

Entrepreneurship Workshop - Phoenix City, AL and Auburn University

Location: Lee and Russell County, AL

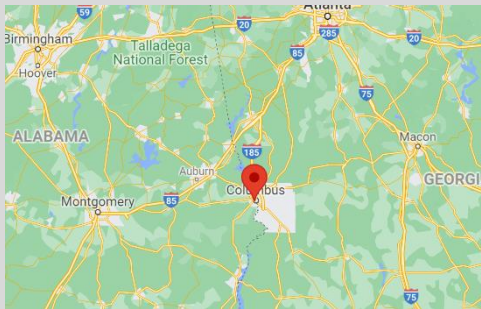
Status of County:

Project Timeframe: August 2018 – September 2018

Type of Assistance: Applied Research



Source: auburn.edu



Source: google.com/maps

The GT EDAUC and Auburn University's EDA University Center collaborated in and delivered an entrepreneurship pop-up workshop in Phenix City, Alabama. The full day workshop included instruction on the Business Model Canvas, Customer Discovery, and personalized coaching sessions. The class provided the tools needed to evaluate a business idea using the basic tools of Lean Startup methodology: the business model canvas and customer discovery. Eleven attendees consisting of entrepreneurs and business owners from the surrounding area took part in the workshops.