**Hands-on Workshops**

**Workshop #1: Lean Start-up**

- Understand the 5 key elements of *Lean Startup* methodology
- Learn how to independently apply *Lean Startup* principled approach to new product development
- Understand how using this methodology desired product/service can get to the customers’ hands faster

**Workshop #2: Business Model Canvas**

- Understand the use of BMC as a tool to assess and focus business development
- Can independently develop a BMC
- Understanding the use and application of BMC in the context of other methodologies
Workshop #3: Customer Discovery

- Understand how Customer Discovery guides business models
- Have the knowledge and tools to conduct Customer Discovery independently
- Understand the characteristics of a MVP
- Know the steps to achieve Customer Validation

Workshop #4: Entrepreneurial Mindset

- Aware of techniques like effectuating to approach decision making in uncertainty
- Equipped with tools to develop realistic short and medium term goals and to adapt for change
- Ability to foster new partnerships and exploit new opportunities rapidly
Workshop #5: INTERPRETING THE CUSTOMER

- Know best practice for conducting interviews and receive customer inputs
- Can structure this input into jobs-to-be-done to identify opportunities
- Have the tools to independently assess and structure customer input

Workshop #6: USER EXPERIENCE

- Understand the importance of user experience in the design of a product or process
- Can identify indicators of success
- Can plot the customer journey using the ‘talking out loud’ method
- Identify, classify and prioritise changes to be made
Workshop #7: Lean Hardware

- Understand the definition of a hardware prototype
- Converting a prototype into a minimum sellable product
- Know the phases from prototype to production: Learn, Build, Measure
- Know the key relationships with manufacturers and where to manufacture to reduce time to ship

Workshop #8: Spinout vs. Spinoff

- Understand the key differences between operating a spin-off and a startup
- Understand how to work within local and university regulations to launch a spin-off
- Creating sustainable commercial partnerships
- Dealing with IPR issues such as patents and trademarks and licencing