

THEMATIC
ON-LINE
COURSES

The Lean Canvas

14th November 2019

🕒 2 PM - 4 PM

HOW TO MAKE A BUSINESS PLAN A REALITY

How does a company transform a great idea into a commercial opportunity? The key is to validate its business model by testing the assumption against the market.

The **Lean Startup** is a methodology aiming at shortening solution (e.g. product, services, whatever) development cycles and rapidly discover if a proposed business model is viable; this is achieved by adopting a combination of business-hypothesis-driven experimentation, iterative product releases and validated learning.

The **Lean Canvas** provides a unique opportunity to discuss different business models and allows interactive coaching sessions to facilitate the pivoting of the assumptions and refining the exploitation/commercialization model.

The **webinar will guide through the right steps** to rapidly develop and test novel solutions by gathering feedback, developing a goal-oriented and well-planned business model for exploitation and dissemination of key results and solutions.

EXPERT



Dario Mazzella
META Group S.r.l

Dario is an expert in mentoring entrepreneurs and startups to scale up their business through international acceleration programs, and in helping researchers to exploit their research results and bridge the gap to market. He currently works for META Group, an international investment group, where he manages several international projects focused on fostering the development of entrepreneurial ecosystems, acts as an advisor for the European Commission. Dario holds a Master's Degree in Innovation Management from the Sant'Anna School of Advanced Studies.

➔ [linkedin.com/in/dariomazzella](https://www.linkedin.com/in/dariomazzella)

AGENDA

- 🕒 Customer vs. Product Development
- 🕒 How to capture your vision on a single page
- 🕒 Finding a compelling problem that is worth solving
- 🕒 Solution - Market / Target groups Fit
- 🕒 Consequences of not understanding a target group
- 🕒 Q&A