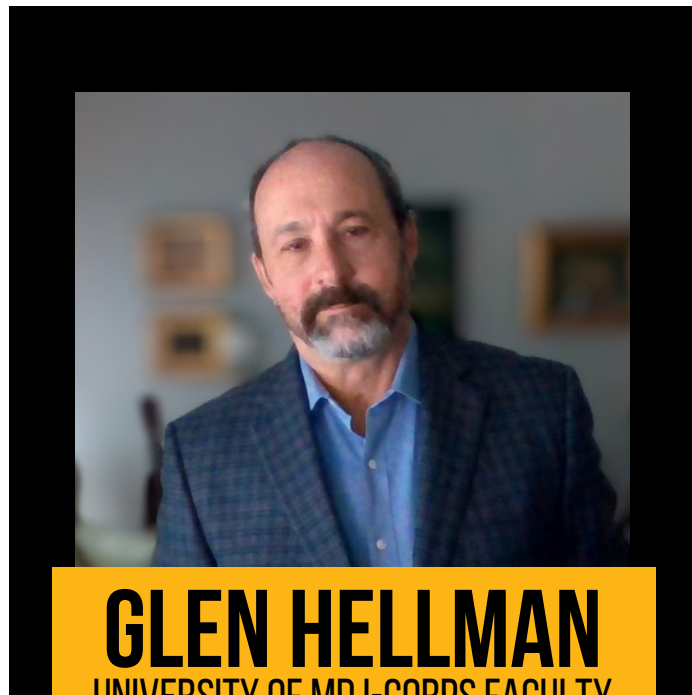


# **CUSTOMER DISCOVERY: KEY TO BUSINESS SUCCESS**



**GLEN HELLMAN**  
UNIVERSITY OF MD I-CORPS FACULTY

**MARCH 6, 2024**  
**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