



UH BUSINESS PLAN COMPETITION

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# ENTREPRENEURS' BOOTCAMP

NO. **01**

**GETTING STARTED: DO YOU  
HAVE THE RIGHT PRODUCT?**

**FREE WORKSHOP**

**SATURDAY**

## February 6, 2016

Shidler College of Business  
Room A101

**TO SAVE A SEAT, REGISTER**

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[pace.shidler.hawaii.edu/bootcamp1](http://pace.shidler.hawaii.edu/bootcamp1)

## SCHEDULE

- 8:45 AM ○ Check-in
- 9:00 AM ○ Business Model Canvas Overview
- 9:15 AM ○ Market Research
- 9:45 AM ○ Value Proposition
- 10:15 AM ○ Customer Segments
- 10:45 AM ○ Product Market Fit
- 11:15 AM ○ Intellectual Property instructed by IP & Patent Attorney Leighton Chong
- 12:00 PM ○ Lunch

Organized and instructed in partnership with XLR8UH, this free workshop is open to UH Business Plan Competition participants and UH students and faculty interested in developing an idea for a business.



Attendees will need to view online classroom videos as "homework" before attending this workshop.



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CHAMPIONS OF INNOVATION AND ENTREPRENEURSHIP AT THE UNIVERSITY OF HAWAII