



Art, Life &

Entrepreneurship 2

Session 3: Meet the customer

Today's content

- Guru meeting wrap-up
- Revisit your processes
- Meet the customer

Gurus galore

- Share your insights



**Update your
Offering**

Journey Board

Draw the important steps of your customer's journey



Identify essential stakeholders including yourself and write down the actions under every relevant picture

Questions/Obstacles

What is currently preventing you from making the image real?

Stakeholder:

Stakeholder:

Stakeholder:

Stakeholder:

Stakeholder:

Stakeholder:



Draw € symbol if the action is billable



Customer meeting

Negotiation practice

- Starting point: You have suggested a meeting
 - You control the flow of the meeting
- The teachers are whoever you tell us to be!
- Goal: What do you want to achieve?
- Negotiation for about 10-15 minutes
- Discussion

Meetings

- Håkan
 - Yuzu
 - Dilek
 - HannaKaisa
- Sonja :
 - Owein
 - Carolina
- Johannes
 - Johannes
 - Antero

Final submission

- **5 minutes presentation about yourself and you offering**
 - **Minimum 3 minutes**
 - **Make sure the first 30 seconds are "golden"**
- **Present your entrepreneurial story (past, present and future)**
- **Demonstrate your product/s**
- **Slides optional, however recommended**
- **Delivered as a VIDEO**
- **Main use of video: present yourself on your online site**
- **Choose video format to match your site!**

Plan a next step in search of a new paying customer

Who will you contact next?

Finalize your contact e-mail/phonecall script

What happens after the meeting? (if all goes well)

Upload to your Miroboard