

AI for ENTREPRENEURS



HOW AI CAN HELP VALIDATE YOUR BUSINESS IDEA

**MARIETTA CAMPUS | 10/5 | Executive Dining Room
behind Stingers | 11:30-1:00**

KENNESAW CAMPUS | 10/6 | ALC 3550 | 11:30-1:00



**KENNESAW STATE
UNIVERSITY**

COLES COLLEGE OF BUSINESS
Robin and Doug Shore Entrepreneurship
and Innovation Center



- ***Remove Bias!***
- ***Gain Better Customer Insights!***
- ***Make Smarter Decisions!***

In this hands-on workshop, you'll discover how AI-powered discovery can help you gather more meaningful customer feedback by reducing the bias in surveys in interviews. Learn how asking better questions leads to better business decisions, stronger products, and greater confidence before investing time and money into your idea. Whether you're just exploring a business concept or preparing to launch, you'll leave with practical tools to validate your idea more effectively.