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2023 Global University–Industry Cooperation and Entrepreneurial Education Forum

# Development of Evidence–based Customer Discovery Training Course for Startup in Korea and Transferring to Other Countries

2023. 11. 08.

Prof. Heung–Shik Lee  
JOONGBU UNIV.

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# Speaker

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01

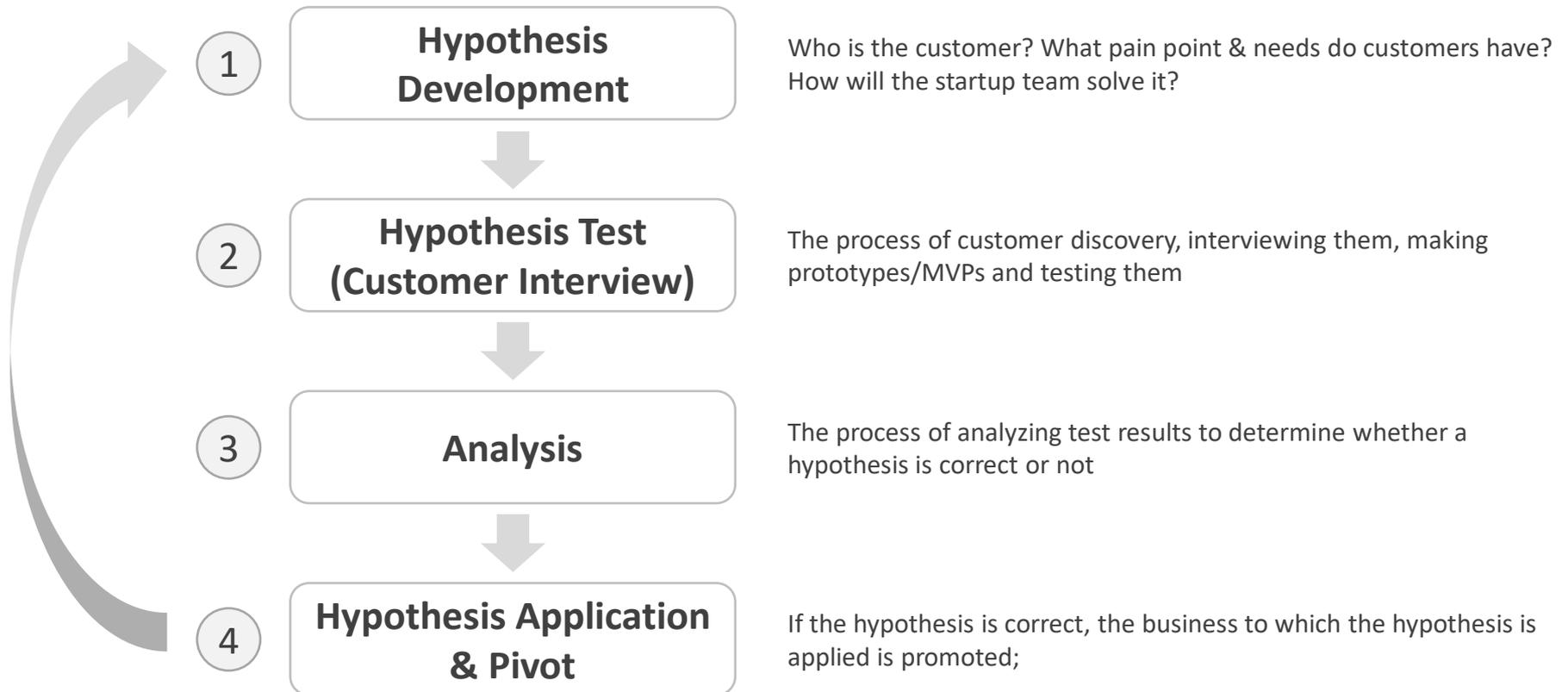
# Introduction to evidence-based customer discovery training course for startups

