15-16 June 2017 Bucharest, Romania

Lean Startup academy

iceefest
Interactive Central & Eastern Europe Festival
15-16 June 2017 Bucharest, Romania
HOW IT WORKS

Two main blocks of topics will be covered during the training:

Idea generation → What to learn from start-ups
- The mindset: Start small. Experiment
- Involve customers. Fail. Iterate

Validation → Idea development and testing outside the building
- Getting customer feedback with fast-made prototypes of an idea
- Testing Business Models and validate the results
- Pivot

Workshops will follow the flipped classroom approach: video materials will be provided on-line before the coaching, and time in Brussels will be mainly devoted to team-work, discussion, debates and review.
Principles of Lean Startup methodology
- Customer vs. Product Development
- How to capture your vision on a single page
- Finding a compelling problem that is worth solving

Customer Segments
- Product Market Fit
- Multiple Customer Segments
- Consequences of Not Understanding a Market
- Team work (Javelin Board)

Building products that meets customers needs
- The easiest and fastest ways to build minimum viable products so you can get your product launched as quickly as possible
- Tactics for experimenting with MVPs on real customers
- Creating Experiments to Test Hypotheses
- Lean User Experience
- The Art of the Pivot
Value Proposition

- Value Proposition and the Minimum Viable Product
- Common Mistakes With Value Proposition
- Team work (Lean Canvas)

Revenue Models

- How Do You Make Money
- Revenue Streams and Price
- Market Size and Share

Critical components of different business models

- Value Proposition
- Customer Segments
- Revenue Streams
- Key Resources
- Customer Development Processes
- Minimum Viable Product
- Market Opportunity Analysis
- Refining your vision into a bullet proof business model
Dario Mazzella. META Group S.R.L.
Dario is an expert in mentoring entrepreneurs and startups to scale up their business through international acceleration programs, and in helping researchers to exploit their research results and bridge the gap to market. He currently works for META Group, an international investment group, where he manages several international projects focused on fostering the development of entrepreneurial ecosystems and acts as advisor for the European Commission. He was in charge of the overall project management of the Global Entrepreneurship Congress 2015, held in Milan last March 2015. He holds a Master Degree in Innovation Management from the Sant'Anna School of Advanced Studies and is completing a PhD at the University of Pisa, focusing on development of entrepreneurial ecosystems in Southern Europe.

Andrea Di Anselmo. META Group S.R.L.
Andrea is a Senior Expert with more than 25 years operational expertise in innovation policies, design and management of financial tools, support to “Knowledge Intensive” enterprises, exploitation of R&D results and spin-off creation. He is Vice President of META, where he is responsible for the Consultancy area. He also sits in the Board of Directors of Zernike Meta Ventures (ZMV), the management company operating the Ingenium seed funds in Italy, Slovenia and Poland and is the President of INSME, the International Network of SMEs. Andrea has a background in civil engineering and research experience in materials science at the Storrs University in Connecticut, USA. He set in the Board of Directors of ISRIM (research institute on advanced materials), Sviluppumbria (regional development agency), TII (European association for TT) and of many SMEs. He is an author of several papers published in international journals. Andrea coordinated several CIP and Framework Programmes Projects and initiatives funded by European Structural and Investment Funds.
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