams should define at least 15 hypotheses in their business canvas and validate/invalidate them according to the feedback they gain from the interviews. The main objective is that they continuously derive insights from each interview and enter this into the platform.

**Attendance (20%):** Each team should attend 6 days of workshop in person. This will comprise 12% of the attendance grade. Remaining 8% will be allocated to online classes (6 classes) and office hours (6 Hours). At least one member of the team should be present at every online sessions.

**Entry of interviews into the platform (10%):** Details of every interview should be recorded in the platform in English.

**Final presentation/Pitch (10%):** The jury will evaluate the final presentations according to content and pitching effectiveness. The team will be expected to follow the pitch requirements set forth by the instructors (e.g., slide content, slide count, timing, etc.).

**Promptness (5%):** Teams should be ready **exactly** at the starting time of the events. Late comers will be penalized. The teams which are not there on time for two times or miss at most two assignment deadlines will not get any score for promptness.



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### PERFORMANCE SCORECARD

Performance Indicator	Weight (%)	Minimum KPIs at HealthCheck (Go/No Go Point for Teams to Continue in the Program)	Minimum KPIs at the End of the Program
<b>1. # of Interviews</b>	30 %	Min. 40 interviews	Min. 75 to get a grade
<b>2. Effectiveness of Interviews</b>	25 %	Min. 7 hypotheses tested and (in)validated	Min. 15 hypotheses tested and (in)validated to get a full grade
<b>3. Attendance and Performance at classes &amp; office hours</b>	20 %	Attendance: 3 days in person, 3 online classes, 3 office hours with a performance above Level 3 (1-poor; 5-excellent)	6 days in person, 5 online classes, 5 office hours, with a performance above Level 3 (Level 1-poor; Level 5-excellent)
<b>4. Entry into platform</b>	10 %	A satisfactory contribution for each entry will be sought	A satisfactory contribution for each entry will be sought
<b>5. Final Presentation</b>	10 %	-	Meets pitch requirements
<b>6. Promptness</b>	5 %	Missing 2 deadlines/start of event will make this indicator's contribution 0.	Missing 2 deadlines/start of event will make this indicator's contribution 0.