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# Program Intro

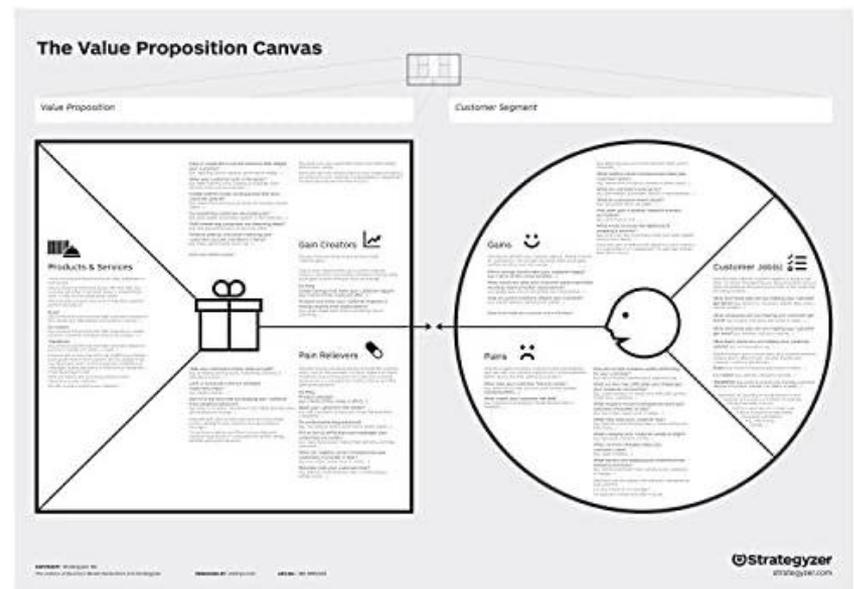
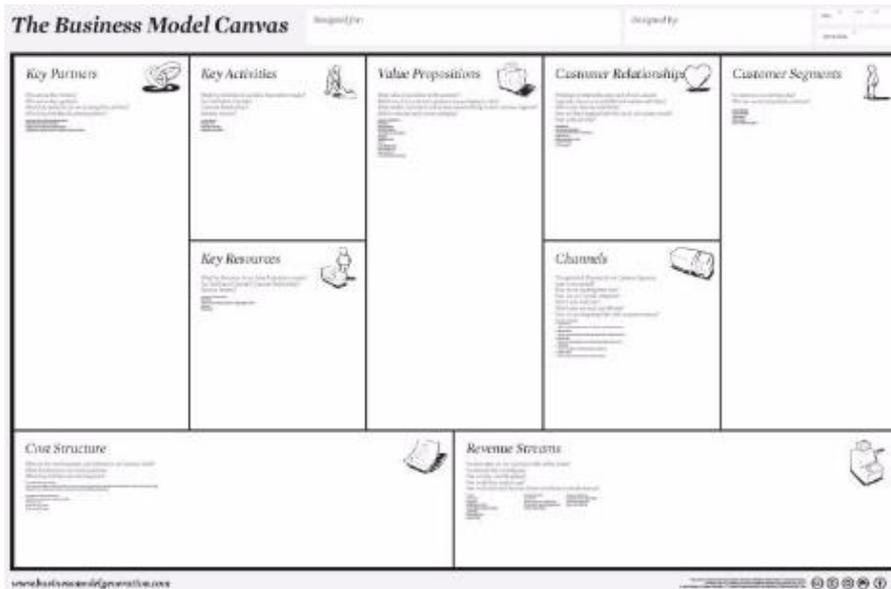
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The program quickly verifies whether the idea of the startup team is viable by customer interview, and develops MVP(Minimum Viable Product) based on customer interview.



# Program Intro

We conduct business feasibility verification using the business model canvas and value proposition canvas developed by Alexander Osterwalder along with Steve Blank's customer development methodology.

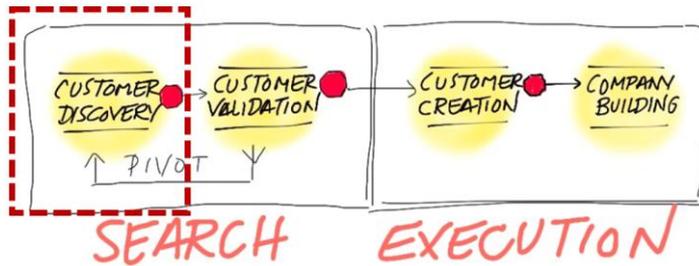


We work from the customer development method developed by Steve Blank & the Business Model canvas & Value proposition canvas popularized by Alex Osterwalder.

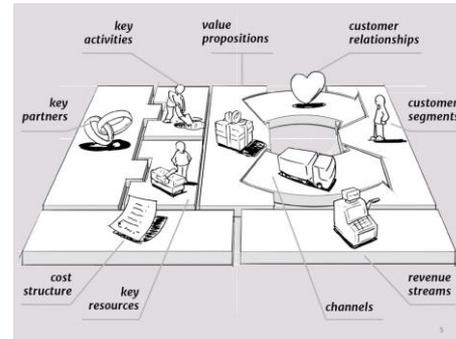
# Program Output

Based on a systematic customer development methodology, we conduct interviews with at least 30 customers. Through this, a business model, MVP, and business plan with proven business feasibility are program output.

