

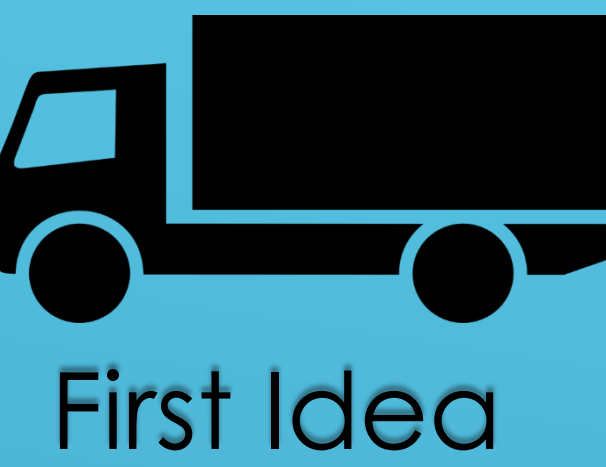
# Applying Lean Start-Up Methods and Principles to Undergrad Entrepreneurship Teaching

2 Freshmen



1 Sophomore

Imagine a founding team desiring to learn how to start a new business venture. The team responds to a call to compete in a business model contest.



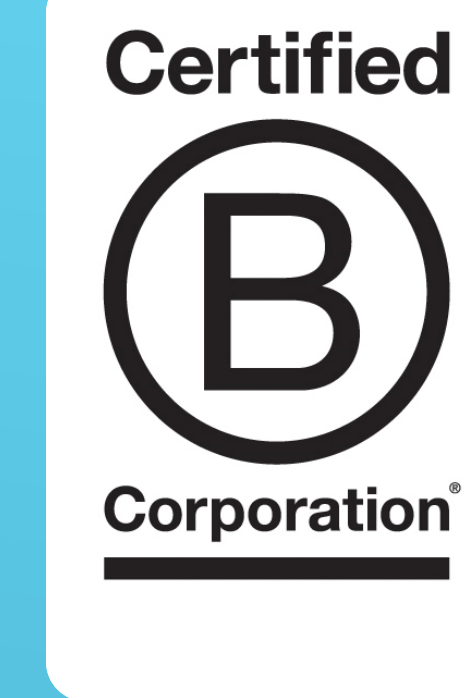
First Idea

The founders came to the preliminary training session believing that there was a need for a delivery service.

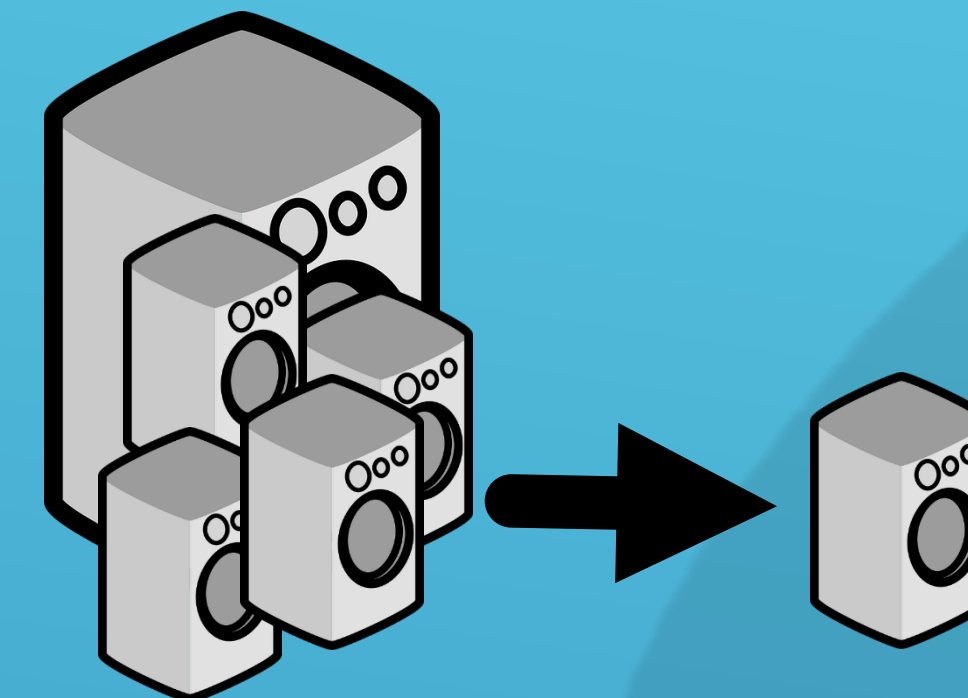


Through outside-the-building customer interviews after the first training session, the founders pivoted

The founders uncovered eco-friendly, coin operated models in Portland Oregon, Toronto and in Portland, Maine.



