



## **BRINGING THE LEAN STARTUP APPROACH INTO YOUR ORGANIZATION PORTO EXECUTIVE PROGRAM, NOVEMBER 13-15, 2014**

Deliberate practice and application of techniques in a real world environment is the only way to truly change the approach and culture of innovation.

Speeches and workshops don't make teams lean, but ours give your organization the drive to go lean.

*We make teams go fast (TriKro LLC).*

*"Our company was young, innovative, and motivated...but hopelessly stuck in a traditional product development model. TriKro changed the course of our business."*

- Ryan Bruels  
Mobile Director, Inkstone



### **Day 1 - Why Lean Startup Matters for Your Enterprise**

*Innovation can save your company, or kill it.*

- **Module 1** - Lean in the Enterprise
- **Module 2** - Stakeholders, Angels, and the Brand Police (Common pitfalls)
- **Module 3** - Customer Persona & Segmentation

### **Day 2 - New Ideas & Customer Discovery**

*You're delusional. And that's not a bad thing*

- **Module 4** - Value Proposition Design
- **Module 5** - Early Channel Hacks
- **Module 6** - Customer Discovery & Interview Techniques

### **Day 3 - The "Holy" Grail: Product/Market Fit**

*Big, bold, risky, ideas require small steps forward.*

- **Module 7** - "Out of the Building" Interviews
- **Module 8** - Experiment methods
- **Module 9** - Metrics & Product/Market Fit
- **Module 10** - (Re)-Inspiration

See what other organizations TriKro LLC has worked with:

Swisscom | Stanford Graduate School of Business | Disney accelerator | StumbleUpon | Fujitsu | PitneyBowes | Kiva | Credit Sesame | Luxr | and many others

**Venue:**

ANJE, Casa do Farol  
Rua Paulo da Gama  
4160-006 Porto

**Prices:**

Individual Attendees: 699 €  
Group Fee (3 people p/ company): 1739 €