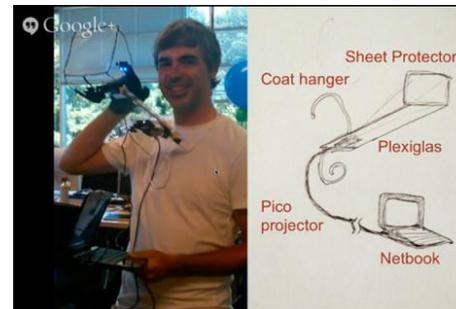
## Customer Development



Interviews with at least 30 customers



Business Model



MVP

Welcome

Problem

2

**AirBe**

Book rooms v

**Price** is an important concern for customers booking travel online.

**Hotels** leave you disconnected from the city and its culture.

**No easy way exists** to book a room with a local or become a host.

Business Plan

This is a PowerPoint app  
http://www.businessinsider.com

Template by P16MediaCoach.com

02

# Case study on customer discovery training course conducted in Korea

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# Tech-based market exploration support program

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@ Ministry of Science and ICT

Will be provided at the presentation site

# **KDB**(Korea Development Bank) **Startup Education Program**

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**@ KDB Foundation**

Will be provided at the presentation site

03

# Transferring customer discovery training courses to other countries

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# Startup Accelerating Program

About 20 Early Startups participate in basic customer development training for two weeks, and the final 10 teams are selected for an in-depth customer development program including MVP.

## 1 Intro

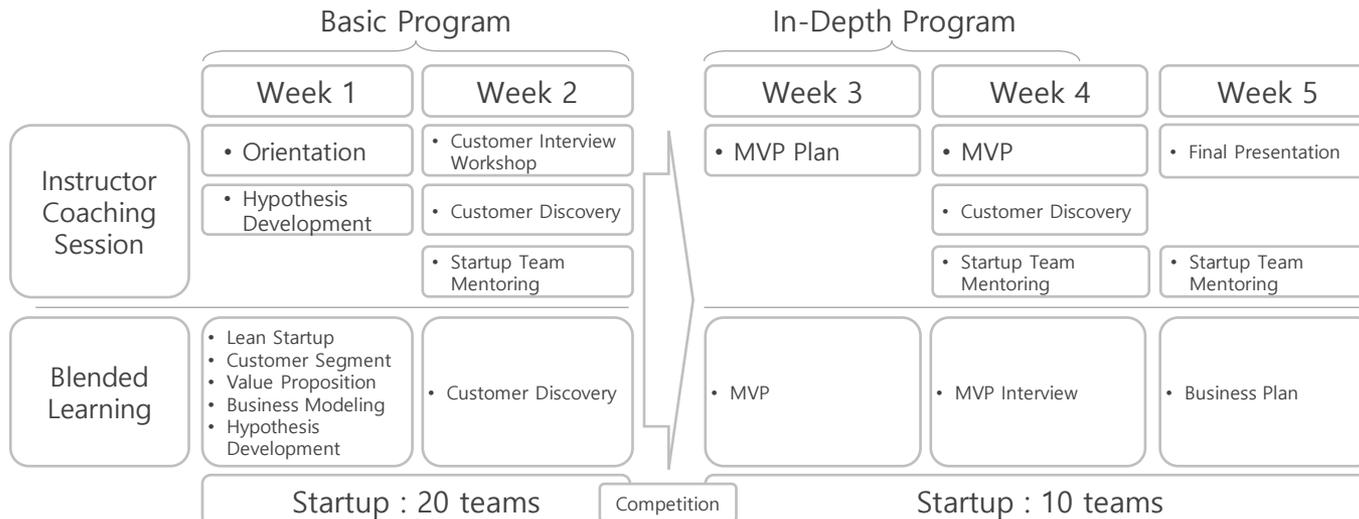
### • **Global Entrepreneurship Program**

The "customer development" developed by Steve Blank, a successful entrepreneur in Silicon Valley, is conducted to verify the feasibility of the startup team's ideas.

### • **Blended Learning and Certified Instructors**

Through customer development online training made by instructors, Startup teams learn methodology in advance and perform customer-oriented tasks, then review assignments and pivot business ideas through real-time classes.

