



# CUSTOMER FEEDBACK NIGHT

W W W . S T A R T M E S P A R T A N B U R G . C O M



# Week Eight **Objectives**

- Gather key business feedback from community members
- Debrief with your peers and team

Room Assignment: \_\_\_\_\_



# Reminders

- Customer night is just for practice.
- Be sure to interact with your audience.
- Be an active audience member.
- You can accept feedback ***without*** agreeing.

## Debrief Your Feedback

- Themes in feedback/questions from audience members.
- Key questions for customer interviews.
- Steps to prepare for interviews.



## Assignments:

- Debrief with your mentors; identify key takeaways from Customer Feedback Night.
- Revise your business plan.
- Revisit financial plan.



## ■ Week Eight **Homework**

- Review your pitch feedback with your mentor(s)
- Continue to work on business plan.

To access online materials and PowerPoints, use the QR code and password “imallin”.