

Talk With Real Customers Before the Launch

Kimberly Eddleston (Northeastern University)

Dan Holland (Utah State University)

KEYWORDS: Marketing, Research Methods, Strategy, Entrepreneurship.

As online crowdsourcing has shown, people will support a proposed business or cause that moves them. For entrepreneurs, the ability to test a proposed product or service's uniqueness and appeal has never been better. EIX panelists Heidi Neck of Babson College, Kim Eddleston of Northeastern University and Dan Holland of Utah State University discuss how entrepreneurs can test the waters before they roll out their business ideas.

[Link to video](#)

