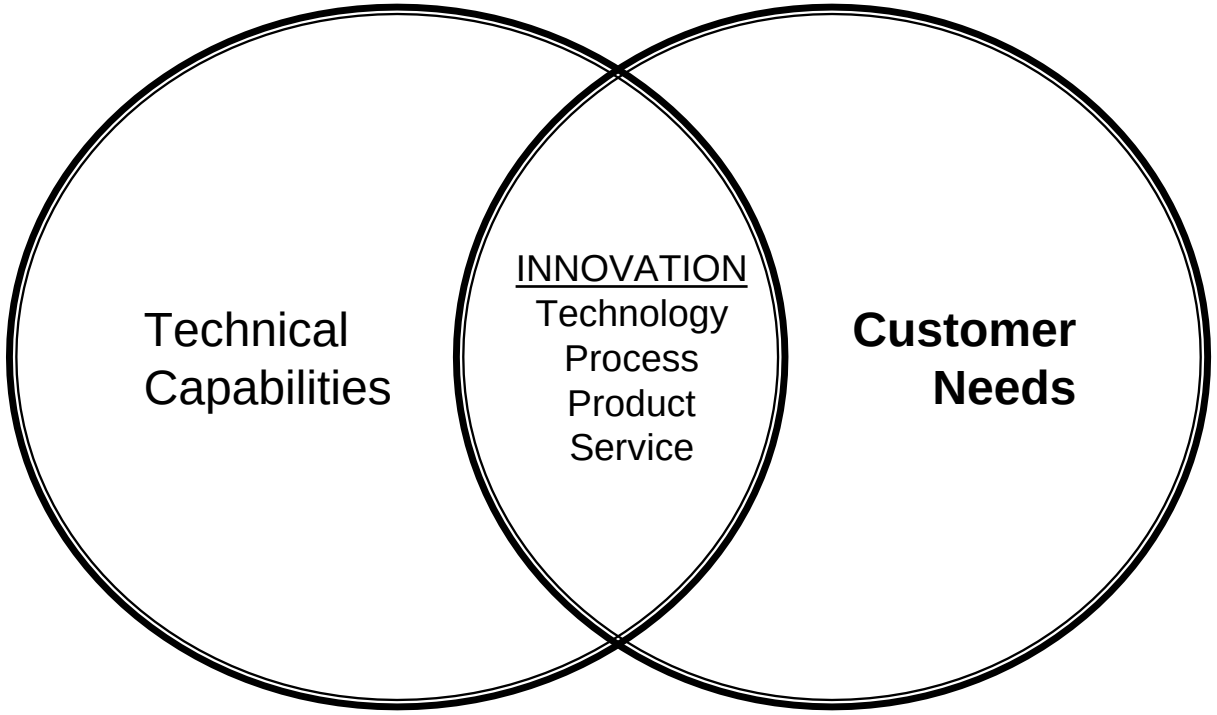
INTRO AND CASE STUDY

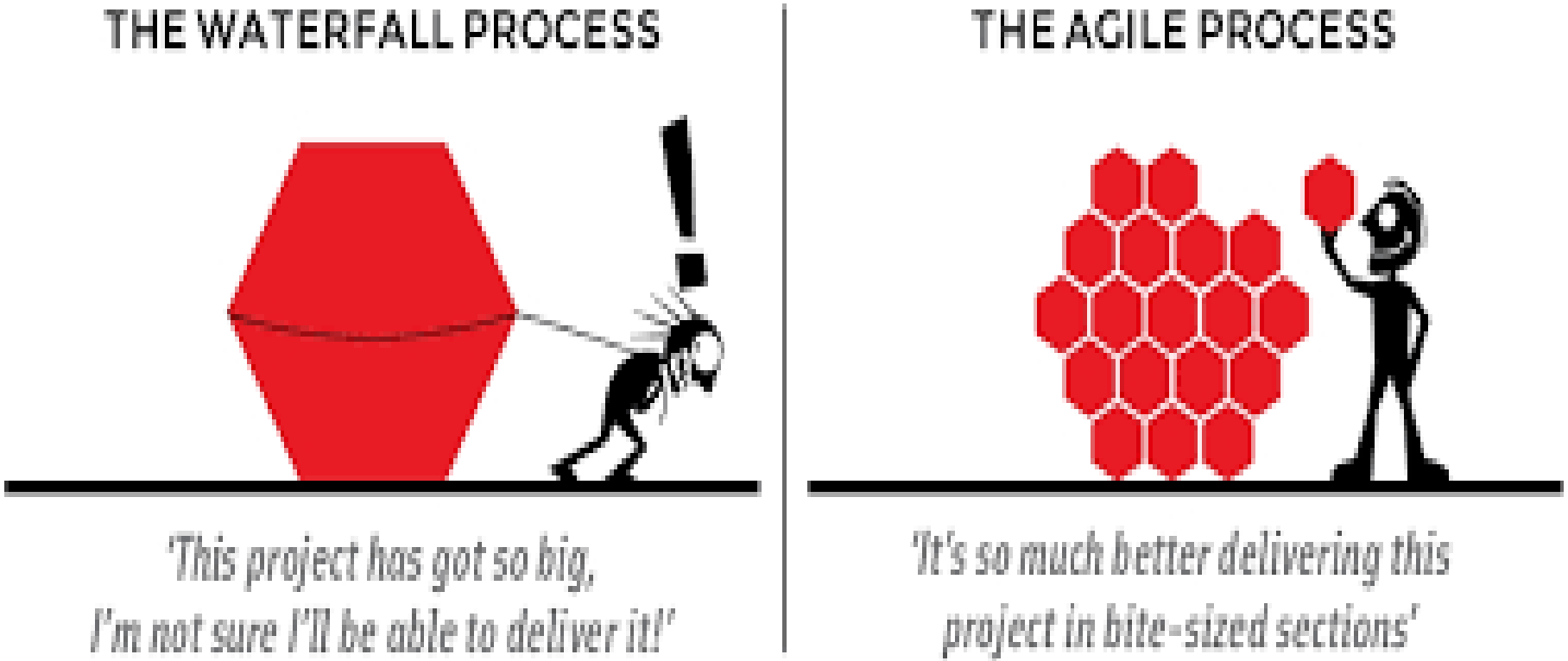


There is no value until customer needs and technical capabilities intersect.

Activity :Technopreneur Profiles

