OVERVIEW

HQ Labs is the entrepreneurial education program from HQ Community. It is an immersive three-month program, built into the HQ Community and centered on the ThinkHouse residential experience, and leveraging many of the excellent resources we have – service provider office hours, speakers, events, social activities, and – most importantly – our members.

ThinkHouse participants for the Fall of 2017 will be selected from recent entrepreneurial graduates of NC State University. The program is designed to help early career entrepreneurs learn and practice the business and life skills they need to become successful entrepreneurs and leaders. You will all have the opportunity to live at the ThinkHouse, an 8 bedroom house in Boylan Heights remodeled for just this purpose.

Time will be split between scheduled activities, and actively working on your business. Scheduled activities will be more toward the first half of the program, and will include:

- Classes and lectures on key business topics
- "Been There, Done That" sessions with experienced entrepreneurs who candidly discuss their personal entrepreneurial journey in a small group setting, ideal for Q and A
- Subject matter experts (we call them "gurus") on taxes, banking, networking, budgeting, use of credit, business etiquette, cross generational interactions, and more
- "Spotlight" sessions where each company founder is given the opportunity to have the whole group discuss their single business
- Pitch practice

Applicants who are selected to participate will become full coworking members of the HQ Community for six months with all the benefits of being part of the leading entrepreneurial community in Raleigh!

If you have any questions, please contact Greg Hopper, HQ Strategist-in-Residence, at greg@hq.community.

RESOURCES

www.strategyzer.com

Templates and tools to aid the Business Model Canvas, Value Proposition Designer, and Customer Discovery process.

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www.foundersschool.org

We'll use a few videos from this library.

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www.customerdevlabs.com

Updated irregularly, but we share his philosophy and will use some content from their site.

"**Competing Against Luck: The Story of Innovation and Customer Choice",** a book by Clayton M. Christensen, David S. Duncan, Karen Dillon, and Taddy Hall. Excellent insight into the "job to be done" philosophy – highly recommended reading.

Read this post and/or watch this video:

http://customerdevlabs.com/2016/04/06/what-does-minimum-viable-product-mean/

We like his point of view on the minimum viable product (also called the MVP) – and for founders who are not full time, it's even more important that you think of very lean ways to test your idea.

And don't say, "well that doesn't apply to my product" or "I'm too far along for that". Indeed, you probably can't plug and play exactly into your situation, but this will give you ideas on what you can do to further validate your idea.