

## CUSTOMER DISCOVERY AND ENGAGEMENT: An I-CORPS Educational Workshop

**Featuring: J. Oscar Rodriguez, UCF I-CORPS Board Member**

**When: October 8, 2015 from 6:30-9:30 PM**

**Where: Interdisciplinary Research Building, Oak View Room, First Floor,  
3720 Spectrum Blvd.**

The I-Corps program is designed to help new entrepreneurs commercialize their inventive technologies. The process used in the I-Corps training curriculum is based on the increasingly popular Lean Start-up approach, which has been popularized by Steve Blank of Stanford University and Dr. Jerry Engel at the University of California at Berkley.

A fundamental aspect of the Lean Start-up approach is the execution of the Customer Discovery process. Customer Discovery enables new entrepreneurs to use a new process to search for the answers they need, and thereby determine if their proposed technology idea can/should become a viable business. This can be especially daunting for those who are first time entrepreneurs, as many new entrepreneurs have never engaged with customers directly.

The Customer Discovery & Engagement Workshop was created to provide basic knowledge and skills needed to be comfortable engaging with customers in their own environments.

In this workshop, new entrepreneurs will learn:

- The basics of the customer portion of Business Model Canvas.
- The importance of Assessing Market Fit for business offerings.
- The need to identify their target customer archetypes.
- How to identify customer Pains and determine the Gains offered by new solutions.
- How to prepare for a first customer engagement and determine which customers to target first.
- The process for engaging in real-world customer meetings, with the help of live customer engagement exercises.

Please join us for an informative and exciting workshop that can help entrepreneurs become one step closer to ensuring their readiness to execute the customer discovery process.

**Please RSVP to [jmendezh@usf.edu](mailto:jmendezh@usf.edu) or call 813-974-6650**

**Reservations not required, but space is limited. Open to the USF Community**

Pursuant to the provisions of the Americans with Disabilities Act, any person requiring special accommodation to participate in this event is asked to advise Lauren Golin at 813-974-0102 at least 48 hours in advance.



J. Oscar Rodriguez is a seasoned business executive, technologist and innovator, having held positions as president & CEO in both NASDAQ-listed and private U.S. technology firms. With more than 30 years of technology leadership experience both in and out of Silicon Valley, he brings a deep understanding of product development, global technology marketing, executive sales, and business operations.

Rodriguez is a continual investor and innovator in technology start-up firms, with specific expertise in information, computing, and green energy technologies. He is a member in the Florida Angel Nexus, and currently works with the UCF College of Engineering & Computer Science and the Office of Research & Commercialization, where he is a technology entrepreneurship educator in Lean Start-up methodologies. Rodriguez has a deep belief in leveraging entrepreneurship as an engine for global prosperity, and is focused driving the next generation of global innovation-based ventures in Central Florida.