

Validating and Customer Interviews

Thursday NOV 23 - 2017 at 6 PM to 8:30 PM Location: [OFICINA](#)

This is a must attend workshop for everyone who wants to learn the basic tools in validating a business idea. Learn the fundamentals that every young entrepreneur should know when thinking about launching a startup

Hosted by: **Kathleen Fritzsche** and **Erkens Gjini**

Key Notes:

- Intro to Testing
- What is an MVP
- Hypothesis Testing
- Validating Learning
- Empathy map
- Right approach to customer interviews

Limited Seating: 25

Ticket Price : 500 ALL (at the door)

Come and receive a free copy of the book "The MOM Test"

About the Host:

Kathleen Fritzsche, *Startup Enthusiast and Specialist at Zoi*

Kathleen Fritzsche is an experienced entrepreneur from Germany who has been involved in the startup community since 2010. That's when she attended her first Startup Weekend. Since then, she has co-organized and facilitated many events in several countries, including Bosnia and Bulgaria. Kathleen co-founded StartUp Stuttgart in 2011, the main startup community in Southwest Germany, and Accelerate Stuttgart in 2012, with the vision to support early-stage startups in the region. Accelerate Stuttgart created and ran the first privately funded accelerator program in Stuttgart. Since September 2017, Kathleen is working as Specialist

for Zoi in Berlin, a tech consulting firm with focus on public cloud infrastructure, AI and IoT. Kathleen is a travel and startup enthusiast, sometimes also writing for her own blog.

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Tickets Available at: [Eventbrite](#)