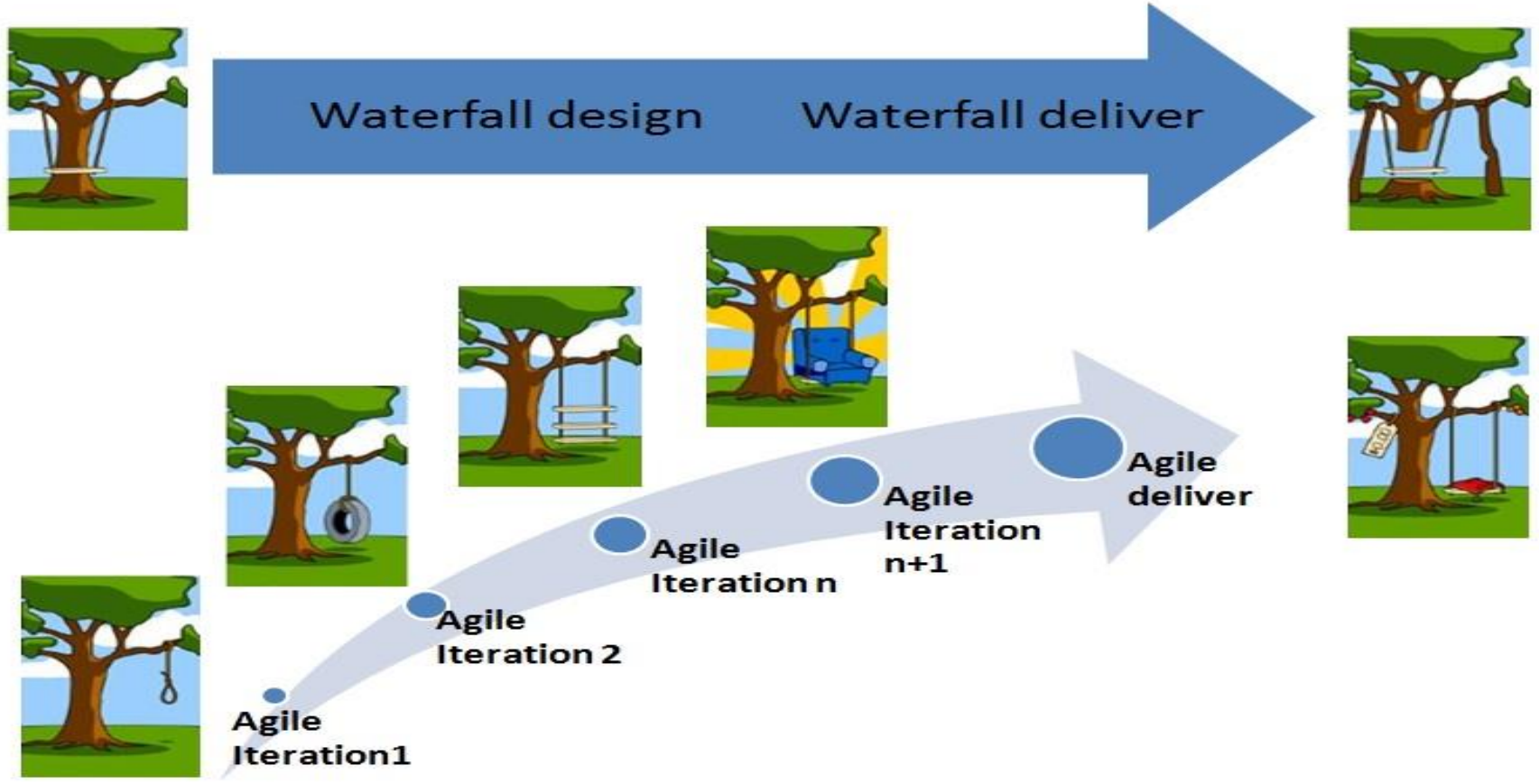
- What was the first venture attempt? What was the result?
- What did the cofounders do differently ? How did they adjust?
- What strategic changes worked

