



# Find People to Speak With for Customer Discovery Interviews

Finding people to speak with can be challenging sometimes. Here are sources to consider:

## #1 - LinkedIn

Google Search

Alumni - university / college

Friends / Relatives

Work / Professional Colleagues

Conferences / Seminars

- Attendees, Speakers, Sponsors
- Tradeshow / Exposition Hall / Venue (walk around)

Newspapers / Online Publications / Discussion Forums

- Use a university / college / public library membership to get free access!

Professional / Trade Associations

- Events
- Newsletters
- Trade Journals

Retail Stores

- 10-11:30am
- 2-3:30 pm
- After Hours

Service Providers - Ecosystem

- Lawyers
- Accountants
- Market

Other

- Office Hours - short appointments
- Speak to people off-hours
  - Leave your cell phone number with area code | make sure your voicemail is PROFESSIONAL & RESPECTFUL
- Websites / News / Press Releases / 10K - <https://www.sec.gov/edgar/search-and-access/>
- Form 990s (for nonprofits & charities) - <https://www.open990.org/>