February 27, 2016: Business Model Canvas with Debbie Inman
Identify and track your hypotheses (guesses) using the Business Model Canvas
• Begin your Customer question list
• Begin designing your ROC event

Back home: Watch Marketing Plan With Dr. Amyx VIDEO
• Test your event hypotheses by contacting potential customers
• Begin building your powerpoint presentation for ROC Idea Pitch

Back Home: Watch Successfully Pitch Your Idea with Prof. Puckett VIDEO
Revise your Business Model Canvas as you gain potential customer feedback
ROC Idea Pitch practice is March 19
Is your Pitch practice presentation ready?
REMEMBER to study for the ROC CHALLENGE QUESTIONS

March 19
Practice your pitch to gain feedback to help you make revisions
Be prepared to ANSWER the ROC CHALLENGE QUESTIONS

May 14
ROC IDEA PITCH EVENT
• RACE OBSTACLE CHALLENGE EVENT

How many points can you add to your team score?

HAPPY VENTURING!