

LEAN LAUNCHPAD EDUCATORS SEMINAR AT A GLANCE

Monday, April 18th

Day 1: Foundation Workshop – The Lean LaunchPad Primer

12:00 pm-1:00 pm	Registration
1:00 pm-2:15 pm	Welcome to Lean LaunchPad Educators Seminar <ul style="list-style-type: none"> ➤ What’s so special about Lean LaunchPad and why “everything is changing” ➤ Search vs. Execution in the entrepreneurial process ➤ Using LLP in Different Settings - participant introductions
2:15 pm-2:45 pm	Break and Activity #1
2:45 pm-4:00 pm	The Core of LLP: Customer Development and the Business Model Canvas <ul style="list-style-type: none"> ➤ Getting students to leave the building, how it works ➤ Searching for a business model, using the Business Model Canvas ➤ Teaching business through the elements of the canvas
4:00 pm - 4:45 pm	An Entrepreneurial Mindset: Reaching and Teaching All Students <ul style="list-style-type: none"> ➤ Helping students develop an entrepreneurial mindset ➤ Venture creation utilizing courses like LLP
5:00 pm-5:30 pm	Shuttle to Steve Blank’s Ranch
5:30 pm-6:00 pm	Networking Reception and Activity #2
6:00 pm-8:30 pm	Dinner and Fireside Chat with Steve Blank
8:30 pm-9:00 pm	Shuttle back to the hotel

Activities 1 and 2 are designed to help the group get to know each other and understand the challenges individuals face in adopting the Lean LaunchPad at their institutions. Participants can think of this as the *customer discovery phase* of the program.

Tuesday, April 19th

Day 2: LLP in Detail - Theory Meets Practice

8:00 am-8:30 am	Breakfast at Hotel
8:30 am-10:00 am	Making LLP Work: Getting Students out of the Building and the Flipped Classroom <ul style="list-style-type: none"> ➤ Evidence-based entrepreneurship ➤ How to get students in front of customers ➤ Required resources, instructors, mentors, TA's, ...
10:00 am-10:30 am	Break
10:30 am-12:00 pm	Student Panel: Experiencing LLP <ul style="list-style-type: none"> ➤ The impact of the LLP course for Students ➤ Overcoming major performance hurdles and keeping up with the workload ➤ What happens after LLP
12:00 pm-1:30 pm	Lunch and Activity #3 in groups
1:30 pm-3:00 pm	Faculty Panel: Teaching LLP <ul style="list-style-type: none"> ➤ How teaching LLP is different than other courses ➤ Special skills and techniques used in teaching LLP ➤ Coming up the learning curve to become an expert
3:00 pm-3:30 pm	Break
3:30 pm-5:00 pm	Making the Classroom Work <ul style="list-style-type: none"> ➤ The pedagogy of LLP, what are we trying to do? ➤ Breakout groups on special topics, Activity #4 in groups
5:00 pm-5:15pm	Lessons Learned from the Breakout Groups Adjourn - Dinner on your own

Activities 3 and 4 focus on creating many potential solutions to the problems that were defined on Day 1. This activity will culminate in short presentations by the table groups about lessons learned from the process of understanding problems and creating many unique solutions. This is analogous to a student in LLP discovering a customer problem and coming up with potential solutions.

Wednesday, April 20th

Day 3: Making Your Own LLP Course

8:00 am	Breakfast at Hotel
8:30 am-10:00 am	The Syllabus - Emphasis and Customization <ul style="list-style-type: none"> ➤ The canonical version of LLP ➤ Variants: 5-days; 7, 10 or 12-weeks ➤ Emphasis: MVPs, Verticals, New venture creation
10:00 am- 10:30 am	Break
10:30 am-12:00 pm	Pulling it all Together <ul style="list-style-type: none"> ➤ Software used for data collection and coordination ➤ Teaching by Reflection ➤ Communicating the “Discovery Journey” <ul style="list-style-type: none"> ○ The difference from a classic “Pitch”
12:00 pm-1:30 pm	Lunch and Activity #5 in groups (LPC Demo 12:15-1:00)
1:30 pm-3:15 pm	LLP inside - Building your Entrepreneurial Ecosystem <ul style="list-style-type: none"> ➤ What makes a world class entrepreneurial ecosystem? ➤ Linking education, acceleration and what comes next
3:15 pm-4:00 pm	Lessons Learned and Closing Remarks
4:00 pm	Adjourn

Activity 5 will rely on the overnight creation of MVPs by individuals about how they might solve the problems they face in implementing LLP. The groups will give feedback on the solutions. At the end of the day, a small set of individuals will be called on to describe the solutions they have found to overcome their challenges - their *lessons learned*.