Lesson 2



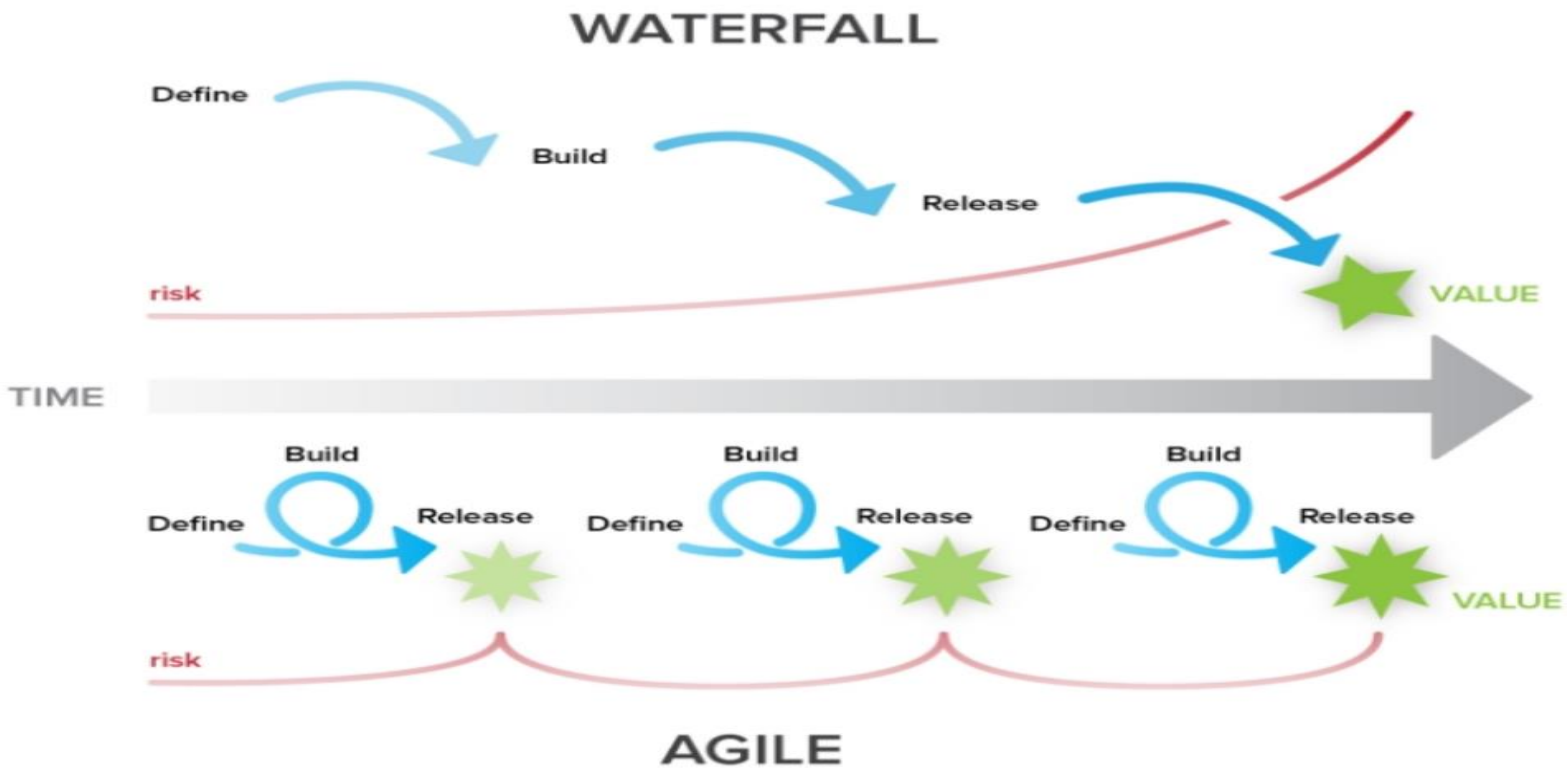
https://blog.ganttpro.com/wo-content/uploads /2016/11/W-vs-A-2.jpg

