

## Startup Engineering (Leibniz-PhD Network Conference on Interdisciplinarity)

### Introduction to the Lean-Startup-Method

22.06.2018 (10:45 – 12:00 / 12:15 – 13:30)

### Target Group

This workshop is for PhD-Students who are thinking about to start their own business or work for a startup and want to know how the Lean-Startup-Methodology can be used to engineer a startup from scratch.

### Goal

Foundation of this workshop is the Lean-Startup-Methodology by Eric Ries, a combination of Customer and Agile Development to define a business model that describe how a startup creates, delivers and captures a customer value.

The workshop will start with a short introduction to the world of startups. Participants will discuss why a startup is not a smaller vision of a large company and why you need a team of superheroes to found a startup. In interdisciplinary teams, participants will generate new startup ideas by thinking about a possible Target Market and their Customer Needs before they define a first Solution Concept.

The workshop will continue with an short introduction to the methods and tools of Lean Startup to understand why each activity of a startup must initially be treated as an experiment, starting with a formulated hypothesis that needs to be turned into facts as soon as possible. Together the teams will form hypotheses for the new startup idea as well as a Minimum Valiable Product to validate the most critical hypothesis.

### Content in Bullet Points

- Startup vs. Large Company: Why do you need an interdisciplinary team?
- Lean-Startup-Method: What does it mean and what are the tools?
- Build-Measure-Learn-Loop: Why to treat all ideas as hypotheses?

### Methods

- Groupwork

### Trainer

Stefan Werner Knoll, TUGZ

### References:

“Many thanks to the TUGZ and Dr. Knoll for their key support and advises in the organization of the Startup Engineering Workshop. This was the first time that such topic was brought to the MPI, as an attempt to motivate PhD students and Post-Docs to startup their own business. The workshop was very motivating, with a selective list of topics, and as a result the final evaluation was excellent. Hence, we can only look forward to repeat a similar activity in the near future.”

**Felipe Tapia, PhD student of the International Max Planck Research School Magdeburg**