

Module 8 “Innovation / New Business Proposal”

Supervisor	Prof. Dr. Christoph Ihl
Inputs	Prof. Dr. Christian LÜthje
Learning path	Workload: 6 ECTS / 180 hours Attendance: 40 hours (8 dates) in 15 weeks
Recommended semester	2nd semester
Exam / grading	Written exam graded

Contents

In this module, students form startup teams to develop and validate a self-chosen business idea, possibly presented by a company at the Project Fair. The validation process follows an incremental and iterative approach in which diversity, consideration of alternatives and testing of hypotheses based on prototypes are preferred to a linear five-year business plan.

1. Ideation and Team Mixer
2. Customer Problem Discovery
3. Value Proposition Design
4. Customer Interviews
5. Startup Discovery Presentations
6. Market & Competition Assessment
7. Business Model Innovation
8. Prototyping & MVPs
9. Business Hypotheses & Experiments
10. Startup Validation Presentation
11. Go-to-market Strategy
12. Startup Finance
13. Final Startup Pitches

Learning contents

After completing this module, students are able to:

- Apply a modern innovation toolkit that is relevant in companies as well as in the startup world
- Analyze given business opportunities in relation to individual elements
- Design new business models by collecting and combining relevant ideas, facts and information
- Evaluate business opportunities and judge the next steps and decisions