GUEST LECTURE | PRACTICAL STARTUP WORKSHOP

Customer Discovery and Validation

Testing Your Business Idea

Learn how to test whether your idea solves a real customer problem, conduct interviews without leading respondents, and distinguish polite interest from genuine demand.

25 NOVEMBER 2026
16:00

ONLINE
In MS TEAMS

ANN SVENSSON
Professor of Information Systems and Work-Integrated Learning
University West | School of Business, Economics and IT



REGISTER

Workshop Customer Discovery and Validation - Testing Your Business Idea