



PACE

UH

S PLAN C

TITIO



SPONSORED BY



# ENTREPRENEURS' BOOTCAMP

# N O . 01

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

**SATURDAY**

# 01

Shidler College of Business  
Room A101

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

- 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.