Lean Startup Principles focuses on the very first step toward launching a new venture. The “lean startup” approach to mapping out and validating the concept, and gathering the data needed to establish whether the concept is feasible, i.e., is there a market, and is it financially sustainable? We learnt how to pitch the concept and business model to prospective investors and partners. The course combines short lectures, guest speakers, student presentation and fieldwork, culminating in a final investor presentation to a panel of judges. Working in teams around business concepts presented by the peers, and then develop those ideas into a viable new business opportunity. In the first half of the course, we built and test the business model using the Business Model Canvas framework. During the second half, we created a Minimum Viable Product and prepare the investor pitch.

Course Objective

To understand the fundamentals of new venture creation – with a view to launching our own venture either now or at some future point.

For students who have also taken Startup Factory, this is an ideal opportunity to develop their initial idea into a launch-ready concept.

corporate setting to foster innovation and identify new business opportunities.

It is also gave us knowledge of venture finance, investment and how to better evaluate business opportunities.