

# CASE STUDY:

## ENTREPRENEUR PROGRAM - BUSINESS MODEL CANVAS

### DISCOVER HOW:

I helped develop and manage a program assisting entrepreneurs to analyze market conditions, identify market opportunities, and develop go to market strategy.

### PROGRAM FACTS:

- Grant-funded program
- The nine-week program taking entrepreneurs through the customer discovery process
- Six entrepreneurial teams including a mentor and a teaching team featuring SMEs from areas of the Business Model Canvas

### KPIS:

In an intensely focused program, Whitney managed program requirements and efficacy including:

- Successful completion
- Finalized Business Model Canvas
- Teams Entering the Market

### PRIMARY GOAL:

To aid entrepreneurs in the customer discovery process ultimately providing them a go-to-market strategy.

### RESULTS:

18 out of 24 entrepreneurs completed the course with a finalized Business Model Canvas

10 entrepreneurs moved forward with a go-to-market decision

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I was involved in launching and managing a nine-week intensive program focused on guiding entrepreneurs through the customer discovery process ultimately providing entrepreneurs with a go/no-go to market decision, value proposition development, and go-to-market strategy. Focused on the Southeast Michigan market, this grant-funded program saw over 24 teams through the program over 3 years.

## PUSHING THE LIMITS

Teams, including the entrepreneur(s) and a mentor, work through Steve Blanks' Business Model Canvas, analyzing the market they are looking to enter. Weekly, teams present the prior week's deep dive including their customer interviews, their completed segment of the canvas, and the market analysis performed. Members of the teaching team - a panel of subject matter experts - would place the entrepreneur(s) under rigorous questioning and analyzing of their decisions/findings, often leaving the entrepreneurs with major gaps in their analysis and canvas.

## TIME TO REBUILD

Aside from meeting management and aiding the teams on presentation development and coaching them on public speaking, we would work with the teams to rediscover their footing once feedback was provided. From assistance in the customer discovery process to reanalysis of their market analysis, every week we would focus on building stronger value propositions ultimately creating a better foundation for the entrepreneur's business.

## OVERALL IMPACT

At the end of the program, we saw 18 out of 24 entrepreneurs successfully complete the program, of which all that completed successfully finalized their Business Model Canvas. At the end of the program, 10 entrepreneurs went forward with a go-to-market decision out of all that completed.

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