



Workshop - Development of a Roadmap for Business Success

Wednesday April 23, 2025

**Manufacturing & Technology Enterprise Center
1 Scobie Drive
Newburgh, NY 12550
845.391.8214**

Schedule At-A-Glance

Time	Session
9:30 - 10:00 AM	Arrival and Networking
10:00 - 10:15 AM	Welcome & Program Introduction
10:15 - 10:45 AM	Participant Introductions Business Thesis Exercise: What Do You Do? Who Cares Most About This? Why is it a Must Have Need for Them?
10:45 - 11:15 AM	Business Fundamentals Discussion: LeanLaunchPad Overview/Customer Development/ Business Model Canvas/Introduction to Agile Development
11:15 - 11:30 AM	Short Break and Networking
11:30 AM - 12:00 PM	Business Fundamentals Discussion: Value Propositions
12:00 - 12:15 PM	Value Proposition Exercise
12:15 - 1:00 PM	Working Lunch: What is Customer Discovery?
1:00 - 1:30 PM	Business Fundamentals Discussion: Customer Segments, Target Market, Channel Economics, Customer Acquisition Costs
1:30 - 1:45 PM	Ecosystem Exercise
1:45 - 2:00 PM	“What’s Next?” Discussion: Mentor Office Hours, Business Fundamentals Webinars
2:00 PM	Open Networking

