

Think about what we talked about this session and your fieldwork. Use this sheet to come up with three questions to ask the customer and track their responses.

Name of person: Justin Coleman

Question 1: *One of the most delicious things in life is bread.
Do you like bread?*

- Loves bread
- Enjoys bread everyday
- Doesn't eat it if it's not good
- Drives 45 minutes to a bread store out of town and stocks up

Question 2: *What kind of bread do you like? Where do you buy your bread?*

- fresh, natural ingredients
- if done well, has a good shelf life without preservatives
- a good bread is a treat, like a good cookie

Question 3: *How much are you willing to pay for a good loaf of bread?*

- pay \$ 8.95 and more for the bread out of town
- if specialty, like a cheddar and chive, maybe \$10.95 for a round loaf

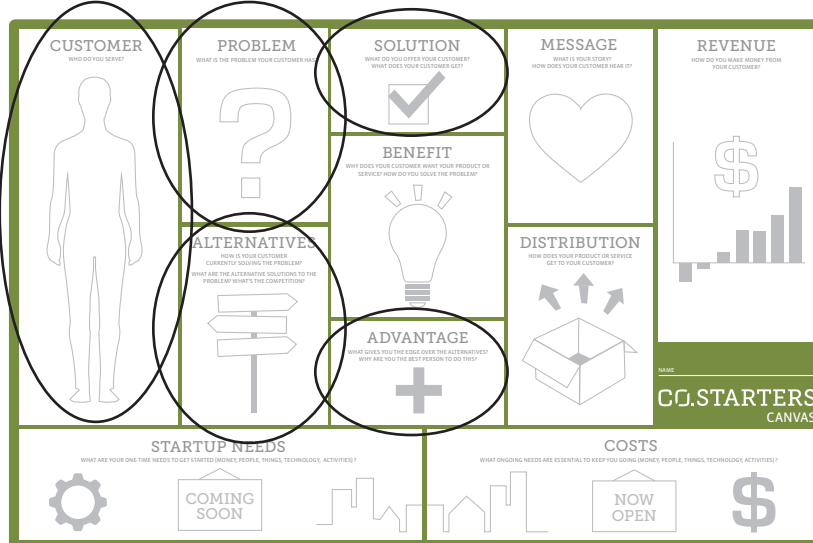
What did the person like about your business concept?

He thought there was definitely a need for someone to provide artisan bread. Can't find it anywhere in town. Willing to drive to get it. Will pay more.

What suggestions did the person have for improving your business concept?

Try to get bread into local, corner grocery stores and even some of the restaurants that also have retail sales. Maybe a retail store would work.

What part of the Canvas did your conversation cover? Circle below:



Did what you learned confirm or challenge your original ideas about that part of your Canvas?

This confirmed and added more information. There is definitely a market; the question is how big?

What is the most important thing you learned? How will you use this information in the future? Does it change anything for you?

There are people everywhere who love good artisan bread. Have to figure out how big the market is. Is the market big enough to make this a full time business for me?