



# CONCEPT TO CUSTOMER BOOTCAMP

## OVERVIEW

Concept to Customer Bootcamp is an experiential learning program focused on rapidly validating market assumptions.

Entrepreneurs and intrapreneurs will learn a process for validating product ideas with target customers and markets – a critical foundation for building a great company.

### Benefit from these two important outcomes:

1. Learn critical early steps for vetting a potential business idea.
2. Gain knowledge you need to determine whether you should spend money, time, and resources to build your current concept – or pivot.

### In 2 weeks, learn the steps to proving product-market fit:

- Identify your ideal target audience
- Create surveys and conduct research
- Evaluate your concept from a user or buyer's perspective
- Develop and refine your pitch as you present your findings

Learn more about the process in the [Rev1 Toolkit](#).

## ELIGIBILITY

You should apply if you:

- Are a **Central Ohio** innovator
- Have an idea for a **B2B** product that solves a real business problem
- Have an idea in **SaaS/AI, life sciences, or advanced tech**
- Would benefit from an expert advisor and a proven process to help launch your company

## COST

While there is no cost to participate in the program, be aware that conducting market research is an important part component of the Concept to Customer Bootcamp, and you may wish to leverage a third-party survey tool. (Rev1 has no partnership or affiliation and will not receive payment.)

## CONCEPT TO CUSTOMER STATS:

**974**  
COMPANIES  
ATTENDED

**\$532.2MM**  
FUNDING RAISED BY  
139 ATTENDEES

# CONCEPT TO CUSTOMER BOOTCAMP

## Overview and Expectations

### AGENDA

#### Day 1: Monday

8:30 am - 5:00pm

- Introduction and getting started
- Problem validation
- Market assessment
- Featured exercise
- Minimum viable product
- Competitive analysis of user stories

#### Day 2: Wednesday

8:30 am - 5:00pm

- Introduction to customer research
- Research design
- Defining research goals
- Designing your research instrument
- Research analysis guidelines
- Qualitative and quantitative work sessions

#### Day 3: Following Friday

8:30 am - 5:00pm

- “Fish Bowl” (think *Shark Tank* without the Deal or No Deal)
- Did you validate your features?
- After successful assumptions validation: customer validation
- After successful customer validation: business validation
- Rev1 Ventures’ Customer to Capital Accelerator and next steps

### EXPECTATIONS

1. You'll spend approximately 40 hours over two weeks, including work done outside of the three days spent at Rev1.
2. You need to be unbiased and open to feedback throughout the program, both in session and when conducting your research to the right target audience (which we will help you to identify on Day 1).
3. Bring any work done previously on your idea, including prior survey information or user feedback. (If you have not done prior work, that is also okay!)
4. **What happens in Concept to Customer Bootcamp stays in Concept to Customer Bootcamp.** The content presented throughout the program is Rev1's proprietary property and is not available for distribution beyond our program participants. Additionally, information shared by other attending entrepreneurs is not to be discussed with others.

### LOGISTICS

#### Where

**Days 1 & 3:** In person, Rev1 at the Peninsula (330 Rush Alley, Columbus)

**Day 2:** Virtual, via Zoom

#### What to have with you

Bring your laptop & charger, notebook & pens, an open mindset, a positive attitude, and willingness to dedicate significant time and effort to your company.

### WHAT HAPPENS AFTER CONCEPT TO CUSTOMER BOOTCAMP?

With market feedback in hand, you will be able to better plan for the path to commercialization. Understanding the product market fit will help you be more efficient with your time and resources as you navigate the path to commercial viability.

Companies with proven customer validation may be invited to apply for more in-depth programming offered by Rev1.



**Want more information?**

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