## 3 Program Schedule



## 2 Expected Output

### • **Validate Business Models in a short time with low cost**

Hypothesis development to verify the feasibility of business ideas, hypothesis testing using customer interviews and MVP, and pivoting business ideas are used to discover key customers and verify value proposition-oriented business models.

### • **Deliverables**

Business Model Canvas, Value Proposition Canvas, Customer Interview Insight, MVP

## 4 Required Resources

- Project Leader
- Instructors
- # Instructor Certification Entrepreneurship Train-The-Trainer Program



# Train The Trainer(Instructor & Mentor) Program

20 Trainees(Instructors and mentors) will learn the customer development program and improve their competency in lecturing and mentoring startup teams.

## 1 Intro

- **Developing ideas and working as a startup team**  
Instructors and mentors also participate as a startup team to complete the entire training program that applies the "customer development" process developed by Steve Blank, a successful entrepreneur in Silicon Valley.
- **Make and present their own lectures**  
Make two 30-minute lectures related to customer development and present directly to Instructors.

## 2 Expected Output

- **Entrepreneurship program design, Lecturing, and mentoring capability improvement**  
By experiencing a 4-week startup accelerating program and completing the training and mentoring competency of a trainer, They can design a systematic Entrepreneurship program for the startup team and improve the capability of lecturing and mentoring.
- **Deliverables**  
**Business Model Lecture, Beyond BMC Lecture**

## 3 Program Schedule

	Week 1	Week 2	Week 3	Week 4	Week 5
Instructor Coaching Session	<ul style="list-style-type: none"> <li>• TTT Orientation</li> </ul>	<ul style="list-style-type: none"> <li>• Customer Interview Workshop</li> <li>• Lecture Presentation(1) (Business Model)</li> </ul>	<ul style="list-style-type: none"> <li>• MVP Plan</li> </ul>	<ul style="list-style-type: none"> <li>• MVP</li> <li>• Customer Discovery</li> </ul>	<ul style="list-style-type: none"> <li>• MVP Plan</li> <li>• MVP Interview</li> <li>• Lecture Presentation(2) (Beyond BMC)</li> <li>• Final Presentation</li> </ul>
Blended Learning	<ul style="list-style-type: none"> <li>• Lean Startup</li> <li>• Customer Segment</li> <li>• Value Proposition</li> <li>• Business Modeling</li> <li>• Hypothesis Development</li> </ul>	<ul style="list-style-type: none"> <li>• Customer Discovery</li> </ul>	<ul style="list-style-type: none"> <li>• MVP</li> </ul>	<ul style="list-style-type: none"> <li>• MVP Interview</li> </ul>	<ul style="list-style-type: none"> <li>• Business Plan</li> </ul>
Trainees : 20 members					

## 4 Required Resources

- Project Leader
- Instructors
- # Instructor Certification



# January 2023 (Azerbaijan)

Mon	Tues	Wed	Thurs	Fri	Sat	Sun
2	3	4	5	6	7	8
Online			Online			
<b>(S) Orientation</b> <b>(TTT) Faculty</b>	<b>Blended Learning</b> - (S)(TTT) : Lean Startup, Customer Segment, Value Proposition, Hypothesis Development, BMC		<b>(S) Hypothesis</b> <b>(TTT) Hypothesis</b>	<b>Blended Learning</b> - (S)(TTT) : Customer Discovery - (TTT) : <b>Beyond BMC</b>		15
<b>(S) Interview Workshop</b> <b>(TTT) Interview Workshop</b>	Online <b>(TTT) Faculty</b> Startup Team Mentoring	18	<b>(S) Customer Discovery</b> <b>(TTT) Customer Discovery</b>	<b>Blended Learning</b> - (S)(TTT) : MVP		22 (Korean New Year)
23 (Korean New Year)	24 (Korean New Year)	25	Offline <b>(S) MVP Plan</b> <b>(TTT) MVP Plan</b>	<b>Blended Learning</b> - (S)(TTT) : MVP Interview		29
<b>(S) MVP</b> <b>(TTT) MVP</b>	Startup Team Mentoring		<b>(S) Customer Discovery</b> <b>(TTT) Customer Discovery</b>	<b>Blended Learning</b> - (S)(TTT) : Business Plan		5
Offline <b>(TTT) Faculty</b>	Startup Team Mentoring		<b>(S) Final PT</b> <b>(TTT) Final PT</b>	10	11	12

