

Lean Startup (NL)

Group Training

Training code	CGASCLSUCE
Spoken Language	Dutch
Language Materials	English
Dayparts	4
Price	€1.500,00 excl. VAT No extra costs.

What is Lean Startup

Lean Startup is a revolutionary method that has taken the world by storm from Silicon Valley. It's a lightweight approach to finding a product-market fit for your envisioned product. This method allows organizations to develop more effective products without the need to go under for six months. Product development is done in continuous interaction with your customer. In this training, you will get to know and experience Lean Startup. The heart of Lean Startup is the build-measure-learn loop, with concepts like MVP, pivot, and innovation accounting playing a crucial role. Not just startups, but larger organizations also adopt Lean Startup in developing new products.

Who should attend Lean Startup

- Product Managers: Learn how to iterate product-market fit effectively.
- Entrepreneurs: Understand how to apply Lean Startup in your own venture.
- Innovation Managers: Discover how to implement Lean Startup in a larger organization.
- Business Strategists: Learn how to pivot and make strategic decisions based on customer feedback.
- Marketing Professionals: Understand how to market a product developed through Lean Startup.

Prerequisites

No prior knowledge of Lean Startup is required. An interest in product development and a willingness to learn and apply new methods are all you need.

Objectives

At the end of the training, you will be able to:

- Understand the principles of Lean Startup.



- Apply the build-measure-learn loop in product development.
- Use concepts like MVP, pivot, and innovation accounting in real-world scenarios.
- Develop products in continuous interaction with your customer.

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An organization, like ours, helps people and their organizations day by day to get the best out of themselves and each other. We prepare them to defy tomorrow's challenges. We stimulate learning and curiosity. In order for individual IT professionals and their employers, to build better, longer and more intensive relationships. For mutual benefit.

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