

**TVX ACCELERATOR**

Customer discovery interviews

This template can be used to track feedback from interviews. Sample scripts are at the end of the document. Feel free to add space for more questions as needed.

*INTERVIEWEE NAME: DATE:*

*ROLE/TITLE:*

|  |  |
| --- | --- |
| Question | Response |
| *Q1:* |  |
| *Q2:* |  |
| *Q3:* |  |
| *Q4:* |  |
| *Q5:* |  |
| *Q6:* |  |
| *Q7:* |  |
| *Q8:* |  |
| *Top insights and other curious or surprising feedback (fill in at completion of interview)* |  |

Sample script for industry contacts

1. Do you think there is a demand for {insert your technology}?
2. What is the current technology applied to this problem? What is the cost?
3. What are some problems with the current technologies?
4. What are some key specifications and characteristics that might help this technology appeal to end-users?
5. What are the costs associated with not using {insert your technology}?
6. How competitive will this technology be in the market?
7. Who are the key competitors of this technology?
8. How often do you purchase this type of technology?
9. What are some potential hurdles to market adoption?
10. Do you see other applications for this technology?
11. Do you have thoughts about how to commercialize this technology?
12. Do you have any additional comments about this technology?
13. Is there anyone else you recommend that I speak with regarding this technology?

Sample script for partner contacts

1. Does your company have experience acquiring technologies from the outside? Can you describe an example?
2. How does this technology complement your current product offerings?
3. What criteria will you use to evaluate this technology?
4. What is your preferred deal structure (acquisition, value added reseller, distributor, other)?
5. Who would be the likely champion for this technology (if not you)? What is her name, title, phone, and e-mail?
6. Who is the ultimate decision-maker(s)?