Lesson 2



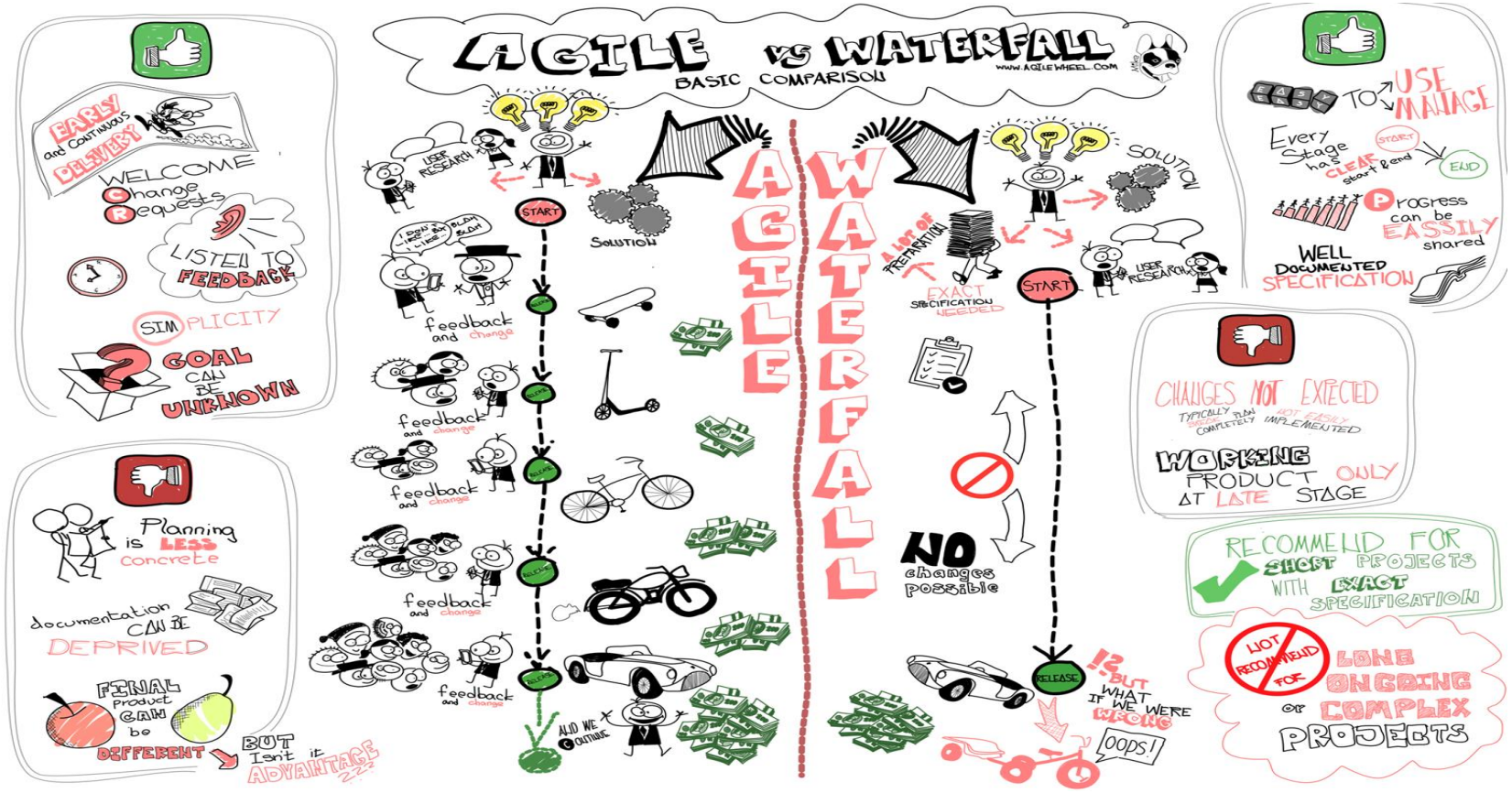
http://www.giks.org/50/

AGILE REDUCES RISK WHILE CAPTURING VALUE EARLIER AND MORE FREQUENTLY



https://blog.ganttpro.com/en/waterfall-vs-agile-with-adav

Lesson 2



https://agilewheel.com/2016/09/27/agile-vs-waterfall -which-one-to-use-and-for-what-projects/

