

Ocean School of Innovation presents

"PLAYING LEAN WORKSHOP"

Learn Lean Startup – in a fun and engaging way



Lean Startup

Innovation is the life blood of any company. Or it should be, at least, in these fast moving and extremely competitive times. Too often though, organizations find themselves struggling to make their ideas succeed.

Organizations large and small are using new methods to innovate faster. And more and more are finding the Lean Startup method helps them improve the odds of success. First described in the best-selling book by Eric Ries, Lean Startup is now a movement that is transforming how new products and services are built.

So, how do you learn about Lean Startup?

Playing Lean

Playing Lean is both a serious board game and a great workshop format. Combined, it's a great way to kickstart your learning about Lean Startup. You get to play a game, have a lot of fun and still call it work! After the workshop, you have an overview of the method, a handle on the most important concepts and a fully described, personalized experiment to take home.

Registration by November 20th to: siri.bye@ntnu.no.

OCEAN SCHOOL OF INNOVATION

*Thursday 7th of December
09.00-16.00*

*Scandic Lerkendal
Kløbuveien 127A*

*The workshop is free for all
Ocean School candidates*

Lunch buffet will be served

For questions, contact:
Siri Bye G. Johansen
siri.bye@ntnu.no
Phone: 915 51 574

Part 1: Executive Summary

To kick off the workshop, we'll give you the executive summary of Lean Startup:

- What is the Lean Startup and why it is relevant now?
- The five principles of entrepreneurship
- The four stages of innovation



Part 2: Playing Lean

In Playing Lean, four teams of up to three players battle for control of the market. Can you build a new product that the customers want, faster than your competitors?

During the game, teams will do experiments, add features to the product, build the company and win new customers. The Lean Startup approach is at the heart of the game, and every experiment will introduce new concepts and vocabulary that the game facilitator will go through.

Playing Lean creates experiential learning, the kind you do not forget easily!



Part 3: Retrospective

When the dust settles, we debrief. We evaluate how each team performed and the choices that were made during the game. What would you do differently?



Part 4: Experiment Design

We want to put the experience into the perspective of daily relevance. Having learnt and experienced the Lean Startup, what experiments could you try out when you get back to the office?

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Want to know more?

www.playinglean.com
www.theleanstartup.com

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Why Lean Startup?

Lean startup is a methodology for developing businesses and products, which aims to shorten product development cycles by adopting a combination of business-hypothesis-driven experimentation, iterative product releases, and validated learning. The central hypothesis of the lean startup methodology is that if startup companies invest their time into iteratively building products or services to meet the needs of early customers, they can reduce the market risks and sidestep the need for large amounts of initial project funding and expensive product launches and failures.

Impact of Lean Startup in major companies

While Lean Startup originally was designed for utilization by startups, the methodology is also widely adopted by large organizations. Norwegian companies like Statoil, Telenor, Opera, Schibsted, Statkraft and many more are implementing the Lean Startup methodology to improve their product development and innovation activity. The methodology calls for an agile approach to product development, necessary for the creation of breakthrough products and services.



The Facilitator

The workshop will be hosted by Tore Rasmussen, Lean Startup practitioner and co-founder of Playing Lean. Tore also based his master thesis in entrepreneurship and innovation on the learning outcome of Playing Lean. In addition to being an entrepreneur he is a guest lecturer on Lean Startup at the Norwegian University of Life Sciences, NMBU. Tore is also in charge of organizing Lean Startup Norway, which is part of the Lean Startup circle.

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