<table>
<thead>
<tr>
<th>Course title</th>
<th>Lean Start Up</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course code</td>
<td>76008 (27176 for Master Entrepreneurship and Innovation)</td>
</tr>
<tr>
<td>Scientific sector</td>
<td>INF/01</td>
</tr>
<tr>
<td>Degree</td>
<td>Master Entrepreneurship and Innovation</td>
</tr>
<tr>
<td>Semester</td>
<td>1</td>
</tr>
<tr>
<td>Year</td>
<td>1</td>
</tr>
<tr>
<td>Credits</td>
<td>6</td>
</tr>
<tr>
<td>Modular</td>
<td>No</td>
</tr>
<tr>
<td>Total lecturing hours</td>
<td>24 (European Master in Software Engineering (LM-18))</td>
</tr>
<tr>
<td>Total lab hours</td>
<td>--</td>
</tr>
<tr>
<td>Total exercise hours</td>
<td>36</td>
</tr>
<tr>
<td>Attendance</td>
<td></td>
</tr>
<tr>
<td>Prerequisites</td>
<td>Entrepreneurial mindset, ambition to set up a [software] startup company in the region.</td>
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### Specific educational objectives
The course belongs to the type "caratterizzanti – discipline informatiche" (EMSE – ATSE).

Lean Startup is designed for acquiring professional and practical skills and knowledge on startup processes. The main educational objectives are:
- Learning by trying out the initial idea.
- Applying lean measures to validate what the effect is.
- Experimenting iterative product releasing and progress measuring.
- Evaluating business idea and constructing business model.
- Conducting customer discovery and validation.
- Learning how to operate and make decisions in chaos with insufficient data.

<table>
<thead>
<tr>
<th>Lecturer</th>
<th>Xiaofeng Wang</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact</td>
<td>Piazza Domenicani 3, Room 3.15, <a href="mailto:xiaofeng.wang@unibz.it">xiaofeng.wang@unibz.it</a>, tel. 0471 016181</td>
</tr>
<tr>
<td>Scientific sector of lecturer</td>
<td>INF/01</td>
</tr>
<tr>
<td>Teaching language</td>
<td>English</td>
</tr>
<tr>
<td>Office hours</td>
<td>During the lecture time span</td>
</tr>
<tr>
<td>Lecturing Assistant (if any)</td>
<td>Only for Master Entrepreneurship and Innovation: Veglio Valerio, Room E2.01, <a href="mailto:Valerio.Veglio@unibz.it">Valerio.Veglio@unibz.it</a>, tel.0471 01352339</td>
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</tbody>
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### List of topics
- Big companies versus startups
- Basics on starting up companies
- Customer Development
- Lean startup methodology
- Business model development
- Supporting toolkits for startup process
- Mentoring sessions
- Experience from the startup ecosystems (entrepreneurs, investors, incubators, accelerators, etc.)

### Teaching format
- Frontal lectures, exercises; team projects.

### Learning outcomes

**Knowledge and understanding:**
- Understand the dynamics of the economic-technological market that affect the development and adoption of software products and services.

**Applying knowledge and understanding:**
- Be able to identify new needs and business opportunities in the field of software technology and services.

**Making judgments**
- Ability to plan and re-plan a technical project activity.
- Ability to identify reasonable work goals and estimate the resources required to achieve the objectives.

**Communication skills**
- Be able to present in a fixed time the content of the project.
- Be able to interact and collaborate with peer and experts in the realization of the project.

**Learning skills**
- Be able to autonomously extend the knowledge by reading the course materials and related documents.
- Be able to independently keep up to date with developments in the related knowledge areas.

### Assessment

**Exam type:** Project
- 50% quality of project (group)
- 25% team work (group)
- 25% course performance (group)

**Assessment language**
- English

**Assessment typology**
- Monocratic commission

**Evaluation criteria and criteria for awarding marks**
- Positive participation and project results are necessary to attend the final presentation. All three parts of results must be positive.
- Criteria to evaluate project: originality of the startup idea, extent of the product, customer and business development, quality of the teamwork and quality of presentation.

### Required readings
- Other reading materials be published in the course websites.

### Supplementary readings
- Will be published in the course website.

### Software used
- Will be decided by the project teams.