Activity: MINIMUM VIABLE PRODUCT

https://steveblank.com/2013/07/22/an-mvp-is-not-a-cheaper-product-its-about-smart-learning/

Overview

Students want to use drones for surveying farm crops.

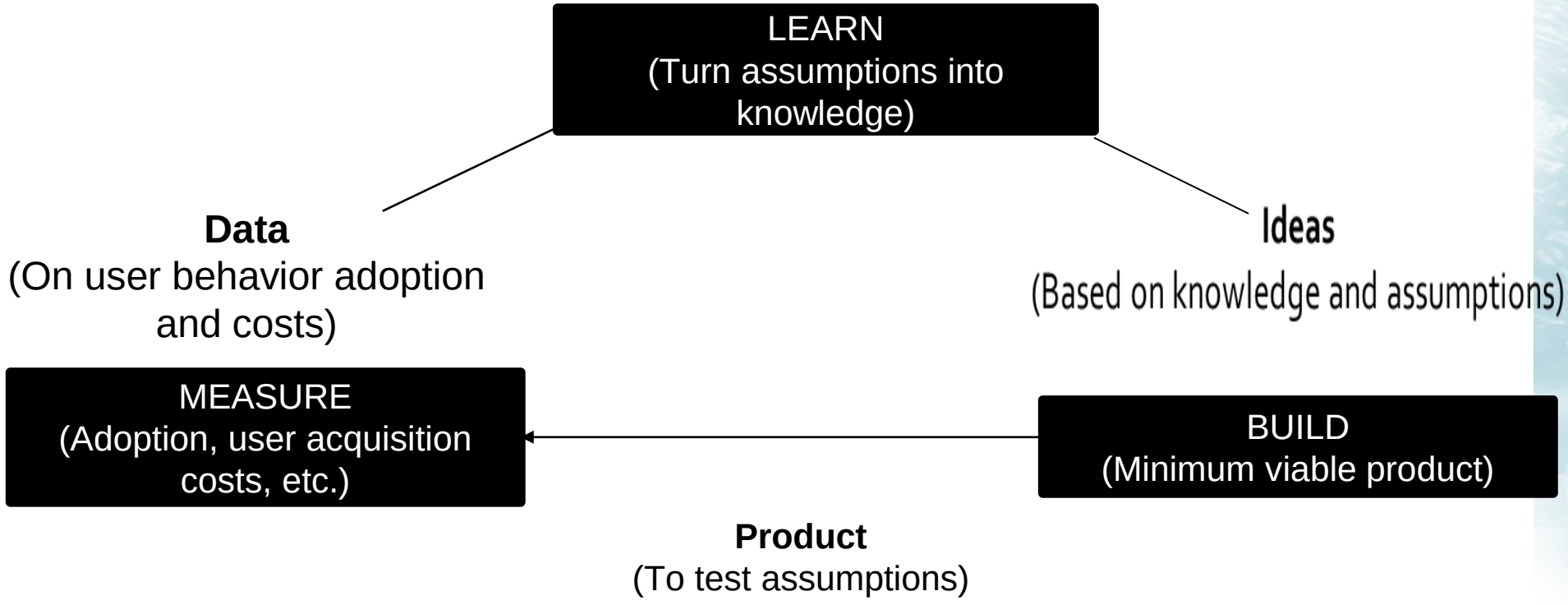
Typical (waterfall)approach:

