

Week	Date	Lecture	Hours	Deliverable	Udacity videos to watch before this session	BMG pages to read before this session	SOM pages to read before this session	Additional resources
-1	during april	Introduction to Customer Discovery and the Business Model Canvas						
0	end of april	Send product ideas/team			Lessons 1, 1.5a, 1.5b, and 2	Read pp. 14-49: The 9 Building Blocks of the Canvas.	Skim pp. 1-75: Intro to Customer Development and Customer Discovery, Market Size. Read pp. 76-84: Value Proposition and MVP; pp. 123-124: Competitors; pp. 189-202: Getting out of the Building/Experiments/Contacts; p. 474: Product Features Checklist; and p. 487: Contacts Checklist.	Watch Mark Pincus: http://ecorner.stanford.edu/author/MaterialInfo.html?mid=2313 ; Watch Customer Discovery Checklist: http://startupweekend.wistia.com/projects/zt618zz0r7 Watch How to do Customer Discovery: http://startupweekend.wistia.com/projects/8ss0rm03pj
1	16-May	Initial Product and BMC presentation	3	1st presentation				
2	23-May	Team meeting	3		Lesson 3	Read pp. 77-107: Multisided & Freemium Markets; pp. 127-133: Customer Insights.	Read pp. 85-97: Customer Segments; pp. 112-122: Market Type; pp. 203-217: Problem Understanding; pp. 218-221: Gain Customer Understanding; pp. 222-226: Market Knowledge; pp. 260-266: Product-Market Fit; pp. 457-458: Market Type; pp. 472: Market Size; and p. 476: Customer Segments Checklist.	
3	30-May	Value Proposition and Customer Segments	3	2nd presentation	Lessons 4 and 5	Read pp. 134-145: Ideation; pp. 161-169: Prototyping; and pp. 200-211: Business Model Environment; pp. 147-159: Visual Thinking.	Read pp. 98-111: Channels; 243-244: Meet the Channel; 332-343: Channel Roadmap; 406-412: Distribution Channels; p. 478: Channels Checklist; pp. 126-168: Customer Relationships Hypotheses; pp. 296-351: Get/Keep/Grow; pp. 480-482: Relationships Checklist; p. 490: MVP Test.	http://www.slideshare.net/dmc500hats/startup-metrics-for-pirates-nov-2012
4	06-Jun	Customer relationships/Channels	3	3rd presentation				
5	13-Jun	Team meeting	3				Read pp. 180-188: Revenue and Pricing Hypotheses; pp. 260-269: Verify Business Model; pp. 438-456: Metrics that Matter; and p. 528: Validate Financial Model; pp. 176-179: Partners; pp. 406-411: Test Partners; and p. 484: Partners Checklist.	
6	20-Jun	Team meeting	3		Lessons 6 and 7			
7	27-Jun	Revenue Models/strategic partners	3	4th presentation				
8	04-Jul	Team meeting	3		Lesson 8		Read pp. 169-175: Resources; pp. 267-269: Can We Make Money. Review again pp. 437-456: Metrics that Matter and p. 528: Validate Financial Model.	http://www.slideshare.net/marklieslie01/0110-business-model02
9	11-Jul	Resources, Activities, Costs	3	5th presentation				http://www.slideshare.net/sblank/lessonslearned-day-presentation-skills-training
10	18-Jul	Lessons Learned	3	6th presentation				