Main Street Presents: Pilot Your Idea: Taking Flight

SPEAKERS
Lisa Friedlander: NEXT
Ilene Miller: IPM Consulting

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Meet the Entrepreneurs

Lisa

Ilene

activityrocket.com

THE ENTREPRENEUR PROJECT
BY MAIN STREET CONNECT
It Starts with a BIG Idea

BIG IDEA
Who wants or needs your big idea?

Who will pay for your Big Idea?

END USERS

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HOW to Test

"Testing is Key"

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Survey Your Audience

"Learn How Your Idea is Perceived"

1. Survey
2. Focus Groups
3. Subject Matter Experts
4. Other

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Next Steps

1. PIVOT/ITERATE IDEA FROM LEARNINGS
2. WHAT IS AN MVP?
3. MARKET FOR PRODUCT OR PRODUCT FOR MARKET

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It's All About Your Ideas

"Let's Brainstorm Your Ideas"

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