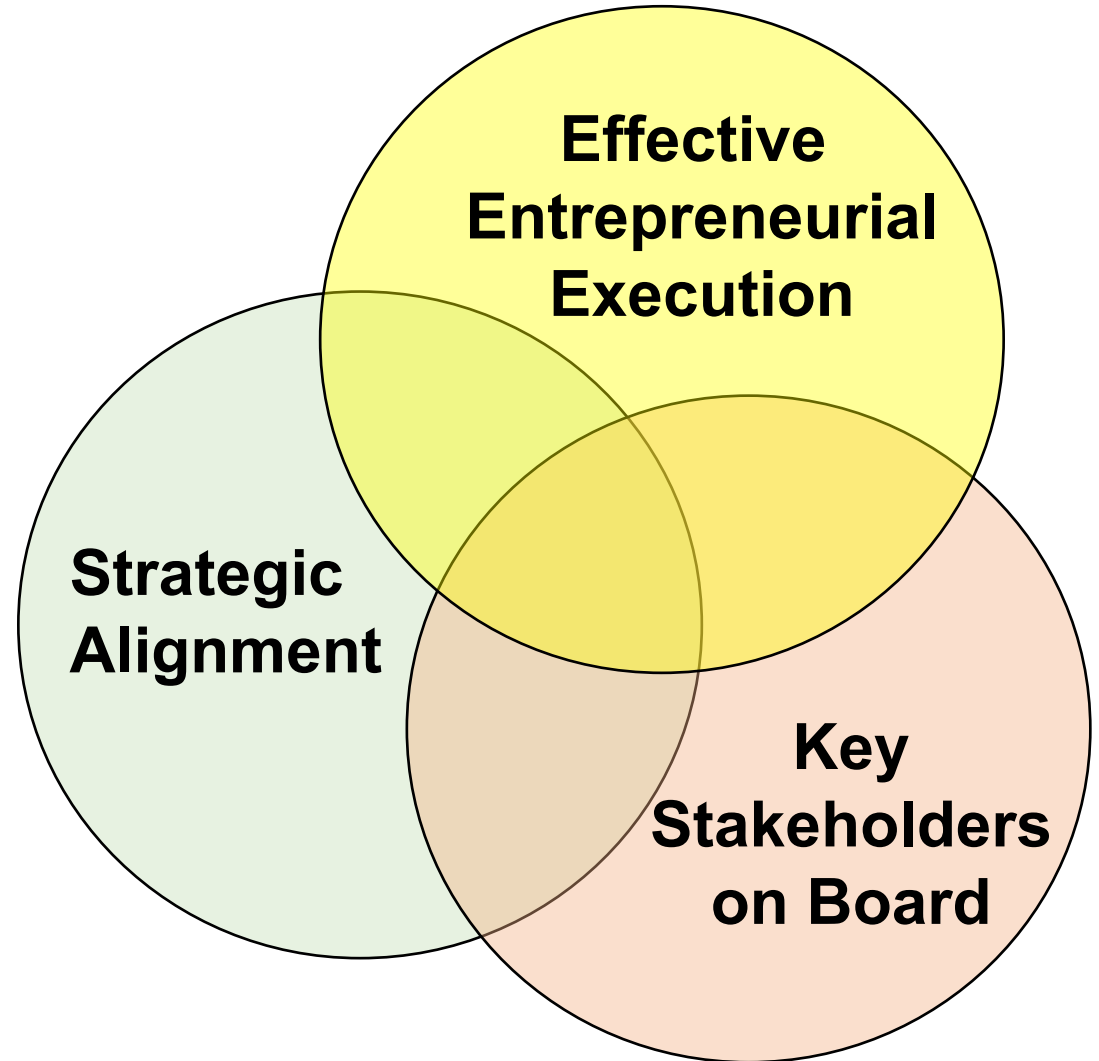
