Steve Blank’s 5-Day Lean Launchpad

From Idea to Startup in 5 Days

Dept. of Tech Management & Innovation

MG-GY 9781 Selected Topics in Management:
LEAN LAUNCHPAD 1.5 units Class#: 7597 Section: BZ

August 25-29th, 2014 in Brooklyn

Real world, hands-on learning in what it’s like to actually start a company. An entrepreneurial experience with all of the pressures and demands of an early stage startup.

ABOUT THE COURSE

What is 5-day Lean Launchpad?

5-day Lean Launchpad is a practical class – a lab, not a “book” class - to give teams of students real world experience in how to turn an idea into a business. It is a 1.5 credit graduate level course offered from August 25-29th at NYU.

You’ll work in teams, getting your hands dirty talking to customers, partners, and competitors, as you encounter the chaos and uncertainty of how a startup actually works. It is a highly intensive, experiential class comprised of team presentations, customer interviews, and feedback from startup experts.

Each day will be a new adventure outside the classroom as you test each part of your business model and then share your hard earned knowledge with the rest of the class.

Who is this class for?

• All NYU graduate students are eligible to apply (Masters, PhD, JD, MD).
• You must apply to this course as part of a team (2-4 members per team).
• All teams must enter the course with a startup idea they’d like to pursue.

What should you expect?

• Five intense days of primary customer research/interviews and team presentations, guided by best practices in entrepreneurship education.
• Feedback from successful entrepreneurs and investors from the NYU and NYC startup community, including Steve Blank.
• Startup culture – fast paced, direct, open, and tough.
This class is **not** about:

- Lecture-style presentations by the faculty.
- Researching online or in the library.
- Writing a business plan.
- Creating a PowerPoint slide deck for a VC presentation.
- Building the “hot-idea” you have in mind.

**APPLICATION PROCESS AND KEY DATES**

**Step 1:** Express interest by completing this form and indicating your availability for an info session / team hunt event. by 5/7

**Step 2:** Attend the info session / team hunt event. You are required to attend at least one of the four events to be accepted into the course. 3/26 –6-8pm 4/3 –3-5pm 4/22 –12-2pm 5/8 –1-3pm

**Step 3:** Complete this application. One application per team. by 5/13

**Step 4:** Teams selected for the next round will attend an in-person ~15 min interview with a review committee. 6/16 – 6/27

**Step 5:** Teams selected for the course will officially register online. by 7/1

For more detail about the application process see [here](#).

For more information visit the [FAQs](#).

Still have questions? Email Lindsey Gray [LM150@nyu.edu](mailto:LM150@nyu.edu).

**ABOUT STEVE BLANK**

Steve Blank is a Silicon Valley serial-entrepreneur and academician based in Pescadero, California. Blank is recognized for developing the Customer Development methodology, which launched the Lean Startup movement. He has spent over thirty years in the high tech industry, and founded or worked at eight startup companies, four of which have gone public. He is a consulting associate professor of entrepreneurship at Stanford and lectures at the University of California Berkeley, California Institute of Technology and Columbia.

Learn more about Steve [here](#) and read about past 5-day LLP classes [here](#).