

## 3LMGOO54 - Lean Start-Up

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**Professor** : Gilles MAUTI  
Francesco TRAVAGLI  
**Contact information:**  
gilles@thecantillon.com  
**Department:** LSO  
**Semester:** 2

**Course level:** Undergraduate (L3)  
**Domain:** Business (Entrepreneurship)  
**Teaching language:** English  
**Number of in-class hours:** 27  
**Number of course sessions:** 12 + Exam  
**ECTS:** 3

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### Course description and objectives

Starting a new business - be it a technology startup, a small business or a new project within a large group - has always been an unpredictable adventure. But recently, a major counter current has emerged which makes the business creation process less risky. This is a methodology called "Lean Startup" that emphasizes experimentation rather than detailed planning, customer feedback rather than intuition and iterative design rather than traditional approaches to extensive design at project startup. Although the methodology is only a few years old, its concepts (such as the "minimum viable product" and the "pivots") have quickly become part of the startup world. This race aims to provide students with the skills and a set of useful to apply the lean startup in launching their projects.

### Prerequisites

No prerequisites

### Learning outcomes

Better start your projects by going straight to the point. The method taught is based on "validated learning" and a number of counter-intuitive practices that can shorten product development cycles, measure progress, and learn what customers really want. Rather than wasting time creating elaborate business plans, the student will learn how to build business hypotheses, test them quickly, and, if necessary, change direction by adapting and adjusting his plans, before he be too late. The student will also learn how to present his project to potential clients or investors.

### Assignments and grading

- **Semestre 2: presence, participation, 25% oral exam 75%**

The numerical grade distribution will dictate the final grade. The passing grade for a course is 10/20.

**Class participation:** Active class participation – this is what makes classes lively and instructive. Come on time and prepared. Class participation is based on quality of comments, not quantity.

**Exam policy:** In the exam, students will not be allowed to bring any document (except if allowed by the lecturer). Unexcused absences from exams or failure to submit cases will result in zero grades in the calculation of numerical averages. Exams are collected at the end of examination periods.

## Course structure

Session	Topic
1	entrepreneurial posture, vision
2	customer and pain
3	solution, market size
4	competition, secret sauce
5	acquisition channels, costs
6	price, metrics
7	Internediary exam
8	List creation, ask for meetings
9	First meeting
10	design thinking
11	Pitch preparation
12	<b>Final Exam</b>

## Bibliography

- Bibliographie Eric Ries, 2011, *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*, 1st edition, Crown Business.
- Peter Thiel, Blake Masters, 2014, *Zero to One: Notes on Startups, or How to Build the Future*, 1st edition, Crown Business.
- Geoffrey A. Moore, 2014, *Crossing the Chasm: Marketing and Selling Disruptive Products to Mainstream Customers (Collins Business Essentials)*, 3rd edition, HarperBusiness.
- Daniel Kahneman, 2013, *Thinking, Fast and Slow*, 1st edition, Farrar, Straus and Giroux.
- Guy Kawasaki, 2015, *The Art of the Start 2.0: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything*, Portfolio.
- Ash Maurya, *Running Lean: Iterate from Plan A to a Plan That Works*, 2nd edition, O'Reilly Media.
- Steve Blank, Bob Dorf 2012, *The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company*, 1st edition, K & S Ranch.
- Tim Brown, 2009, *Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation*, HarperBusiness.
- Tom Kelley, David Kelley, 2013, *Creative Confidence: Unleashing the Creative Potential Within Us All*, 1st edition, Crown Business.
- Supports: Presentation powerpoint: lean bythe cantillonpptx, [www.businesscanva.com](http://www.businesscanva.com)

## MyCourse

This course is on MyCourse: **No**

## Academic integrity

Be aware of the rules in Université Paris Dauphine about plagiarism and cheating during exams. All work turned in for this course must be your own work, or that of your own group. Working as part of a group implies that you are an active participant and fully contributed to the output produced by that group.

## Academic calendar

Dates (Monday/Sunday)		L3 Gestion	L3 Droit	L3 ECO	L3 Liss
06/01/20	12/01/20	1		1	1
13/01/20	19/01/20	2	1	2	2
20/01/20	26/01/20	3	2	3	3
27/01/20	02/02/20	4	3	4	4
03/02/20	09/02/20	5	4	5	5
10/02/20	16/02/20	6	5	6	6
17/02/20	23/02/20				
24/02/20	01/03/20	7	6	Exams	Review w.
02/03/20	08/03/20	8	7	8	7
09/03/20	15/03/20	9	8	9	8
16/03/20	22/03/20	10	9	10	9
23/03/20	29/03/20	11	10	11	10
30/03/20	05/04/20	12	11	12	11
06/04/20	12/04/20				
13/04/20	19/04/20				
20/04/20	26/04/20	Review w.	12	Exams	Exams
27/04/20	03/05/20	Exams	Review w.		
04/05/20	10/05/20		Exams		
11/05/20	17/05/20				