LLP Chile Educators Seminar   Prof. Jerome Engel - UC Berkeley
Day 1: The Lean LaunchPad: New Pedagogy for a New Age

9:00 - 9:15	**Welcome to the workshop**
MODULE 1	

9:15 - 10:15	**Lecture: : Evidence-based Entrepreneurship Education -- the Story of the Lean LaunchPad**
	1. What is Innovation
	2. What is Entrepreneurship
	3. What is a Business Model/ BMC
	    a. -Patterns: Nespresso and Apple
	4. Business Model Discovery
	5. How is this Different?
	    a. What we used to believe [B Plan]
	    b. What we now know [Discovery]
	6. -How we got here
	    a. Classes, Books [Ost, blank, Reiss] I-Corp [multitied slide]

10:15 - 10:30	**Facilitated Discussion: Prior Experience** 1. Teaching Entrepreneurship 2. Teaching Business model Canvas 3. Teaching LeanLaunchpad 4. goals of the attendees, where are they going to use the class. **5. Use this to create birds-of-a-feather groups.**
10:30 - 11:00 **Break and Activity**	**Mapping Exercise and FORM BOF 1**
MODULE 2	
11:00 - 1:00 pm	**Lecture: Teaching Lean LaunchPad using** **the Business Model Canvas and Customer Discovery** describe goal of class 1. not execution but search 2. no such prior class 3. no such organizational description (contrast org charts versus business models) 4. Introduce teaching method 5. Resources - introduction **Lecture: BMC Section by section [1] -- Right Side** 1. Right Side vs. Left Side 2. Customer Segments, Value Propositions, Revenue Models 3. Multi-sided markets
1:00 - 2:30 **Lunch and BOF 1**	**BOF 1: Challenges of Teaching the LLP method for their group** - Top 5 Challenges [on Flip Charts] - Top 5 Opportunities
MODULE 3	
2:30 - 3:00	Discussion: 2 minute report outs
3:00- 4:45	**Lecture: Teaching the LLP: BMC Section by section [2] - Left Side** 1) what's important about that component of the business model 2) how do students do customer discovery on each part 3) teaching tips on the that portion of the canvas
4:00 - 4:15	Break
MODULE 4	
4:15 - 4:45	**Lecture: Teaching the LLP:** Minimum Viable Product
4:45 - 5:00	**Summary and Close** • Schedule and preparation for tomorrow

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DAY 2: Theory Meets Practice

9:00am - 9:15am	**Welcome** **Explain what happened yesterday** **Review agenda**
MODULE 1	

9:15am - 9:45 am
 	
9:45 am - 10:30
	Lecture: Lean LaunchPad Pedagogy – key design components
	   1. OUT OF THE CLASSROOM: Extreme experiential immersion
	      a. Pacing – Why the insistence of 10+ interviews per week?
	      Start with observations about pacing as exemplified by report-outs
	      Why did we do it that way??
	      b. Customer Discovery
	      c. Teaching Critiques / Feedback
	      d. Working with Mentors and Advisors
	   2. IN THE "CLASSROOM":
	      a. Team Teaching
	      b. Flipped Classroom
	      c. Advanced Lectures
	      d. Integrated software (LPC)

10:30am-11:00 am **Break and Activity**	1) **FORM BOF 2**
MODULE 2	
11:00am – 12:00 noon	**Lecture: Teaching Customer Discovery** *Pedagogy Issues* - Discovery is the Antithesis of lecture - Getting students to do the learning - Engineers vs. MBA's,; Undergrads vs. grads,, Scientists Tools: Lecture, **Videos,** Role playing with teams in front of class
12:00pm - 1:00pm	**Lecture: Instructor Feedback - Critiquing teams** *Pedagogy Issues* - Why push? - How do you push? - Pushing different cultures, make-ups, teams, engineers, MBAs Tools: Lecture, **Videos,** Role playing with teams in front of class
1:00 - 2:30 pm **Lunch and BOF 2**	**Birds of a Feather 2 – Implementing Customer Discovery in your classroom** How will you/do you get your students to do this?
Module 3	
2:30 – 3:00	Discussion: 2 minute report outs
1:30 pm – 3:00 pm	**Lecture: Classroom Logistics** - Mentors and Advisors - LaunchPad Central as a teaching tool - Discovery Narrative, Scoreboard - Focus not on LPC but what we do and why, Then show how we do it e.g. LPC - how/examples, hands-on
4:00 - 4:15 pm	Break
Module 4	
4:15 - 4:45pm	**Lecture: The Syllabus – How and Why** - How do you put on together - Timing - Versions 5-day, 10 week, 12 week

4:45 - 5:00 pm	**Wrap Up: Lessons learned**
	  - Identifying lessons learned
	  - Identifying challenges and next actions

Birds-of-a-Feather possible groups

I Administer
1. University
2. Government
3. Corporation

I teach:
1. MBAs
2. Scientists and engineers
3. Undergrads
4. Grad students
5. Liberal Arts
6. Professional School [Medicine, Law..]
7. Main Street
8. High Tech entrepreneurs
9. Life sciences
10. Real Estate and Financial Services

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