Lean Startup

The course is based on an interactive approach in which trainees will learn how to apply Lean Startup mindset and practices to launch new products and services – easier, faster and with better customer value.

Course Overview

This course provides concrete know-how about Lean Startup by first presenting the basic principles of the mindset and methodology as per the original 'Lean Startup' book, as well as the developments in its usage since then.

The training will cover the key focus areas for taking a product to market, such as: generating and validating ideas, creating a market ready product with the least investment possible, meaningful measures of success, and how to change the strategy when it's not going to plan.

Course Objectives

At the end of the course, trainees have a clear understanding about:

• History and characteristics of Lean Startup
• Basics of the Lean Startup model
• Advanced practices to enhance Lean Startup model
• Success and failure stories from the industry
• Overlap with other innovation practices and how to combine them to achieve even greater outcomes

Targeted Audience

This course is primarily intended for Entrepreneurs, Innovation Leaders, New Business Development Managers, Product Managers and Marketing Managers, but can also be extended to any team member who is working as part of a product or delivery team – especially designers or engineers.

Prior Knowledge

Participants should have a basic knowledge of product or software development, project life cycle, entrepreneurship and an understanding of business models and/or technology.

Course Content

Day 1 – Basics of Lean Startup
- Introduction to Lean Startup: Principles, History, Overview of the overall model
- Build – Measure – Learn loop
- Create Experiments to Test Hypotheses
- Minimum Viable Product (MVP)
- Innovation Accounting – The 3 A's

Day 2 – Advanced practices
- The Lean Canvas
- The Art of Pivot
- Immersive exercise
  o Following 'Design Sprint' – Google Ventures method
  o Paper prototyping and user journey
- Leading a Lean Startup culture
- Introduction to supporting practices
  o Continuous delivery
  o Lean UX
  o Agile

Trainers

Training will be given in English by an experienced trainer in innovation and Agile Practitioner / Coach from **why innovation**/

Course Information

Training will be held at the why innovation! offices. Each session will be limited to a maximum of 12 participants.

Duration: 2 days
Price: SGD 2,000 / HKD 12,000

*A discount will apply if taken in combination with our other training curriculum.

Related Courses

- Business Modelling
- Design Thinking
- Digital Product Development
- Lean Startup
- Scrum Product Owner

We offer a large variety of trainings in Innovation Management, Agile and Software Engineering. Courses are delivered through open enrollment or company in-house sessions. In this later case, we may customize training to your company's specific context and needs.

We are proud of our passion for knowledge and we promise our students a fun learning experience mixing a variety of teaching techniques.

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