



LLP Educators Seminar The Lean LaunchPad and Experiential Entrepreneurship Education

Wednesday, November 28: Frameworks and Challenges

8:30AM – 8:45AM	Welcome to the Workshop Introduce all three instructors
MODULE 1 8:45AM – 10:00AM	How We Got Here Evidence-based Entrepreneurship <ul style="list-style-type: none">• <i>The story (and your story of the Lean LaunchPad)</i>• <i>The LLP toolkit: BMC, Customer discover and MVPP</i>• <i>Education vs. Incubation</i>• <i>Prior LLP teaching experience</i>
10:00AM – 10:30AM	Break and Activity Mapping out prior teaching experience with LLP and the nature of opportunities that are represented in the student population
MODULE 2 10:30AM – 12:00PM	Teaching using the Business Model Canvas [1] BMC Pedagogy [1] The BMC as a strategy and learning framework Teaching the right side: Customers, Markets, Value Propositions, Product Market Fit, and MVP
12:00PM – 1:00PM	Lunch Discussion Groups/Customer Discovery Exercise
MODULE 3 1:00PM – 2:00PM	The Student Experience Student Panel: Experiencing LLP <ul style="list-style-type: none">• <i>The impact of the LLP course for students</i>• <i>The challenges of successful Customer Discovery</i>• <i>Keeping up with the workload</i>• <i>Lessons Learned vs Pitching</i>• <i>What happens after LLP</i>
2:00PM – 2:15PM	Discussion: Key Learnings
2:15:PM – 2:30PM	Networking Break
MODULE 4 2:30PM – 3:45PM	Teaching using the Business Model Canvas [2] BMC Pedagogy [2] Resources and Revenue and Cost models Metrics that matter: CLTV, CAC, etc.
3:45PM – 4:30PM	Summary, Build Agenda for Day 2, and Close
6:00PM	Networking Dinner on Your Own in Groups



LLP Educators Seminar

The Lean LaunchPad and Immersive Experiential Entrepreneurship Education

Thursday, November 29: Pedagogy and Solutions

8:30AM – 8:45AM

Welcome and Review Agenda

MODULE 5

8:45AM – 10:00AM

Teaching Customer Discovery

Customer Discovery Pedagogy

- *OUT OF THE CLASSROOM: Successful customer interview experience and learning*
- *IN THE "CLASSROOM": Reflective Teaching, the Flipped Classroom, Radical Candor*

10:00AM – 10:15AM

Networking Break

MODULE 6

10:15AM – 11:45AM

The Faculty Experience

Faculty Panel: Teaching LLP

- *Hearing multiple voices of experience*
- *Putting LLP into practice*

11:45AM – 12:45PM

Lunch Discussion Groups

12:45PM – 1:30PM

Discussion: Group Reports and Key Ideas

MODULE 7

1:30PM – 2:30PM

Making it Happen: Logistics and Resources

Lecture: Lean LaunchPad Pedagogy [2]

- *The role of mentors and advisors*
- *The syllabus*
- *The online resources*
- *Using course management software*

2:30PM – 3:00PM

Networking Break

MODULE 8

3:00PM – 4:00PM

Education vs Business Creation

Adapting LLP to Special Settings

- *Accelerator vs Classroom*
- *Life Sciences, Energy, etc.*
- *Hacking 4 Defense, Policy, etc.*

MODULE 9

4:00PM – 4:30PM

Making LLP Work for You

Lessons Learned

Identifying challenges and next actions