

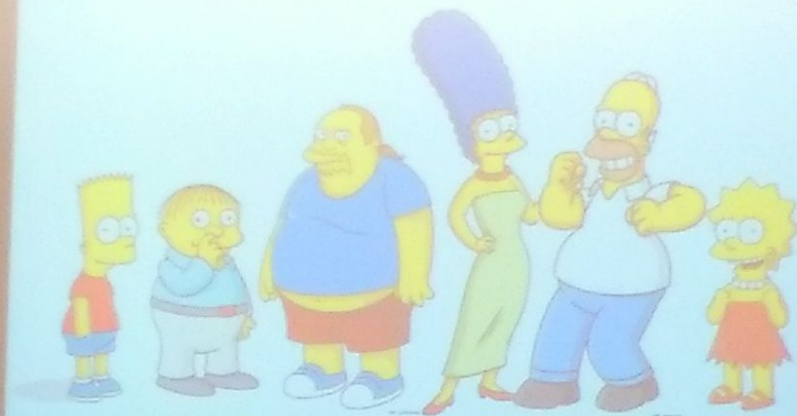
technology come in?

Customers don't care about technology
They are trying to *solve a problem*

Customer discovery is about identifying
that problem & exploring *how you could
solve it*



Who's your Customer?



User Influencer Recommender Decision
Maker Economic Saboteur
Buyer





How to Start a Startup

Frank Rimalovski
Executive Director, NYU Entrepreneurial Institute
Managing Director, NYU Innovation Venture Fund
January 2020

NYU

[@NYUEntrepreneur](#)







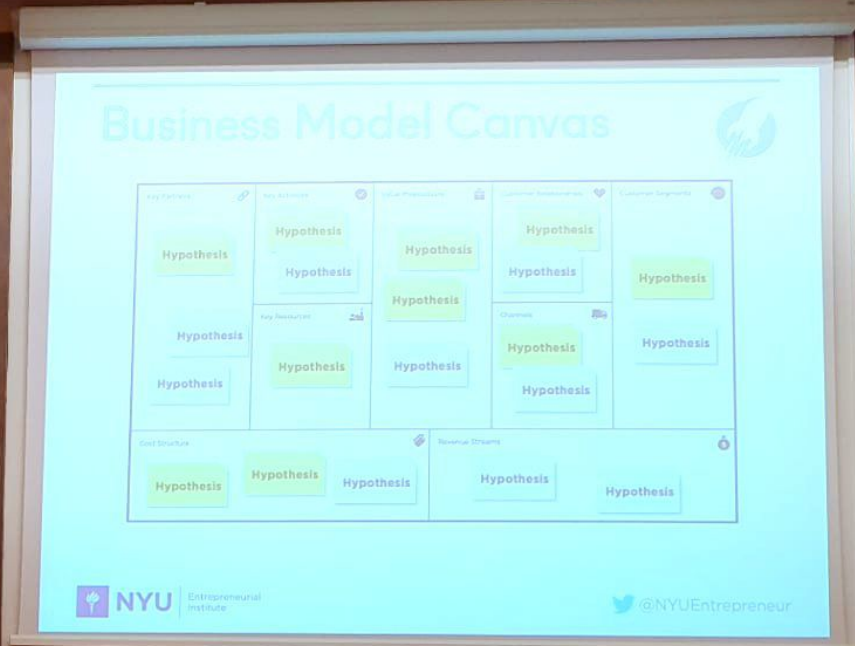
Case Study: VETIGEL



NYU University of the State of New York

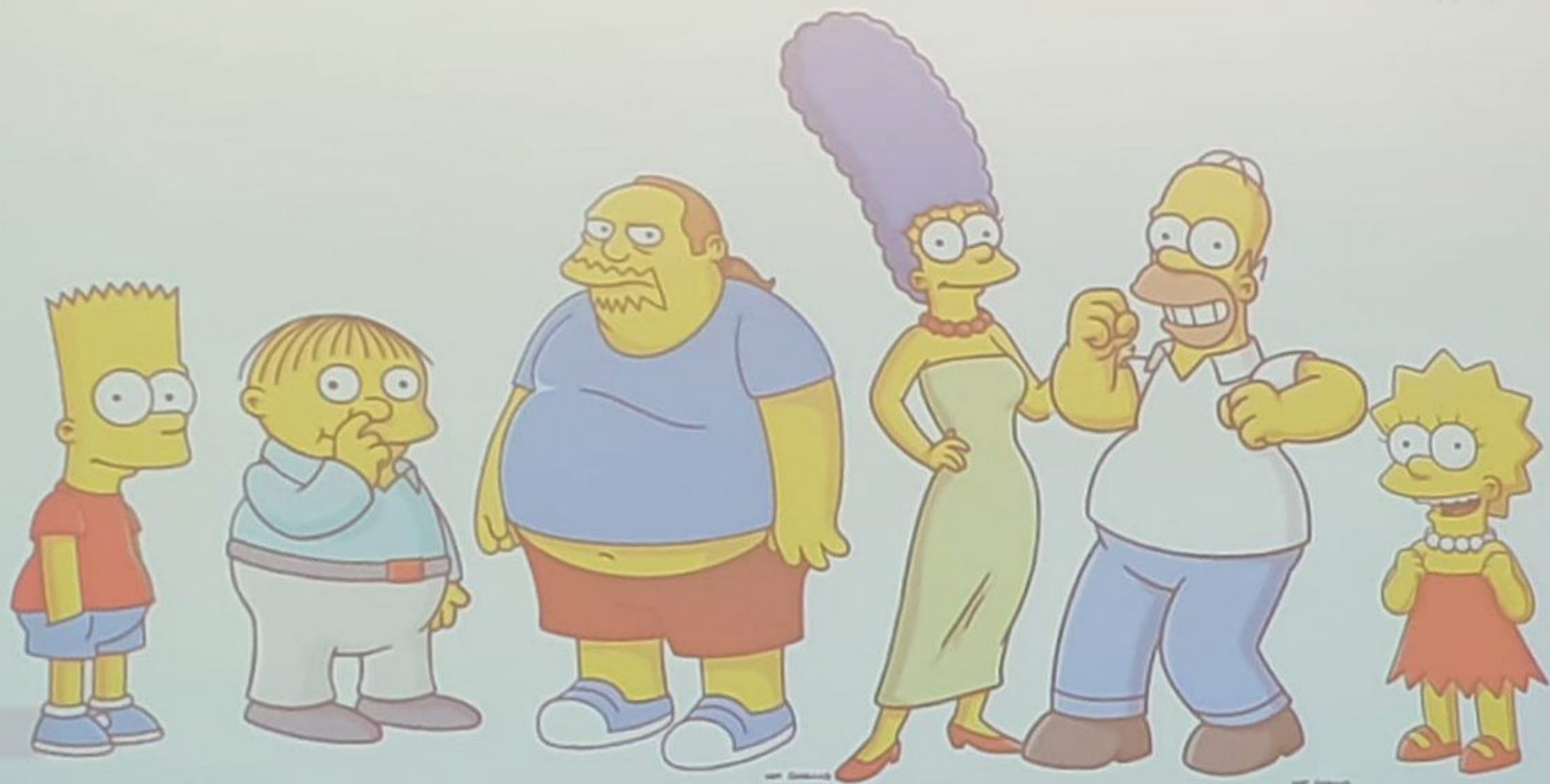
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