

Course : Lean Startup, assessing a product's potential for success

Practical course - 2d - 14h00 - Ref. LUT

Price : 1590 CHF E.T.

The Lean Startup methodology is inspired by Lean principles. By applying it, you'll be able to field-test new products and services and quickly assess their chances of success.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Learn the principles of Lean Startup methodology
- ✓ Apply the methodology to test new products and services
- ✓ Mastering the tools for implementing Lean Startup
- ✓ Managing risks in the application of the methodology

Intended audience

Product/service owner, product/service manager, entrepreneur and start-up, innovation manager, marketing manager.

Prerequisites

No special knowledge required.

Practical details

Hands-on work

Exchange of experience, practical application, role-playing.

Course schedule

PARTICIPANTS

Product/service owner,
product/service manager,
entrepreneur and start-up,
innovation manager, marketing
manager.

PREREQUISITES

No special knowledge required.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

1 Understanding Lean Startup through its origins

- Know the principles of Lean Management.
- Identify the origins of Lean Startup: Eric Reis and Silicon Valley startups.
- Analyze the purpose of Lean Startup: use cases, target populations.
- Understand the evolution of the method: Lean Startup and Running Lean.

Group discussion

Illustration of different Lean Startup use cases. Discussion.

2 Understanding Lean Startup principles and concepts

- Understanding entrepreneurial management: a coherent management paradigm for successful innovative projects.
- Demonstrate the added value of the proposed product/service: validation of lessons learned.
- Understand and appropriate the loop "produce, measure, learn".
- Measuring progress, defining milestones, setting priorities: analytical innovation management.
- Break down a project into its different components: the value hypothesis and the growth hypothesis.
- Develop the Minimum Viable Product (M.V.P) to test fundamental hypotheses.
- Analyze the organizational structure for product/service development and growth.

Case study

Teamwork on a fictitious project. Feedback from participants and debriefing by the trainer.

3 Putting Lean Startup into practice

- Framing the business model: initiating the Lean Canvas.
- Identify and manage plan risks.
- Understand and validate the problem to be solved.
- Define and validate an M.V.P. solution.
- Qualitatively validate the solution to assess its value hypothesis.
- Quantitatively estimate the solution and measure the product/market fit.
- Decide what to do next at each stage: pivot or persist.
- Accelerate product/service realization: evaluate the growth hypothesis and develop the business model.

Role-playing

Practical application on a real case proposed by the trainer or the participants. Feedback from participants and debriefing by the trainer.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

Dates and locations

REMOTE CLASS

2026 : 18 June, 17 Sep.