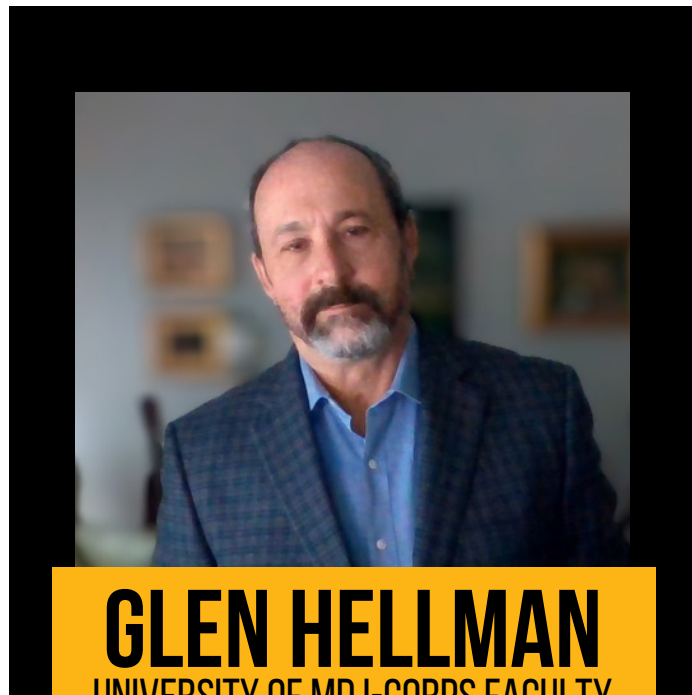


CUSTOMER DISCOVERY: KEY TO BUSINESS SUCCESS



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12 - 1PM
COMMONS 331

ABOUT THE WORKSHOP:

One of the most important aspects of launching a successful business is to understand what your customer wants. In this workshop you will learn the following:

- Why Customer Discovery Is Important
- What Is Customer Discovery
- The Customer Discovery Process
- Next Steps