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TTA Turkey AdviseNet - VPDP Course Syllabus

Faculty

<i>Lead Instructor</i>	Eli Velasquez
<i>Co-Instructors</i>	Wiley Larsen; Meliha Bulu Taciroglu
<i>Faculty Director</i>	Heath Naquin
<i>Faculty Director Assistant</i>	Deniz Bayhan
<i>Adjuncts</i>	Doğan Taşkent; Duygu Öktem
<i>Teaching Assistant</i>	Jessica Fleenor

Course Dates

<i>Kickoff Workshop:</i>	3 Days in Person: 17-October, 18-October, 19-October
<i>Online Classes:</i>	Weekly via WebEx: 27-October, 3-November, 10-November, 17-November, 1-December, 8-December
<i>Closing Workshop:</i>	2 Days in Person: 14-December, 15-December

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.

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.





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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.

Recommended Texts and Resources

The Startup Owner's Manual by Steve Blank and Bob Dorf

Business Model Generation by Alexander Osterwalder and Yves Pigneur

Value Proposition Design by Greg Bernard, Yves Pigneur, Alexander Osterwalder and Alan Smith

Talking to Humans by Giff Constable and Frank Rimalovski ([online](#))

See also Steve Blank's website for background and blog posts on the Lean LaunchPad method and classes ([online](#))





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Kickoff Workshop Schedule: Day 01

Date	Time	Topic	Location
17-October	08:30 – 09:00	Welcome & Coffee	TTGV Kivilcim — Siginak
	09:00 – 09:30	Introduction	TTGV Kivilcim — Reaktor
	09:30 – 10:30	Lecture #1: Using Customer Discovery to Build a Business Model	TTGV Kivilcim — Reaktor
	10:30 – 10:45	Break	TTGV Kivilcim — Reaktor
	10:45 – 11:30	Lecture #2: Best Practices for Customer Discovery Interviews	TTGV Kivilcim — Reaktor
	11:30 – 12:30	Workshop #1: Team Practice Interviews (see details below)	TTGV Kivilcim — Reaktor
	12:30 – 14:30	Working Lunch: Team Introductions (20 teams: 3 min presentations/2 min comments)	TTGV Kivilcim — Siginak
	14:30 – 15:30	Presentation by ACT Venture Partners & Diffusion Capital Partners: DCP	TTGV Kivilcim — Reaktor
	15:30 – 19:00	Customer Interviews – in person at customer location or by video chat (Skype, etc.)	Out of Building
	19:00 – 19:30	Online portal Training	Bilkent Hotel
	19:30 – 20:00	Debrief on First Day	Bilkent Hotel
	20:00 – 21:30	Office Hours (15 min sessions per team) – <i>Mandatory (1 instructor meets 6 – 7 teams)</i>	Bilkent Hotel



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Kickoff Workshop Schedule: Day 02

Date	Time	Topic	Location
18-October	08:00 – 08:30	Coffee	TTGV Kivilcim – Signak
	08:30 – 09:30	Review & Preparation for Day 2 Interviews	TTGV Kivilcim – Reaktor
	09:30 – 14:30	Customer Interviews – <i>in person at customer location or by video chat (Skype, etc.)</i>	TTGV Kivilcim – Reaktor
	14:30 – 16:00	Lecture #3: Customer Segments and Value Propositions	TTGV Kivilcim – Reaktor
	16:00 – 16:15	Break	TTGV Kivilcim – Reaktor
	16:30 – 17:30	Online portal Follow-up Training <i>(when not in Mentor, TL or EL Workshops)</i>	TTGV Kivilcim – Reaktor
	16:30 – 17:30	Mentor Workshop (TTO Staff only, 20m) TL Workshop (TLs only, 20m) EL Workshop (ELs only, 20m)	TTGV Kivilcim & Dr. Akin Cakmakci Meeting Room
	17:30 – 18:00	Transfer to Bilkent Hotel	
	18:00 – 21:00	Reception & Office Hours (20 min sessions per team) – <i>mandatory</i>	Bilkent Hotel