"… buy a drone, buy a hyper-spectral camera, buy the software for image processing, spend months of engineering time integrating the camera, platform and software together, etc…"

Guide questions

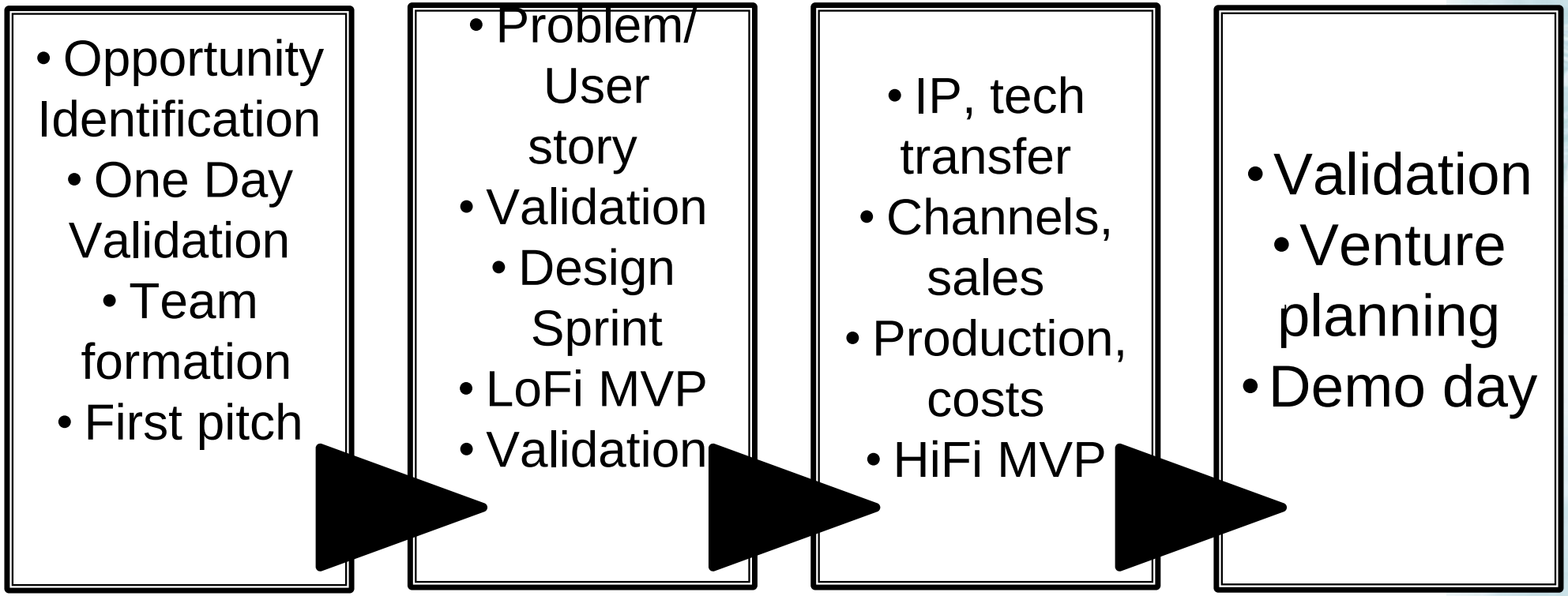
- Who's the customer/user?
- What's the (assumed) value proposition?
- What's the fastest and least expensive way to test the (assumed) value propositions?

3-Step Cycle to Turn Assumptions Into Knowledge




START
LAB

Class Workflow



Activity: Case Study

Case study (accomplish in pairs): choose from a local or foreign case (max 3 groups per case)

- Technology from university/government research, preferably in RP
- Technology should already be in the market and not just in the labs or in field pilots.

➢ Guide Questions

- (#1) What is the current economic impact (or market size) of the technology?
- (#2) What was the highest TRL reached in the university/lab?
- What is the predominant business model for #1?
- i.e. How does the customer pay for the products/services?
- What was the progression of the technology and market from #2 to #1?
- What were the success factors in going from #2 to #1?
- Format: Slides
- Be prepared to present your study in class. (Max 5 minutes)