



## 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
- ✓ Identify indicators of success
- ✓ 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: BUILDING THE RIGHT IP FOR YOUR BUSINESS

- ✓ 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