

Lean Launchpad

This plan follows a 6-to-8-week sequence, and follows the elements of Steve Blank's Lean launchpad methodology. Note that this works best as a flipped classroom model. Students should engage with core class content before workshops; class time is for Lessons Learned discussion and critique. Make pre-class video/viewing a requirement each week.

Description	A practical, evidence-based entrepreneurship sequence where student teams transform initial venture hypotheses into validated (or invalidated) business models through rapid customer discovery and iterative experiments. Learners “get out of the building” to talk with customers and stakeholders, test riskiest assumptions, generate and interpret evidence, and pivot/persevere accordingly, using the Business Model Canvas (BMC) and weekly learning milestones. The approach centres on learning through action: build → measure → learn , with reflection integrated to consolidate insights.
Learning outcomes	By the end of the sequence, students will be able to: 1. Model: Articulate and iterate a venture's Business Model Canvas, linking customer segments, value propositions, channels, relationships, revenue streams, key activities/resources/partners, and cost structure. 2. Hypothesise: Identify and prioritise riskiest assumptions (problem, customer, value proposition, willingness to pay, channel fit, feasibility). 3. Evidence: Design and run customer discovery and experiments (interviews, landing pages, concierge/MVP tests), collecting high-quality qualitative and quantitative data. 4. Sensemaking: Analyse findings to determine validate / invalidate / pivot decisions and update the BMC and learning backlog. 5. Communicate: Present an evidence-based narrative (not a pitch deck by opinion), showing experiment design, data, insights, and decisions. 6. Ethics & AI: Apply ethical standards for human subjects (consent, privacy) and appropriate AI tool use (summarisation, pattern detection, synthesis) without fabricating or biasing evidence.

	7. Reflection: Demonstrate metacognitive learning via structured reflection on play, empathy, creation, experimentation, and reflection practices.
How it works	Team structure: 3–5 students per team. Cadence: Weekly workshop (2–3 hrs) + fieldwork (4–6 hrs). The sequence follows a flipped classroom model, with students completing short pre-class videos or readings on Lean LaunchPad concepts so that class time is dedicated to team Lessons Learned discussions, critique, and planning next experiments. Fieldwork: Teams are expected to conduct 10–15 customer or stakeholder interviews per week, building toward a program total consistent with Lean LaunchPad practice, and to use insights from each interview to update their Business Model Canvas. Weekly presentations: Each week, teams present a brief Lessons Learned update documenting interview counts, key insights, experiment results, changes to their hypotheses, and resulting pivots or decisions to persevere. Week 0 (Pre-work – optional): - Form teams around problems/themes. Submit 1-page problem hypothesis. Week 1: Orientation & BMC v1 - Mini-lecture: Lean LaunchPad principles, falsifiable hypotheses, customer discovery etiquette. - Activity: Draft BMC v1; write top 5 riskiest assumptions; plan 10+ interviews. - Deliverables: BMC v1; Interview guide v1; Ethics/consent checklist. Week 2: Customer Discovery #1 (Problem Fit) - Fieldwork: 10–15 interviews (no selling, no solutioning), recruit beyond friends. - Workshop: Insight extraction; map Jobs-Pains-Gains; update Value Proposition Canvas. - Deliverables: Interview log, coded themes, updated BMC v2, pivot/persevere decision.