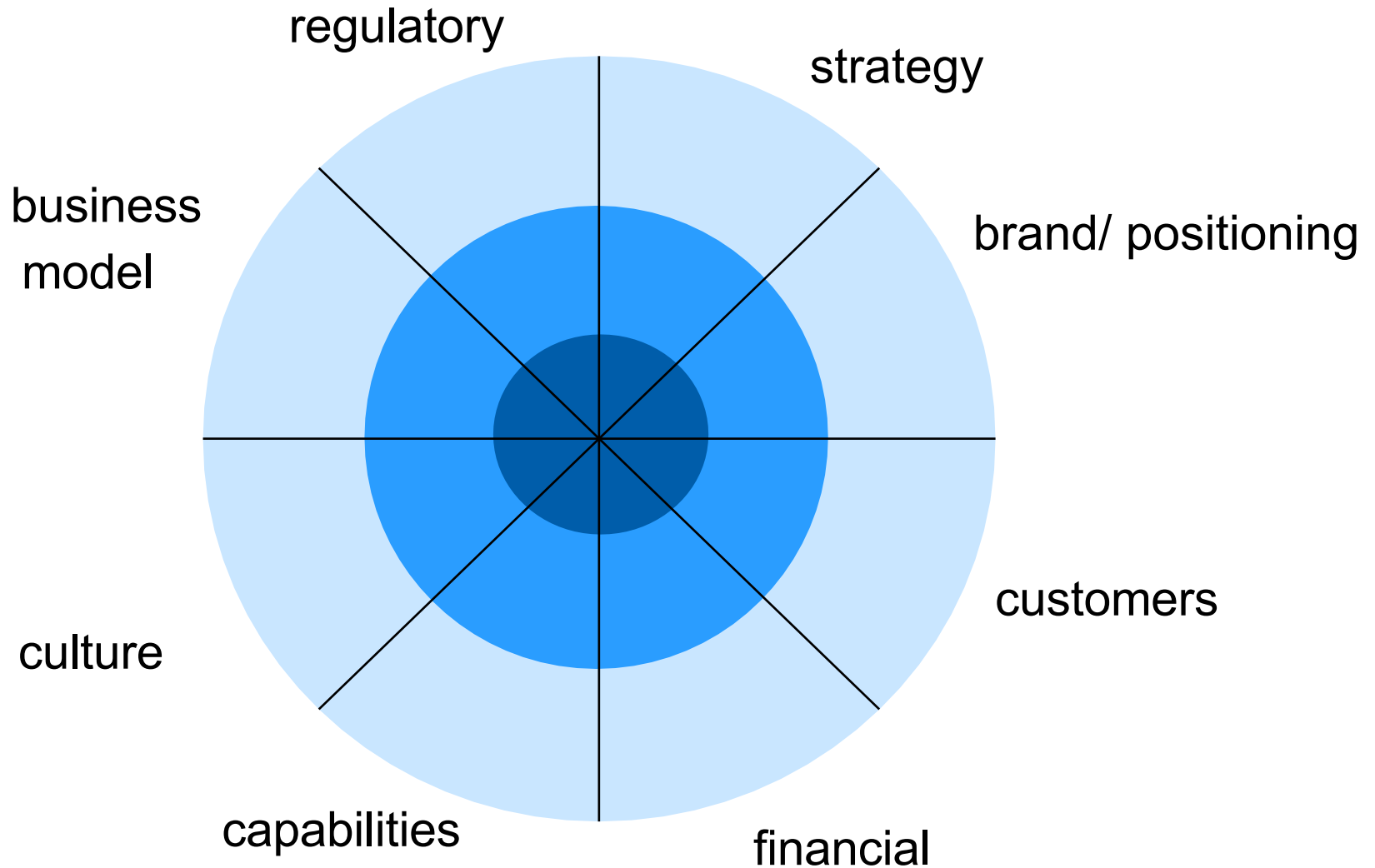


