

Lean Start Up

ECTS : 3

Volume horaire : 27

Description du contenu de l'enseignement :

We believe you should become the captain of your destiny!

Our objective is you for you to start to think like an entrepreneur, so you can create an activity, for you or for an existing business.

But starting a new business - whether it's a tech startup, a small business, or a new venture within a large corporation - has always been an unpredictable adventure.

Recently, an important countercurrent has emerged, which makes the process of starting a business less risky. This is a methodology called "Lean Startup" which favors experimentation rather than detailed planning, customer feedback rather than intuition and iterative design rather than traditional approaches of extensive design at project start-up. Although the methodology is only a few years old, its concepts (such as "minimum viable product" and "pivots") have quickly taken hold in the startup world.

This course aims to provide students with the skills and a set of tools to apply lean startup in the launch of their projects.

It is 100% practical. You will build a team, find an innovative idea, test the market and raise funds.

Content: Entrepreneurial posture, why become an entrepreneur, presentation of lean, what is a customer, identify a problem, identify the market, find a solution, identify the competition, define the unique value proposition

What participants from previous years have to say:

- *"Amazing ! I learnt a lot and discovered lots of things during those weeks. Moreover the classes were genuinely really interested and helped me in deciding wether I launch a start up or not. Thank you!"*
- *"I am an Erasmus student student & I always wanted to work on some startup. That's why I joined this course 'lean startup' & trust me it was a fun, learning, and a really good experience. All thanks to our professor, he's really supportive."*
- *"I would not imagine it before, but it really changed my view of the world",*
- *"Very good experience ! quite tangible, which is good in comparison with other subjects that are being taught at Dauphine. The steps to follow are explained very clearly which debunk the idea of building a business in a good way ! :)"*
- *"It was nice that this course was really practical. If you want to, you can really start a business and the teacher will support you. Overall, I learned a lot from this, thank you for this experience!"*
- *"The learning experience was beyond expectations as it balanced perfectly theory and practice. As a law student, the knowledge I gained through this experience was more than useful to me. Thank you for everything and keep up the good spirit!"*
- *"No unnecessary words here. It's the place to get a real entrepreneur mindset. Thank you !"*
- ...

Compétence à acquérir :

Better launch your projects by going straight to the point.

The method taught is based on "validated learning" and a number of counter-intuitive practices that shorten product development cycles, measure progress, and learn what customers really want.

Rather than wasting time creating elaborate business plans, the student will learn how to build business hypotheses, test them quickly, and, if necessary, change direction by adapting and adjusting their plans, before they fail. be too late.

The student will also learn how to present his project to potential customers or investors.

Mode de contrôle des connaissances :

Pedagogical approach alternating between 30 minutes of lessons, 30 minutes tutorials, 30 minutes restitution in class

Assessment method: Final Oral Presentation

Attendance, participation, 25% Defense 75%

Bibliographie, lectures recommandées :

Eric Ries, 2011, The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, 1st edition, Crown Business.

Peter Thiel, Blake Masters, 2014, Zero to One: Notes on Startups, or How to Build the Future, 1st edition, Crown Business.

Geoffrey A. Moore, 2014, Crossing the Chasm: Marketing and Selling Disruptive Products to Mainstream Customers (Collins Business Essentials), 3rd edition, HarperBusiness.

Daniel Kahneman, 2013, Thinking, Fast and Slow, 1st edition, Farrar, Straus and Giroux.

Guy Kawasaki, 2015, The Art of the Start 2.0: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything, Portfolio.

Ash Maurya, Running Lean: Iterate from Plan A to a Plan That Works, 2nd edition, O'Reilly Media.

Steve Blank, Bob Dorf 2012, The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company, 1st edition, K & S Ranch.

Tim Brown, 2009, Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation, HarperBusiness.

Tom Kelley, David Kelley, 2013, Creative Confidence: Unleashing the Creative Potential Within Us All, 1st edition, Crown Business.