

# Lean Startup Kick-Start workshop



## What to expect

Overview on Lean Startup philosophy and process

Lean Startup simulation

Canvases overview: Business Model Canvas, Value Proposition and Lean Canvas

Hypothesis & experiments on a real project/business idea

Intrapreneurial mindset

How to use Lean Startup in projects/organizations

## Think like a Start-up, act like a Grownup ... Start-up!

Eric Ries, the promoter of the lean startup methodology, describes a startup as an organization committed to creating something new under conditions of extreme uncertainty.

Larger companies can use this framework to apply it to their innovation practices as they, too, change to the unknown as they leave their traditional products and begin to create new value for their customers.

### Key facts

Date: 03.12.2019

Objectives:

- Getting to know the methodology Lean Startup and apply it to real projects/business ideas.
- Unleashing the participants intrapreneurial spirit

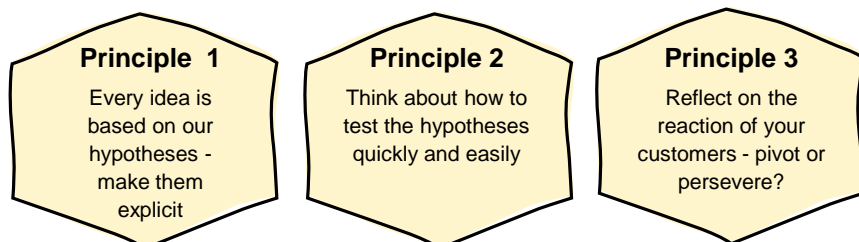
Location: Bucharest, Impact Hub Timपुरi Noi

Designed for 8 to 14 participants

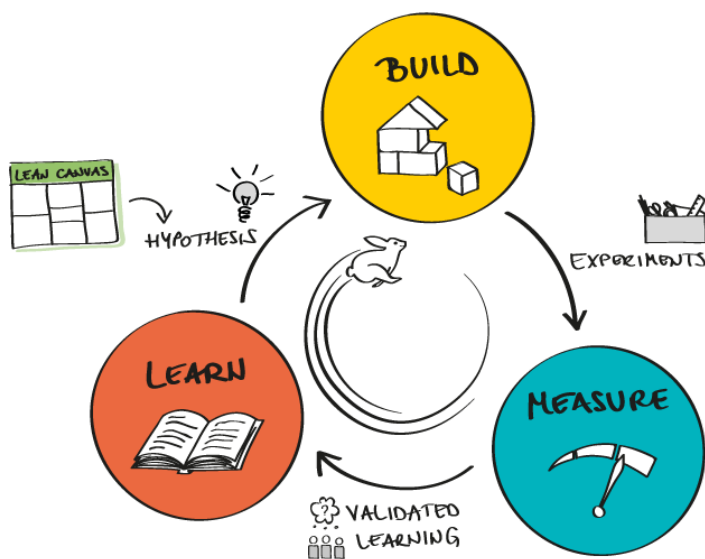
# Lean Startup Kick-Start

The lean startup framework teaches that any new business idea is based on hypotheses that should be tested as quickly and easily as possible with real customers. A distinction is made between "value hypotheses" and "growth hypotheses".

The rapid testing of ideas avoids unnecessary development work and makes it possible to further develop the idea on the basis of actual customer needs.



» The Lean Start-up framework doesn't tell you what the right kind of innovation is. It teaches you how to navigate through the unknown, how to learn as fast as possible and adapt your product or service along the way. «  
- Eric Ries



December 3rd, 09.00-17.00

- Arrive and check in
- Overview Lean Start-up (Process, Tools, Mindset)
- Lean Startup simulation - board game simulation with a scenario from the hospitality industry.
- Business Model Canvas overview
- Working on Specific Projects: Formulating a Lean Canvas and Value Proposition Design
- Hypothesis: Formulating Value Hypotheses and Creating a Hypothesis Matrix
- Introduction to Build-Measure-Learn Cycle BUILD: Designing experiments for Hypothesis
- Input Intrapreneurial Mindset
- Evaluate applicability into your company/projects

## Consultants



Raluca Androne



Mihai Svasta



Stefan Posch



Julia Achatz

**ICG Integrated Consulting Group** is one of the leading consulting companies in the field of change management. 130 consultants accompany major corporations, family businesses and the public sector in challenging change projects.

## You will learn

- ... how to turn your ideas into successful innovations.
- ... how to efficiently promote the further development of products and services.
- ... how to proceed under uncertainty in order to reduce the risk.
- ... how to promote intrapreneurship in your organization.
- ... tools that can be implemented quickly for everyday work.