The B Corp certification is one social venture model introduced by EPG faculty



The team pivoted and designed an approach to scale the business model.

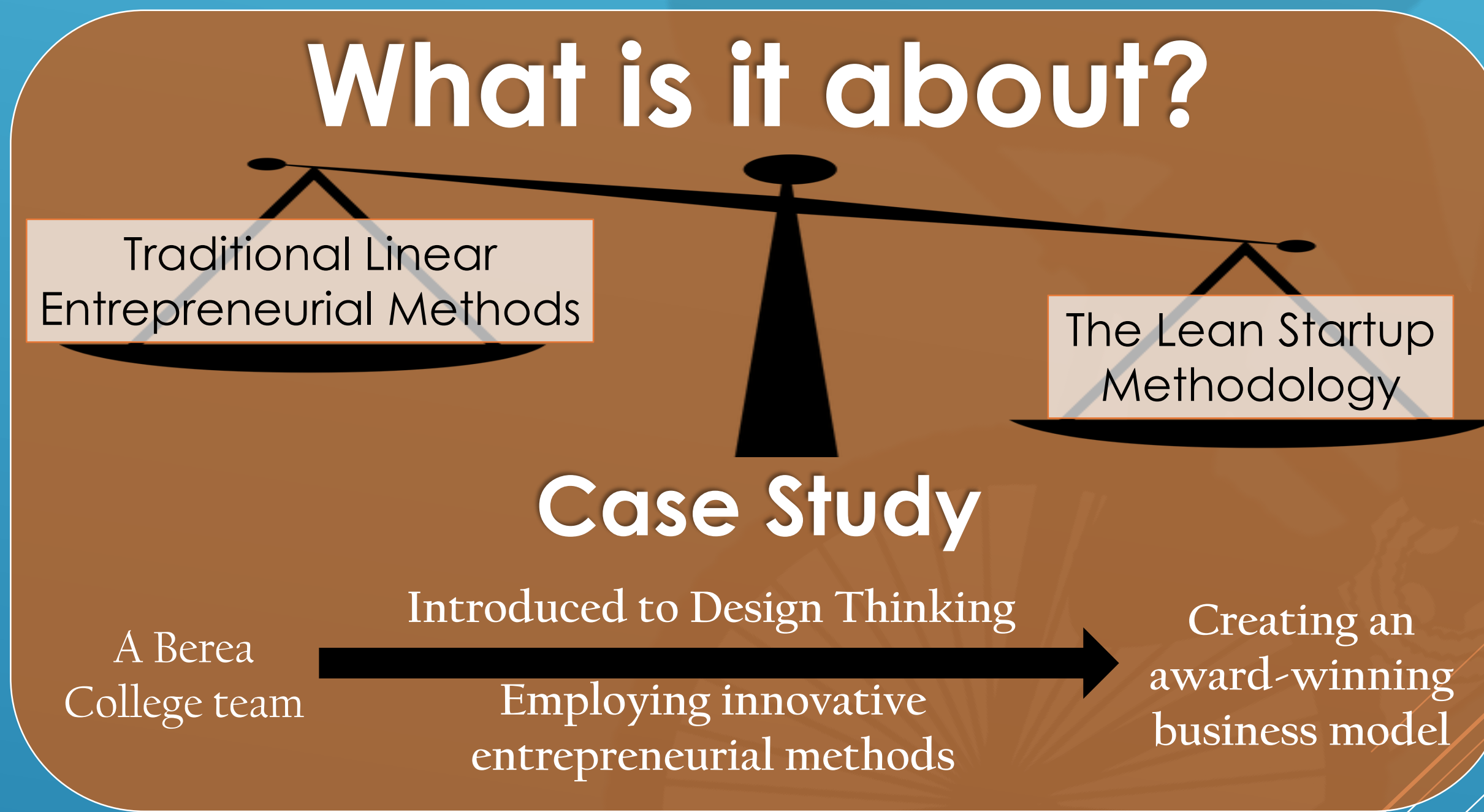
The founders redesigned the model based upon three research trends: franchise owners preference, consumer inclinations, and market essentials.



