

Lean Principles

Objective

With this lesson we aim to introduce you to the basic principles of lean startup methodology.

1. Startups will learn what are the main principles of entrepreneurship according to Lean Startup.

Materials

The basic materials are:

- A video explaining lean startups principles
- Transcript of the video.
- Tools for the startups. In this case, two blogs.

Procedures

1. Present the video to the startups
2. Allow for time to answer the questions that will arise from the video. Usually, startups need clarifications. Therefore, it would be advisable for the mentor to watch the video in advance AND read the transcript.
3. Startups could go ahead and read blog posts from Eric Ries and Steve Blank at home. There will not be enough time during the course. This is only a complement to weekend, which they will find very useful.
4. There is no exercise following this section.