

# CAREC University Startup Generator 2023

## Workshop 4: Nailing the Customer Value Proposition

March 17, 2023 | 14:00 – 15:30 (GMT +8)

Virtual Meeting

### Agenda

14:00 – 14:05 **Welcome**

Moderator: **Shuqi Su**, Consultant, ADB

14:05 – 15:15 **Training: Nailing the Customer Value Proposition**

**Jeff Wallace** - Co-founder of Silicon Valley in Your Pocket; Founder of Global Kinetics

**Kal Deutsch** - Co-founder of Silicon Valley in Your Pocket; Founder and CEO of DealEngine

This session will help the teams to reflect on their business plan and understand their customers better. Through value proposition discovery process, you can identify and prioritize customers, identify pains and gains, and define the product's solutions in the market. The skills that participants will gain in leveraging this process will serve them in many other areas when they begin to understand the voice of their customers.

15:15 – 15:25 **Group Photo**

**Q&A Session**

Moderator: **Shuqi Su**, Consultant, ADB

15:25 – 15:30 **Feedback Survey & Closing**

Moderator: **Shuqi Su**, Consultant, ADB