

## Lecture: Introduction to Lean Methodology for Startups

*Thursday, September 19, 2024 1:15 PM (30 minutes)*

We'll introduce the principles and methodologies of the lean startup approach covering the crucial topics including conducting customer research, creating a minimum viable product (MVP), and reiterative development cycles. We'll emphasise the importance of user feedback, rapid experimentation, and agile continuous improvement to build successful innovations.

**Presenter:** KAMMERMEIER, Klaus

**Session Classification:** Course 16 (Helmholtz AI / HIDA)