

ZI LUNCH & LEARN: FROM BENCH TO BUSINESS: WHY EARLY CUSTOMER DISCOVERY MATTERS

Featuring Kerry Coffee

Kerry Coffee, a Zucker Institute Mentor and expert in customer discovery, will talk about the importance of conducting primary market research with downstream stakeholders during the early stages of project formation. She will utilize case studies to illustrate blind spots for inventors and companies when developing and launching new technologies, and discuss how to conduct customer interviews to avoid these pitfalls.

When:

Wednesday, May 21st at 12PM

Where:

Basic Science Building, Room 355
(or Virtually on Teams)

Details:

Lunch will be provided for the first
20 attendees.

RSVP:

Access the link below or scan the QR
code and fill out the form to receive
the calendar invite.

<https://redcap.link/ehq70op8>

Have Questions? Contact
crobar@musc.edu