# January 2024 (Azerbaijan)

Mon	Tues	Wed	Thurs	Fri	Sat	Sun
1	2	3	4	5	6	7
Online			Online			
(S) Orientation	<b>Blended Learning</b> - (S)(TTT) : Lean Startup, Customer Segment, Value Proposition, Hypothesis Development, BMC		(S) Hypothesis	<b>Blended Learning</b> - (S)(TTT) : Customer Discovery - (TTT) : <b>Beyond BMC</b>		
(TTT) Faculty			(TTT) Hypothesis			
15	16	17	18	19	20	21
(S) Interview Workshop	Online		(S) Customer Discovery	<b>Blended Learning</b> - (S)(TTT) : MVP		
(TTT) Interview Workshop	(TTT) Faculty		(TTT) Customer Discovery			
	Startup Team Mentoring					
22	23	24	25	26	27	28
Offline			Offline	<b>Blended Learning</b> - (S)(TTT) : MVP Interview		
(S) MVP Plan			(S) MVP			
(TTT) MVP Plan	Startup Team Mentoring		(TTT) MVP			
29	30	31	1	2	3	4
Offline			(S) Customer Discovery	<b>Blended Learning</b> - (S)(TTT) : Business Plan		
(TTT) Faculty			(TTT) Customer Discovery			
	Startup Team Mentoring					
5	6	7	8	9	10	11
			(S) Final PT			
	Startup Team Mentoring		(TTT) Final PT			

# Train the Trainer Program @ Uzbekistan, 2023

Date & Time (Uzbek. Local Time)		Contents	Etc.
8/19	R.O.K --> Uzvek. Flight		
8/20	Program Preparation		
8/21	15:00~15:30	Welcome Orientation	Assignment #1 Team Introduction /BMC (Worksheet #1)
	15:30~16:20	Lecture 1: Lean Startup	
	16:30~17:20	Lecture 2: Business Model Overview	
	17:30~19:00	Workshop #1 : BMC Worksheet	
	19:00~20:00	Dinner & Office Hour	
	20:00~22:00	Team Assignment #1	
8/22	15:00~16:20	Team Presentation : Assignment #1	Assignment #2 VPC / Hypothesis Development / Interview Plan (Worksheet #2)
	16:30~17:00	Lecture 3: VP-CS	
	17:00~17:30	Lecture 4: Customer Development	
	17:30~19:00	Workshop #2 : VPC / Interview Plan Worksheet	
	19:00~20:00	Dinner & Office Hour	
	20:00~22:00	Team Assignment #2	
8/23	15:00~16:20	Team Presentation : Assignment #2	Assignment #3 CD Interview No. : 30 (Worksheet #3)
	16:30~17:00	Lecture 5: Hypothesis Development	
	17:00~17:30	Lecture 6: MVP & Pivot	
	17:30~19:00	Workshop #3 : Hypothesis Development / MVP	
	19:00~20:00	Announcement : Assignment #3	
	20:00~22:00	Team Assignment #3	
	Flight : Uzvek. --> R.O.K Flight		

# Train the Trainer Program @ Uzbekistan, 2023

Date & Time (Uzbek. Local Time)		Contents	Etc.
8/29 (On-line)	14:30~16:20	Team Presentation : Assignment #3	Assignment #4 Final BMC & Additional Interview (Worksheet #4)
	17:00~17:50	Lecture 7: Channel / Customer Relationships / Revenue Streams	
	17:50~18:00	Announcement : Assignment #4	
9/5 (On-line)	14:30~16:20	Team Presentation : Assignment #4	
	17:00~17:40	Lecture 8: Cost Structure Part	
	17:40~18:00	Announcement : SAP Cooperative Operation Plan	

# Train the Trainer Program @ Uzbekistan, 2023



# Startup Accelerating Program @ Uzbekistan, 2023

Date & Time (Uzbek. Local Time)		Contents	Etc.
9/25	15:00~15:30	Welcome Orientation	Assignment #1 Team Introduction/BMC (Worksheet #1)
	15:30~16:20	Lecture 1: Lean Startup	
	16:30~17:20	Lecture 2: Business Model Overview	
	17:30~19:00	Workshop #1 : BMC Worksheet	
	19:00~20:00	Dinner & Office Hour	
	20:00~22:00	Team Assignment #1	
9/26	15:00~17:00	Team Presentation : Assignment #1	Assignment #2 Proto-Persona (Worksheet #2)
	17:10~18:00	Lecture 3: Customer Segments	
	18:00~19:00	Workshop #2 : Proto-Persona Worksheet	
	19:00~20:00	Dinner & Office Hour	
	20:00~22:00	Team Assignment #2	
9/27	15:00~17:00	Team Presentation : Assignment #2	Assignment #3 Value Proposition Canvas (Worksheet #3)
	17:10~18:00	Lecture 4: VP-CS	
	18:00~19:00	Workshop #3 : VPC Worksheet	
	19:00~20:00	Dinner & Office Hour	
	20:00~22:00	Team Assignment #3	

