

Ideate. Engage. Impact.

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# Focus Academy Innovation Hub



#### Business Model Canvas

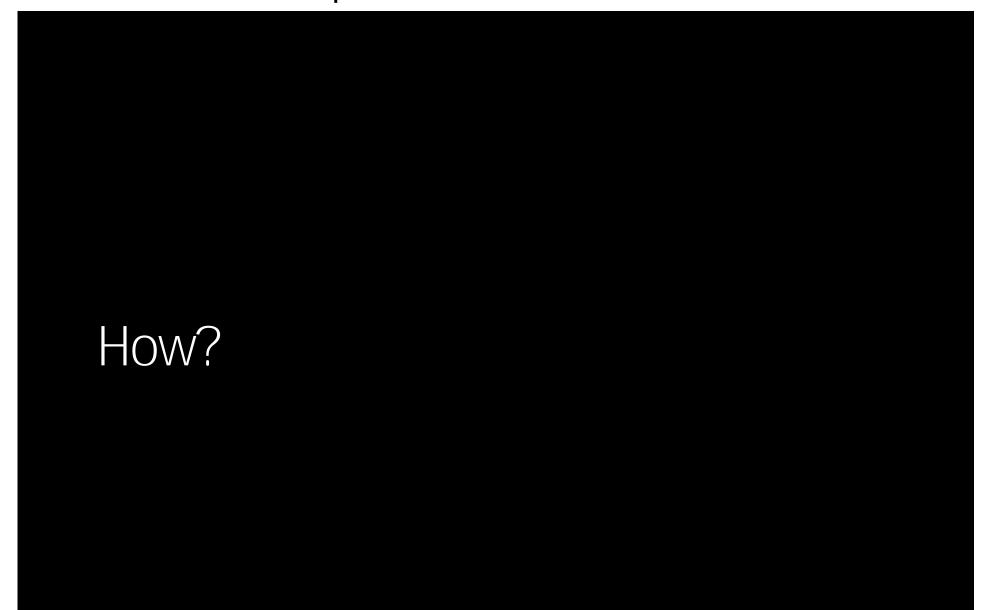


#### Know Your Customer

- Ø Secondary Research
  - **š** NOT direct with customer
  - **š** Google searches

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Open -



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### Get as specific as you can

Drill down Drill down- ask for examples, frequencies, last time Ask Ask for facts first, opinions are less useful A

## The Trap

## ANDREW BRODERICK Project Director

# Devang Thakor Focus Advisor