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Kickoff Workshop Schedule: Day 03

Date	Time	Topic	Location
19-October	08:00 – 08:15	Coffee	TTGV Kivilcim — Signak
	08:15 – 08:30	Welcome Back	TTGV Kivilcim — Reaktor
	08:30 – 09:45	Group 1 Team Presentations: 5 teams (10 min presentations and 5 min comments)	TTGV Kivilcim — Reaktor
	09:45 – 10:00	Break	TTGV Kivilcim — Signak
	10:00 – 11:15	Group 2 Team Presentations: 5 teams (10 min presentations and 5 min comments)	TTGV Kivilcim — Reaktor
	11:15 – 11:30	Break	TTGV Kivilcim — Signak
	11:30 – 12:45	Group 3 Team Presentations: 5 teams (10 min presentations and 5 min comments)	TTGV Kivilcim — Reaktor
	12:45 – 13:15	Lunch	TTGV Kivilcim — Signak
	13:15 – 14:30	Group 4 Team Presentations: 5 teams (10 min presentations/5 min comments)	TTGV Kivilcim — Reaktor
	14:30 – 16:30	Office Hours (20 min sessions per team) <i>mandatory</i>	TTGV Meeting Rooms



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Online Classes Schedule: Days 04 – 09

Date	Time (Eastern Time)	Topic
WebEx #1: 27-Oct	09:00 – 10:00	Test WebEx
	10:00 – 11:00	Discussion: <i>Channels</i> plus four Team Presentations (15 min each)
WebEx #2: 03-Nov	09:00 – 10:00	Test WebEx
	10:00 – 11:00	Discussion: <i>Customer Relationships</i> plus four Team Presentations (15 min each)
WebEx #3: 10-Nov	09:00 – 10:00	Test WebEx
	10:00 – 11:00	Discussion: <i>Revenue Models</i> plus four Team Presentations (15 min each)
WebEx #4: 17-Nov	09:00 – 10:00	Test WebEx
	10:00 – 11:00	Discussion: <i>Key Partners</i> plus four Team Presentations (15 min each)
WebEx #5: 01-Dec	09:00 – 10:00	Test WebEx
	10:00 – 11:00	Discussion: <i>Resources, Activities, and Costs</i> plus four Team Presentations (15 min each)
WebEx #6: 08-Dec	09:00 – 10:00	Test WebEx
	10:00 – 11:00	Discussion: <i>How to Prepare for the Lessons Learned Workshop and Q&A</i>



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Lessons Learned / Closing Workshop Schedule: Day 10

Date	Time	Topic	Location
14-Dec	09:00 – 09:30	Breakfast	TTGV Kivilcim — Signak
	09:30 – 10:00	Welcome Back	TTGV Kivilcim — Reaktor
	10:00 – 11:30	Lecture & Discussion: Preparing Lessons Learned Presentation & What's Next	TTGV Kivilcim — Reaktor
	11:30 – 11:45	Break	TTGV Kivilcim — Signak
	11:45 – 14:00	Review Draft Presentations	TTGV Meeting Rooms
	14:00 – 15:00	Lunch	TTGV
	15:00 – 17:00	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>	TTGV Meeting Rooms

Lessons Learned / Closing Workshop Schedule: Day 11 – Cyberpark B Blok 1st Floor

Date	Time	Topic	Location
15-Dec	08:30 – 09:30	Breakfast	Dr. Fikret Yücel Conference Room
	09:30 – 10:00	Welcome and Brief Summary of VPDP	
	10:00 – 11:30	Group 1 Team Presentations (8 min presentations + 7 min Q&A and comments)	
	11:30 – 12:00	Break & Networking	
	12:00 – 13:30	Group 2 Team Presentations (8 min presentations + 7 min Q&A and comments)	
	13:30 – 14:30	Lunch	
	14:30 – 15:00	Investor Jury Evaluation	Dr. Fikret Yücel Conference Room
	15:00 – 16:00	Closing Ceremony	