



FHWN StartUp Center

## **Ideation-Workshop: How to Innovate with Impact: A Customer-Centric Workshop**

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**Speaker:** Eric Weisz, MA, LLB

**Date / time:** 10. December 2023, 17:00 – 20:00

**Location:** FHWN City Campus (Schlögelgasse 22-26, 2700 Wiener Neustadt), Seminar room SE 40

**Event format:** In person

**Language:** Primarily conducted in German, but English is an option if preferred.

**Target group:** This workshop is open to those with existing ideas seeking validation and those looking to kickstart their entrepreneurial journey without a clear idea in mind.

### **Content – What Will You Learn?**

You have an idea, but don't know how and where to start?

Lean innovation methods focus on the customer. Many founders have a variety of ideas, but the biggest challenge is that these ideas are often created within their own environment and often without any contact to the customer. This leads to ideas, products and services being developed without considering the needs of the customer.

"Customer Exploration" is about focusing on the customer and their needs and understanding in detail the needs, desires and problems of the selected target group. In this workshop, participants learn and try out various methods to understand the customer as quickly as possible. The methods are particularly suitable for better understanding and questioning the needs and challenges of one's own customers. These insights can then be specifically addressed in further product development.

This seminar will give you insights into the toolbox for evaluating ideas and Eric will explain which methods he used to develop his product ideas and to work out the added value for his customers in the best possible way. The session is designed to shed light on a handful of possibilities so that you and your idea can take a big step forward in no time.

Thus, you will

- Learn how to develop your value proposition
- Know which things you need to clarify with the help of the Business Model Canvas (BMC).
- Test your ideas with the help of hypotheses

### **Methodology – How Will You Learn?**

The workshop will be designed in a very practical way. After the methods have been presented, the participants have time to try them out. Easily accessible examples, also from the everyday professional environment, will be chosen. The participants can take the workshop material home in paper form.

### **Agenda**

17:00 – 17:25	Introduction
17:25 – 18:20	Value Proposition & BMC
18:20 – 18:30	Break
18:30 – 19:45	Testing Business Ideas
19:45 – 20:00	Conclusion and Takeaways



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### **Competences – How Will This Workshop Support You?**

You will learn how to validate your ideas with simple methods and how to save time developing things that nobody wants or needs. Your competence of validation and creating added value will be sharpened.

### **Your preparation**

Please prepare the exercise "Cornflakes packet for your idea" and take your written results with you to the workshop. You will receive more information on the preparatory exercise after you have successfully registered for the workshop.

### **Speaker Biography**

Eric Weisz is a serial founder and startup coach. But this was not always the case. He completed his bachelor's degree in Heidelberg in the field of business law. During this degree, he worked for one of the Big4 in auditing and legal consulting. At the age of 24, he moved to Austria, where he completed his master's degree in business management. Also during his studies he worked, this time, however, at a pan-European capital investment company. In 2019, he was tempted to start up for the first time, the first time still in the gastro-tech scene, which was famously hit hard by the Covid pandemic in 2020. But here he learned to adapt himself and his company to market realities, as well as customers. At the end of 2020, he sold the company and started his second venture in the same breath. This time in the retail tech sector with a focus on preventing food waste. The company has since grown to 11 people and has prestigious clients.

### **Questions?**

Feel free to reach out to us at [startupcenter@fhwn.ac.at](mailto:startupcenter@fhwn.ac.at)