# Startup Accelerating Program @ Uzbekistan, 2023

Date & Time (Uzbek. Local Time)		Contents	Etc.
9/28	15:00~17:00	Team Presentation : Assignment #3	Assignment #4 Hypothesis Development (Worksheet #4)
	17:10~18:00	Lecture 5: Customer Development	
	18:00~19:00	Lecture 6 : Hypothesis Development	
	19:00~20:00	Dinner & Office Hour	
	20:00~22:00	Workshop #4 : Hypothesis Development	
9/29	15:00~17:00	Team Presentation : Assignment #4	Assignment #5 Interview Plan (Worksheet #5)
	17:10~18:00	Lecture 7: Customer Interview	
	18:00~19:00	Workshop #5 : Interview Plan	
	19:00~20:00	Dinner & Office Hour	
	20:00~22:00	Team Assignment #5	
9/30 – 10/10		Customer Discovery Interview (1)	Assignment #6 CD Interview No. : 20

# Startup Accelerating Program @ Uzbekistan, 2023

Date & Time (Uzbek. Local Time)		Contents	Etc.
10/11	17:00~19:00	Office Hour	Mentoring for Assignment #6
10/13	15:00~17:00	Team Presentation : Assignment #6	Assignment #7 MVP/Prototype + CD No. 5 (Worksheet #7)
	17:10~18:00	Lecture 7: MVP	
	18:10~19:00	Workshop #6 : MVP	
10/18	17:00~19:00	Office Hour	Mentoring for Assignment #7
10/20	15:00~17:00	Team Presentation : Assignment #7	Assignment #8 Channel + CD No. 5 (Worksheet #8)
	17:10~18:00	Lecture 8: Channel	
	18:10~19:00	Workshop #7 : Channel	
10/25	17:00~19:00	Office Hour	Mentoring for Assignment #8
10/27	15:00~17:00	Team Presentation : Assignment #8	Assignment #9 Customer Relationships + CD No. 5 (Worksheet #9)
	17:10~18:00	Lecture 9: Customer Relationships	
	18:10~19:00	Workshop #8 : Customer Relationships	

# Startup Accelerating Program @ Uzbekistan, 2023

Date & Time (Uzbek. Local Time)		Contents	Etc.
11/1	17:00~19:00	Office Hour	Mentoring for Assignment #9
11/03	15:00~17:00	Team Presentation : Assignment #9	Assignment #10 Cost Structures (Worksheet #10)
	17:10~18:00	Lecture 7: Cost Structures	
	18:10~19:00	Workshop #6 : Cost Structures	
11/04 – 11/19		Customer Discovery Interview (2)	Assignment #11 CD Interview No. : 20

# Startup Accelerating Program @ Uzbekistan, 2023

Date & Time (Uzbek. Local Time)		Contents	Etc.
11/20	15:00~15:20	Welcome Back	Assignment #12 Pivot/Final BMC (Worksheet #11)
	15:30~17:30	Team Presentation : Assignment #11	
	16:30~17:20	Lecture 10: Pivot	
	17:30~19:00	Workshop #6 : Pivot & Final BMC	
	19:00~20:00	Dinner & Office Hour	
	20:00~22:00	Team Assignment #12	
11/21	Customer Discovery Interview (3)		CD Interview No. : 5
11/22	15:00~17:00	Team Presentation : Assignment #10	Assignment #13 Pitch Deck (Worksheet #12)
	17:10~18:00	Lecture 12: Pitch Deck	
	18:00~19:00	Workshop #6 : Pitch Deck	
	19:00~20:00	Lunch Time	
	20:00~22:00	Team Assignment #13	
11/23	Customer Discovery Interview (4)		CD Interview No. : 5
11/24	16:00~18:00	Team Presentation : Final Presentation	
	18:00~19:00	Certification Ceremony	
	19:00~	Dinner & Networking	

# Startup Accelerating Program @ Uzbekistan, 2023



# Thank you

Prof. Heung-Shik Lee

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