Three Keys to Success for Corporate Entrepreneurs



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Alignment

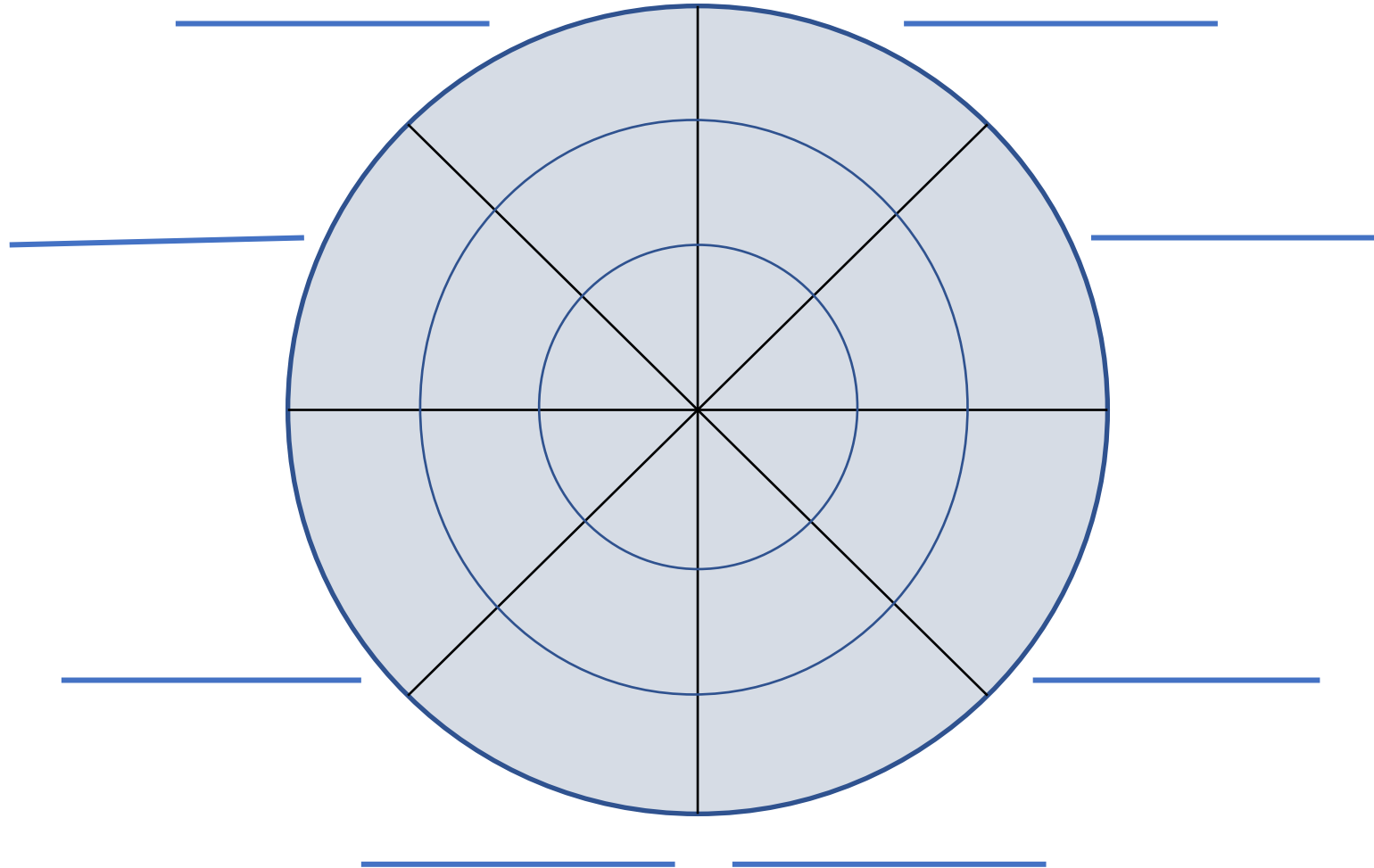


How does your initiative align with...?

(pick/add most relevant)

- Organization strategy
- Business Model
- Brand/positioning
- Executive "fit"
- Organization culture
- Customers/patients
- Key stakeholder XXX
- Capabilities
- Financials
- Regulatory/Legal
- Political

Alignment: ----- initiative



Customer Discovery Interview Guidelines

- Interviews should be with likely early adopter customers (hypothesis)
- Ask open ended questions to get them talking
- They will be more open if you do not try to sell them something
- Listen more than you talk (aim for talk 20%/listen 80%)
- Conduct interviews in person (vs phone) to capture non-verbal cues
- Ask about their current frustrations or unmet needs in this area
- Triangulate on how badly they want these problems solved
- Determine how they meet their needs today (alternatives)
- Investigate willingness to pay, time/money already spent trying to solve
- Interviews can focus on problem, solution(s), or both
- If you have an MVP, see what changes they might suggest to value prop
- When closing, ask if they know others who you might interview

Customer Discovery Interview Guide

1. Interview subject name and email/phone: _____
2. Demographic info as relevant (age, M/F, family, income, job, etc.): _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____

Key Stakeholder Map

Adapted from A. Mendelow

