



# UH BUSINESS PLAN COMPETITION

## ENTREPRENEURS' BOOTCAMP

NO. **01**

**GETTING STARTED: ACHIEVING  
PRODUCT/MARKET FIT**

**FREE WORKSHOP**

SATURDAY

**February 4, 2017**

Shidler College of Business  
Room C102 (Limited Seating)

TO SAVE A SEAT, REGISTER

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

## 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 Bryan Wahl, M.D., J.D.,  
Partner at Knobbe Martens  
(Intellectual Property Law)
- 12:00 PM ○ Lunch/Team Meeting
- 1:00 PM ○ End

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

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

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PARTNER



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**PACE**

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