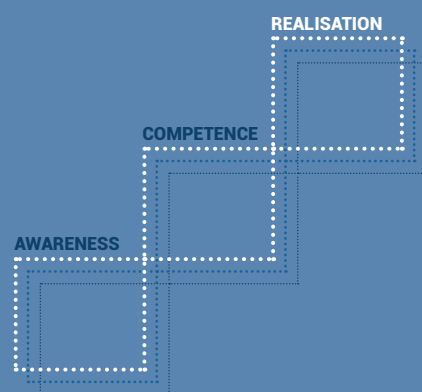


REALISATION LEANLAUNCH PAD



DESCRIPTION

Lean LaunchPad (LLP) is an entrepreneurship methodology for testing and developing business models based on querying and learning from customers and the market. It is based on a scientific method and combines experiential learning with the three building blocks of a successful lean startup:

- Alexander Osterwalder's "Business Model Canvas"
- Steve Blank's "Customer Development Model"
- and Agile Engineering.


You will learn how to get out of the office and uncover the unmet needs and real pains of your customers. This will help you validate your ideas very early in the start-up process and find a proper product/service/solution and a suitable business model.

If you want to know more about how we have worked with this tool, contact:

Aarhus University: Anne Sofie Dahlmann Breindahl · asb@au.dk

Aalborg University: Ulla Egidiussen Egekvist · uege@adm.aau.dk

Lund University: Fredrik Edman · fredrik.edman@innovation.lu.se

Oslo Tech & Oslo University: Petter Niklasson Hagen · petter@forskningsparken.no 

or contact the Tech Transfer office at your university, if you want to know more in general about entrepreneurship and commercialisation.

Acknowledgements: Alexander Osterwalder and Steve Blank. To become a certified Lean LaunchPad instructor, you have to attend and pass the course.

HOW TO USE THE CONCEPT ⋮⋯⋯⋯•

Lean LaunchPad pedagogy combines three elements: a flipped classroom, experiential learning and team-based learning. During the course, students interview potential customers in order to validate or invalidate their hypotheses, as expressed in the Business Model Canvas. Students listen to recorded lectures and presentations before each class, and use class time to present what they have learned from customer interviews the previous week. Students present their findings, which provide the basis for discussion, critiques, and brainstorming by both facilitators and students.

For individual use, get inspired from the Udacity videocourse: <https://eu.udacity.com>
 Course outline:

Workshop	Date and time	Theme	Guest speaker	Videos	Readings	Instructor
LLP1:		Product market fit (value proposition and customer segments)		Udacity Course "How to build a startup" – Lesson 3 & 5-6	Business Model Generation, pg 20, 22	
LLP2		Customer relationships and channels		Udacity Course – Lesson 7-8	Business Model Generation, pg 26,28	
LLP3		Key activities, key resources and Partners		Udacity Course – Lesson 10-11.2	Business Model Generation, pg 4, 30, 36, 37	
LLP4		Cost structure and revenue stream		Udacity Course - Lesson 9 & 11	Business Model Generation pg 36, 37	
LLP5 Final panel and Pitch Networking		The complete picture and next step				

HOW TO USE THE CONCEPT

UDACITY COURSE VIDEOS

- Watch the relevant lectures for each workshop. Check the themes for the workshop to find the relevant videos
- To begin: sign up for an account with Udacity at www.udacity.com and register for "How to Build a StartUp" This will bring you to the main class page. Click the "take the class" button. See which lessons you need in the course outline

READINGS

The most relevant chapters from "Business Model Generation" by Osterwalder and Pigneur.

HOW TO PLAN A WORKSHOP-SERIES

BEFORE THE WORKSHOP

Before a researcher attends the workshops in LLP, we have had one or more individual meetings to prepare the BMC and researcher's mindset.

BEFORE THE MEETING:

WHAT SHOULD THE FACILITATOR PREPARE?

- Provide the researcher with the needed materials (course outline and business model canvas template)

WHAT SHOULD THE FACILITATOR HAVE THE PARTICIPANTS PREPARE?

- Try to fill in the BMC or take a workshop that will teach you how to use the business model canvas
- Practice interview techniques or take a workshop that will prepare you for that
- Write a one-pager about the technology and team

DURING THE MEETING:

- Fill in the BMC together. State that this is a first draft based on guesses and assumptions. These assumptions will be verified or changed during the workshop and the customer discovery
- Talk about their ambitions and assumed roles in the start-up
- Discuss the level of support the team needs

WHAT SHOULD THE FACILITATOR PREPARE BEFORE THE WORKSHOP

- Have all participants and guests sign a confidentiality agreement (NDA)
- Create platform for sharing materials with all the teams and share course outline

WHAT SHOULD THE FACILITATOR HAVE THE PARTICIPANTS PREPARE BEFORE THE WORKSHOP?

- 1 The first version of their Business Model Canvas (see page 69)
 - Focus on value proposition
- 2 Description of all team members:
 - Name
 - Academic status
 - Field of research
 - Department
 - Contact information (Mail and phone number)

HOW TO PLAN A WORKSHOP-SERIES

- 3 Description of the project (1 page):
 - Name of the project/company
 - Describe your product/service
 - Which industry are you in
- 4 If possible: additional materials:
 - Materials describing your project
 - Links to homepages
 - Other?
- 5 Have them sign up for the Udacity course
To begin: Sign up for an account with Udacity at www.udacity.com and register for "How to Build a StartUp" This will bring you to the main class page. Click the "take the class" button. See which lessons you need in the course outline

BEFORE EACH WORKSHOP THE PARTICIPANTS SHOULD PREPARE:

WORKSHOP 1:

- Make a 1st draft PPT presentation of their idea (short and to the point – see above)

WORKSHOP 2:

- Find the first potential advisor/mentor that they would like to include into their group. Make contact with that person

WORKSHOP 3:

- A plan of whom they will contact for the initial funding of your project

WORKSHOP 4:

- Create their first minimal viable product

Note: We expect each team to conduct least 10 interviews between each workshop
Participants must upload their improved canvas and their new presentation before every workshop.
Deadline for uploading is xx.am/pm the day before each workshop.

HOW TO PLAN A WORKSHOP-SERIES

DURING THE WORKSHOP: DESIGN, ELEMENTS AND TIMING

We have used the following structure for each workshop:

10 min	Welcome and understanding the themes	Ask the instructors questions Themes are listed in the course outline
20 min	Guest speaker	On the themes of the day (theory and/or experience)
2 hour 20 min.	Presentations from the teams	10 min: What did we test? Who did we talk to? What have we learned? What changes has this lead us to make in the Business Model Canvas? 10 min: Feedback from guest, participants and instructors
10 min	Prepare for the next workshop	Fill out the interview canvas: Themes Hypothesis to test Target list Questions
<p>Final workshop: At the final workshop all participants present the big picture and the next best steps Participants and guests are invited to join the networking event right after the final workshop</p>		

HOW TO PLAN A WORKSHOP-SERIES

AFTER THE WORKSHOP

- At every workshop, the participants fill out a next step plan with the focus for the following weeks, who to talk to and interview to gain knowledge about the focus area and what to ask the interviewees
- The same plan is developed at the last workshop, but with a broader perspective
- We follow up a couple of month after the workshop, or agree on an individual plan with the teams for follow-up