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Lecture: Introduction to Lean Methodology for Startups

Friday 29 September 2023 09:00 (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 Package 2 (HIDA/ Helmholtz AI)