



Session 2 – Chapter 4: Designing the Lean Start-up

Module Title:	How to set up a Business!			
Session n.2	<p>Designing the Lean Start-up</p> <p>(This session is based on the following paragraphs in the Chapter 4 of the Guide for Migrant Entrepreneurs: Lean Start-up and Designing the Business Model (in Lean Start-up); Development of the customer segment)</p>			
Duration	2 hours			
Delivery method	Blended <input type="checkbox"/>	Face to face <input type="checkbox"/>	Online learning <input type="checkbox"/>	Distance learning (Learning Platform) <input type="checkbox"/>
		Time:	Time:	Time: 2 hours
	<p>Notes on the choice:</p> <p><i>*The trainer will choose the course delivery method taking into account the interested students location, the available teaching space and resources, social situation, etc.</i></p>			
Learning objectives	<ul style="list-style-type: none"> • Understand the purpose and creation of the Lean Start-up Model • Understand how this model can be used • Understand all the steps and segments which constitute the Lean Start-up Model • To develop personal creativity and entrepreneurial initiative 			
Intended learning outcomes:	<p>L01: Students will be able to understand what the Lean Start Up Model is and its purpose</p> <p>L02: Students will be able to identify and understand the different steps to take in order to create a business</p> <p>L03: Students will be able to apply what they have learnt creating a personal Lean Start-up Model</p> <p>L04: Students will be able to layout more clearly the strength and weakness of their business idea, with particular focus to the development of the consumer segment</p> <p>L05: Student will be able to break down their ideas and outline clearly the steps and actions they need to take in order to set up their business and test the viability of their project</p>			



Session Details:	Lesson Item:	Method(s) and instructions for trainers:	Required Resource(s):
	Introduction (optimal group size could be: 1-10)	<ul style="list-style-type: none"> - Brief introduction from the tutor about the purpose of the lesson. - <i>Break the ice</i> (proposed exercise) Discussion: have you ever heard of “Lean Start-up”? What do you think it means? 	<ul style="list-style-type: none"> - PC/ Laptop & Zoom, Teams or any other similar platform (online live lesson delivery)
	Activity 1: Presenting the learning objectives of the course	<ul style="list-style-type: none"> - Brief presentation of the objective of the session 	
	Activity 2: The Lean Start-up Model	<p><i>This second session of the module presents a complementary way of building a business plan effective to start correctly the journey to a new business. Since the topic is complex the content will be presented step by step in different sessions.</i></p> <ul style="list-style-type: none"> - The tutor can start the explanation of the Lean Start-up model taking into consideration the 2 videos identified in the course, the tutor can choose to show either one or the two of them. Videos selected: Lean Start-up explained on YT: https://youtu.be/9bPgNEDdX3E Lean Start-up Explained in 5 minutes: https://youtu.be/X2YoHFuWkqs - After the presentation of the video(s) the tutor will continue the presentation taking into consideration the material present in the Course. - Check for understanding - It is important to give verbal and visual examples of what is explained. The guide contains images that can help the participants visualize better what is being explained. 	<ul style="list-style-type: none"> - PC/ Laptop & Zoom, Teams or any other similar platform (online live lesson delivery) - Guide for Young Migrant Entrepreneurs (English Version) Chapter 4: How to set up a Business (Lean Start-up: Designing the Business Model (in Lean Start-up):



	<p>Activity 3: The Lean Start up model: Value proposition canvas and development of the customer section</p>	<p><i>The second part of the explanation will focus on the Value Proposition Canvas that will allow the participant to have contact with the development of the customer section, and what they have to consider to build it</i></p> <ul style="list-style-type: none"> - After having introduced and explained the Lean Start-up Model the tutor will focus on the Value proposition Canvas. To introduce the topic the tutor can use the animation proposed in the guide. - After having shown the animation proposed the tutor will continue the explanation taking into consideration the material present in the guide. - Check for understanding 	<ul style="list-style-type: none"> - PC/ Laptop & Zoom, Teams or any other similar platform (online live lesson delivery) - Guide for Young Migrant Entrepreneurs (English Version) Chapter 4: How to set up a Business (Development of the consumer segment)
	<p>Activity 4: Independent practice of the students</p>	<p><i>At this point, after the having presented the business model and its variations, it is point for the participants to create their own business model, based on their business idea.</i></p> <ul style="list-style-type: none"> - (proposed activity) Ask the students to create their own business model taking into consideration the scheme provided in the guide (it can be provided to the students in digital or paper format). - The students will then present the canvas to the tutor and receive feedback on it. (if the activity is carried out in group all the participants can give feedback on the business idea presented by their peer) 	<ul style="list-style-type: none"> - PC/ Laptop & Zoom, Teams or any other similar platform (online live lesson delivery)
	<p>Post-Activity Discussion</p>	<ul style="list-style-type: none"> - ask the class members questions about what they have learned throughout the session and to confront how they have applied what was explained. (if the classroom has many students choose only a few of them, asking first if someone is willing to present it) 	



Evaluation methods	Informal and non-formal	Oral review: presentation of their own business model
Didactic materials	Face to face: power point presentation, printed lesson, printed worksheets for assignment(s)	
	Distance learning - Online learning: power point presentation, pdf version of the lesson, .docx worksheets for assignment(s)	
	Distance learning - Moodle - Same for the case when the course will be posted on the project Moodle platform	
In-class assignment 1:	- Students should create their business canvas taking into consideration their own business idea ...	
<p>Additional notes and tips for trainers</p> <p>All participants have to show and explain their work to the trainer for evaluation. The business model is one of the key steps in order to start well a new business, it is important therefore that the tutor offers the appropriate feedback so that the students can make improvements of what they have learnt.</p>		