	Week 3: Solution Signals & MVP Strategy • Mini-lecture: MVP types (landing page, explainer video, concierge, prototype, pre-order), experiment design and metrics. • Activity: Design Experiment #1 for value proposition or willingness-to-pay; define success criteria & data plan. • Deliverables: MVP plan (hypothesis, method, metric, threshold), BMC v3. Week 4: Run Experiment #1 & Channel Discovery • Fieldwork: Launch MVP test; run additional interviews focused on channels and adoption barriers. • Workshop: Analyse results vs thresholds; discuss biases; decide pivot/persevere. • Deliverables: Experiment #1 report (data, analysis, decision), BMC v4. Week 5: Experiment #2 (Pricing/Feasibility/Channel) • Mini-lecture: Pricing tests, smoke tests, concierge operations, basic unit economics. • Activity: Design and run Experiment #2 on next riskiest assumption; basic cost/revenue model. • Deliverables: Experiment #2 report, simple unit economics draft, BMC v5. Week 6: Synthesis & Evidence-Based Brief • Workshop: Consolidate insights across interviews/experiments; risk register; learning backlog. • Activity: Prepare Evidence-Based Venture Brief (problem, customer, experiments, evidence, decision logic, updated model). • Deliverables: Brief v1, reflection prompt (see below). Week 7/8: Final Presentations & Reflection • Evidence Reviews (not “shark tank” pitches): Teams present hypotheses, experiments, data, and decisions. • Panel Q&A on method, not theatrics. • Deliverables: Final brief, BMC vFinal, dataset appendix, structured reflection. Ongoing: Weekly stand-ups or short check-ins (in-class or online) to clear blockers and enforce evidence standards.
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Resources required	Frameworks & templates: Business Model Canvas, Value Proposition Canvas, Experiment Design Sheet, Interview Log, Risk Register, Reflection template. Tools: • Survey/interview: Google Forms/Microsoft Forms, audio recorder (with consent). • MVP: Website/landing tools (Carrd, Notion, Wix), A/B testing basics, email capture. • Data: Spreadsheets for coding interviews & metrics; whiteboarding (Miro/Mural). • AI tools: For transcript summarisation, thematic coding assistance, crafting interview guides, copy variants for landing pages (with checks, see below). Ethics: Participant information sheet, consent scripts, data privacy storage plan. Learning materials: Short readings/videos on customer discovery, MVP types, interview technique; exemplars of experiment reports. Industry mentors and instructor coaching office hours are required, with mentors supporting teams' customer discovery and instructors acting as coaches rather than lecturers throughout the sequence. Ready-to-Use Deliverable Checklist (per team) • BMC (versioned from v1 → vFinal) • Interview guide + consent script • Interview log (dates, roles, quotes/themes) • Experiment #1 & #2 design sheets + reports • MVP artefacts (links, screenshots, metrics) • Unit economics draft (assumptions + sensitivity) • Evidence-Based Venture Brief • Final presentation • Structured reflection • AI Use Log
AI considerations	Appropriate uses • Drafting interview guides and refining neutral, non-leading questions. • Summarising interview transcripts; suggesting initial codes/themes (team verifies). • Generating variant copy for landing pages and A/B tests.

	- Assisting with data visualisations and experiment report structure. - Grammar/style edits for briefs and presentations. Non-permissible / caution No synthetic customers and no data fabricated by AI, as this contradicts the purpose of discovering authentic pain points and needs from human customers. - Avoid leading prompts that bias instruments (“Convince the user...”). - Check for hallucinations in summaries; always link back to raw evidence. - Manage privacy: do not upload personally identifiable information without consent; redact or anonymise transcripts. - Declare all AI assistance in an AI Use Log (tool, purpose, output used, human check performed). Quality safeguards - Require traceability from conclusions → data excerpts / metrics. - Run bias checks on instruments (peer review + AI critique, then human finalisation). - Use pre-registered thresholds for experiments to prevent hindsight bias.
Assessment	Formative (weekly, low-stakes, feedback-rich) BMC Iterations (Weeks 1–6) Feedback on clarity and change rationale. Interview Instrument & Pilot (Week 1–2) Feedback on neutrality, consent, sampling plan. Experiment Design Sheets (Weeks 3 & 5) Feedback on hypothesis precision, metrics, success thresholds, feasibility. Stand-ups / Progress Logs – Evidence check: # interviews, key quotes, data snapshots, next assumptions. Weekly Lessons Learned presentations are used as formative assessment, focusing on evidence quality, interview cadence, hypothesis testing, and the rationale for business model changes rather than presentation polish.

Summative (graded)

Note: The final presentation is a **Lessons Learned review**, not an investor pitch, and is assessed on evidence gathered, experiments conducted, changes to the Business Model Canvas, and the team's ability to justify pivot or persevere decisions.

1. Experiment Portfolio & Evidence Dossier (40%)

- **Components:** ≥2 experiments; interview log (≥20 total interviews recommended); data tables; analysis; decisions; BMC evolution.
- **Rubric (illustrative):**
 - Hypothesis clarity & prioritisation (10)
 - Methodological rigor & ethics (10)
 - Data quality & analysis (10)
 - Decision logic (validate/invalidate/pivot) (10)

2. Evidence-Based Venture Brief (25%)

- 1500–2000 words (or equivalent) articulating problem insight, customer segments, value proposition, traction signals, unit economics draft, next tests.
- **Rubric:** Narrative coherence (5), linkage to evidence (10), viability reasoning (5), limitations & next steps (5).

3. Final Evidence Review Presentation (15%)

- 8–10 minutes + Q&A. Focus on **learning**, not hype.
- **Rubric:** Clarity (5), data visualisation & traceability (5), responsiveness to critique (5).

4. Structured Reflection (20%)

- Use the six reflection modes to integrate learning from the five practices:
 - Narrative (what happened), Emotional, Percipient (self/others' perceptions), Analytical (process), Evaluative (criteria), Critical (contradictions & self-insight).
- **Rubric:** Depth (8), connection to evidence (6), transfer to future contexts (6).

Academic Integrity & AI

- Submit **AI Use Log**; violations (e.g., synthetic interview data) result in fail for assessment item.