0IBUSY32 – Lean Start-Up

Lecturer: Alexiane PROTHEAU
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Department: International affairs
Semester: 2

Course level: L3 Undergraduate
Domain: Entrepreneurship
Teaching language: English
Number of in-class hours: 33
Number of course sessions: 10 + Exam
ECTS: 6

Course description and objectives

This course aims to familiarize students with the fundamental principles of the Lean Startup methodology, focusing on innovation and efficient business creation. Students will learn how to build and launch successful businesses or products in a highly efficient and customer-focused manner. Through a combination of theoretical insights, practical exercises, and real-world case studies, participants will gain the knowledge and skills needed to navigate the challenges of early-stage ventures, minimize risks, and maximize opportunities.

Curious to know how to evaluate the potential of your business idea? Join the class!

Lecturer's biography

I'm Alexiane Protheau, and since several years, I've been responsible for Student Programs and Student Startup Management at the Incubateur Paris Dauphine-PSL in Paris and London. My role involves guiding student entrepreneurs through every stage of their journey, from the idea to fundraising.

As an instructor of Lean Startup at Paris Dauphine, I strive to blend theory with practical insights from the incubator to enhance my students' learning experiences. My goal is to prepare them to navigate the entrepreneurial landscape effectively by embracing agile approaches and rapid idea validation.

Prerequisites

No prerequisite required.

Learning Outcomes

Upon successful completion of this course, students will:

1. **Understand Lean Startup Methodology**: Gain a comprehensive understanding of the principles and processes involved in Lean Startup, including iterative development, hypothesis testing, and rapid prototyping.

2. **Apply Lean Startup Principles**: Be able to apply Lean Startup concepts in real-world scenarios to build and launch new products or businesses efficiently.
3. **Develop Critical Thinking and Problem-Solving Skills**: Analyze business problems through the lens of Lean Startup, utilizing evidence-based approaches to validate hypotheses and make data-driven decisions.
4. **Enhance Entrepreneurial Mindset**: Cultivate an entrepreneurial mindset focused on innovation, customer feedback, and continuous improvement.
5. **Collaborate Effectively in Groups**: Demonstrate effective teamwork skills through participation in group projects, where students will apply Lean Startup principles collectively.
6. **Communicate Effectively**: Develop effective communication skills to present ideas, hypotheses, and business models persuasively, both orally and in written form.
7. **Navigate Early-Stage Venture Challenges**: Identify and mitigate risks inherent in early-stage ventures, leveraging Lean Startup methodologies to pivot and adapt as necessary.

These learning outcomes will be assessed through active participation in class discussions, analysis and presentation of case studies, and a final group project that applies Lean Startup principles to a practical business scenario.

Assignments and grading

The assessment of students in this Lean Start-Up course will be based on a balanced and comprehensive scoring system to assess their skills, knowledge and involvement in the learning process. The main evaluation criteria are:

- Classroom participation (10%): Active participation of students in class discussions, presentations and debates on entrepreneurial and lean start-up topics will be taken into account. Their ability to contribute in a meaningful and constructive manner will be assessed.

- Case study (40%): one specific case related to the lean start-up concept will be offered to students. They will need to analyze and present thoughtful, evidence-based solutions to the problems and challenges presented in these cases.

- Group Final Exam (50%): The final exam will take the form of a group project, implementing the lean start-up skills acquired throughout the course. Students will be evaluated based on the thoroughness of their problem definition, the effectiveness of their experimentation, the quality of their data analysis, and the clarity and persuasiveness of their pitch presentation. Emphasis will also be placed on the application of Lean Startup principles and the ability to adapt and pivot as necessary. This assignment allows students to put theory into practice, fostering entrepreneurship skills and providing a valuable learning experience in the Lean Startup methodology.

The numerical grade distribution will dictate the final grade. The passing grade for a course is 10/20.

Class participation: Active class participation – this is what makes classes lively and instructive. Come on time and prepared. Class participation is based on quality of comments, not quantity.
Exam policy: In the exam, students will not be allowed to bring any document (except if allowed by the lecturer). Unexcused absences from exams or failure to submit cases will result in zero grades in the calculation of numerical averages. Exams are collected at the end of examination periods.

Course structure

Session	Topic
1	**Introduction to Lean Startup**
2	**Value Proposition**
3	**Building a Minimum Viable Product (MVP)**
4	**Hypothesis Validation**
5	**Agile Development**
6	**Risk Management and AARRR Metrics**
7	**Growth and Monetization**
8	**Lean Culture**
9	**Business Model Presentation**
10	**Pitching and Communication**
11	**Final Exam**

Bibliography

- **"The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses"** by Eric Ries
- **"Running Lean: Iterate from Plan A to a Plan That Works"** by Ash Maurya
- **Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days"** by Jake Knapp with John Zeratsky and Braden Kowitz
- **"Lean Enterprise: How High-Performance Organizations Innovate at Scale"** by Jez Humble, Joanne Molesky, and Barry O'Reilly
- **"Lean Analytics: Use Data to Build a Better Startup Faster"** by Alistair Croll and Benjamin Yoskovitz

Moodle

This course is on Moodle: **YES**

Academic integrity

Be aware of the rules in Université Paris Dauphine about plagiarism and cheating during exams. All work turned in for this course must be your own work, or that of your own group. Working as part of a group implies that you are an active participant and fully contributed to the output produced by that group.