



FLORIDA ATLANTIC UNIVERSITY

# Market Validation Workshop

## Need guidance to help define your product market fit?

MVW is a customer discovery program that challenges entrepreneurs to define their product market fit by conducting interviews with potential customers. Entrepreneurs learn to uncover customers' pain points and needs.

### CLASS 1

(In-person)

- Kickoff workshop with business model overview
- Business thesis
- Customer discovery process

### CLASS 2 & 3

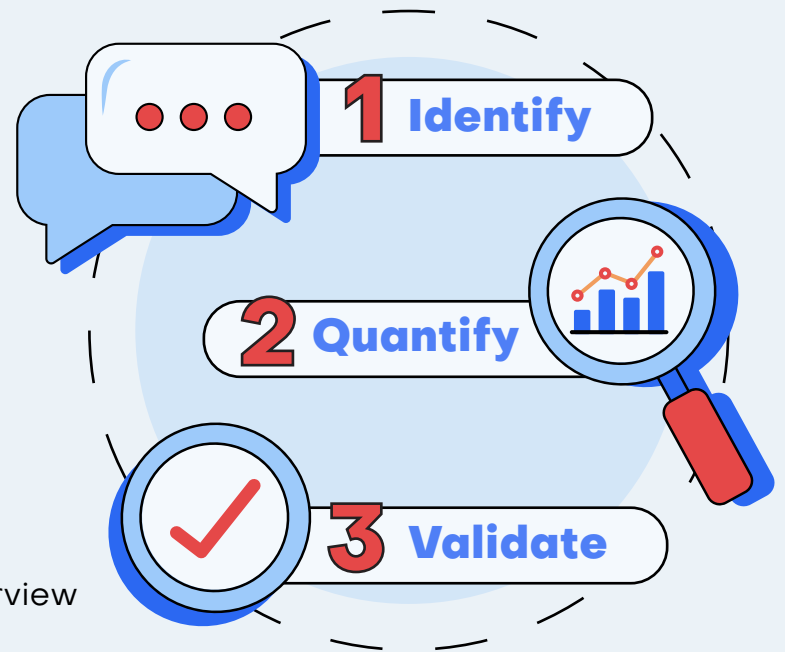
(Virtual meeting)

- Interview check-in progress
- Team Presentations

### CLASS 4

(In-person)

- Finale presentation
- Lessons learned



## Here's what you'll walk away with:

- Access to software platform
- Qualitative data gathering
- Clear path to customer segment
- Prerequisite to FAU Tech Runway Venture Class

## Kickoff Workshop

IN-PERSON

Wednesday, Sept. 13  
5:00 – 7:30 p.m.  
at FAU Tech Runway

VIRTUAL

Thursday, Sept. 14  
5:00 – 7:30 p.m.



Apply now  
<https://bit.ly/3L1uWxg>  
\*\$125 per participant

MVW is part of the FAU Innovation and Business Development pipeline.  
To request info: <https://bit.ly/3BqBLTa>

