**Tell Us Who Your Customer Is**

*The below checklists, adapted from Steve Blank’s “The Startup Owner’s Manual” will help you track your progress in interviewing customers. While filling out every question is not mandatory, please fill out applicable sections as best as you can, and submit it along with your interview notes at the Step 3 submission page. Email* [uastartingline@gmail.com](mailto:uastartingline@gmail.com) *with any questions!*

Prepare for Customer Contacts

* **List 20 initial target customers**

*Brainstorm target customers and know that you will probably only get 5 or so to agree to an interview*

1. 11.

2. 12.

3. 13.

4. 14.

5. 15.

6. 16.

7. 17.

8. 18.

9. 19.

10. 20.

* **Develop a Reference story**

*A reference story emphasizes the problems you’re trying to solve, why it’s important to solve them, and the solution you’re building. Start with an introduction, including whoever referred you. This can be a sort of practice speech you’d use to request an interview.*

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* **Craft an Introductory email**

*Similar to the Reference story, but tailored to email communication. A little shorter and more digestible.*

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* **Initiate contact with your list**
* **Build a calendar of booked appointments**
* **Expand the list of contacts**

*Ask your interviewees if they can recommend anyone, along with contacts passed along by friends and mentors.*

* **Create the initial list of advisory board candidates**

*This is a starting point and a way to begin to identify what kinds of advisors might your startup need to provide contacts and experience to fill out the team.*

* **Meeting arranged with five of potential customers**

Gain Customer Understanding

* **Research and Customer interviews**
  + **How are customers’ money and time spent(work and leisure)? What are their costs? Is the problem a “pain” or is it a “need”?**

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* **How would their workflow change with using your startup product?**

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* **What are some customer publication or who customer influencers you can research to gain more insight? What do they read, who do they listen to?**

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* **Spend a day doing what your customers do**
* **Attend a customer event**
* **Become a customer**
  + **Review their websites, publications, online experiences/reviews**
  + **Find out how and where they spend their time, and how and where they discover new ways to spend their time**
* **Record and create a process for analyzing data collected**