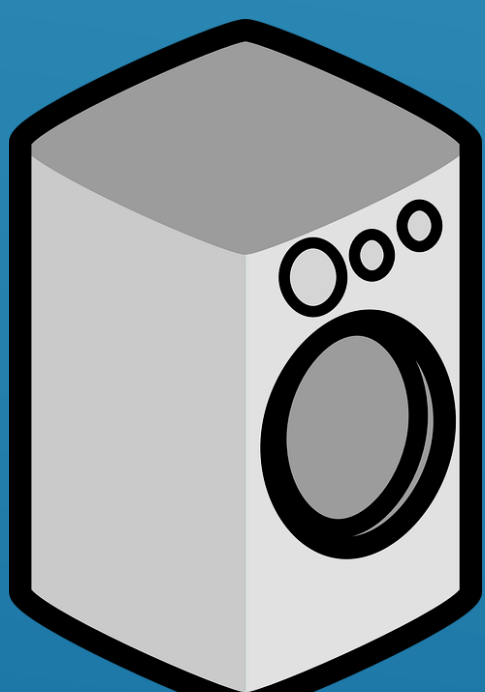
The team came across Michael – a college senior who live off campus, as they continued customer interviews and need finding.



The team received recognition as a second place finish. The important critique from the judges focused on scalability & growth.



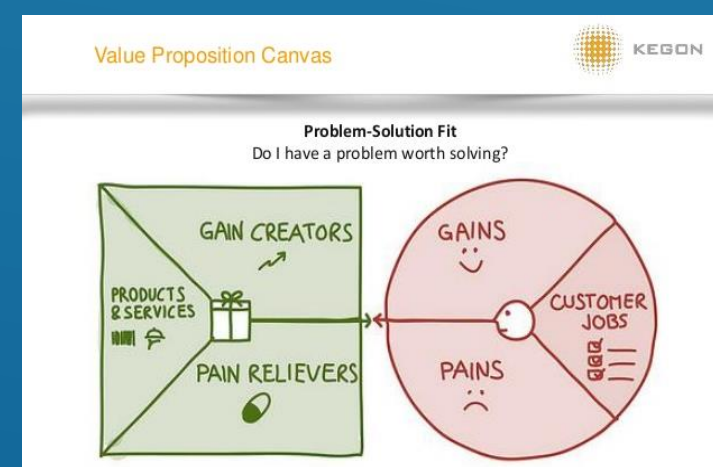
The team identified the projected initial investment, the initial franchising fee structure, a 2% of gross revenue for access to the system marketing funds and the 6% royalties of net sales.



The interview prompted the founders to visit the only laundromat in town. The place was best described as "a disaster."



The cost structure was verified by a small business coin-operated laundromat owners and initial startup financing to borrow \$25,000 from a local community bank. The team submitted SuperClean to a regional business model contest.



From additional early customer interviews with personas like Michael, the founders discovered an unserved market for coin-operated laundromats with the closest laundromat 15 miles away.



The judges awarded EcoClean third place in the state business model contest.

## Lesson Learned

Mentoring nascent entrepreneurs to make smart product and service decisions based upon what they have learned through the Lean Startup Methodology can be the goal of entrepreneurial educators. That nascent entrepreneurs save time or money and avoid mistakes, or dramatically increase customer satisfaction is a win to be celebrated. You will know that you have succeeded when founders can state the following:

(1) We learned... (2) So we tried... (3) Which resulted in...

- Tran K. Nguyen, Public Policy'17
- Ishwar Agarwal, Computer Science'18
- Clara Ruplinger, Political Science'18
- Dr. Peter Hackbert, William and Kay Moore Chair of Entrepreneurship and Management