

# Complementing, Not Competing with Lean LaunchPad

Feature / Element	Lean LaunchPad (LLP)	Applied AI for Startup Founders
Core Focus	Customer discovery, hypothesis-testing, and MVP validation via Business Model Canvas and interviews	AI-native product building and GTM strategy
Team Structure	Self-formed; interdisciplinary teams may arise but are not required	MBA + Engineering teams required
Tooling Emphasis	Uses GLIDR to track business model canvas and interviews; limited exposure to broader AI toolchains	Students prototype using GenAI tools like Claude, Replit, LangChain
AI Integration	Minimal—AI is not central to methodology	Integrated throughout ideation, prototyping, and scaling
Use Case Scope	Broad, but tends to emphasize traditional tech/startup formats	Encourages B2C, B2B, and internal AI-driven workflows
Mentor Expertise	Mentor quality varies; fewer mentors with hands-on AI product-building experience	Curated mentors with direct experience in AI startups
Media & Course Content	Core videos are over a decade old; context and case studies feel dated	Course uses updated, AI-relevant materials and tools
Project Output	Validated business model and investor pitch deck	Working AI prototype and investor-ready presentation



### Key Takeaway:

Lean LaunchPad laid the foundation for rigorous, hypothesis-driven entrepreneurship. This course builds on that legacy—modernizing the approach with hands-on AI tools, structured MBA–Engineering collaboration, and a focus on deployable, real-world solutions.