



# Lean Methodology Bootcamp

## Dates:

Wednesday,  
August 17, 2016  
&  
August 24, 2016

## Time :

9:00 a.m. to 1:00 p.m.

## Location:

UCF Business Incubator  
Winter Springs  
1511 E State Rd 434,  
Winter Springs, FL

## Register:

[https://  
winterspringsworkshop.e  
ventbrite.com](https://winterspringsworkshop.ventbrite.com)

Seating is limited

## Price:

Incubator Clients:  
Free

**All Others: \$35**



**“The Lean Startup method teaches you how to drive a startup—how to steer, when to turn, and when to persevere—and grow a business with maximum acceleration.”**

- **Description:** An introductory workshop to Lean Methodology, Customer Discovery, Business Model Canvas, and I-Corps.
- **Target Audience:** Faculty, Researchers, and Students interested in teaming up with entrepreneurially focused individuals and experienced business mentors in order to learn how to utilize the I-Corps methodology in bringing their ideas and innovations to market.
- **Length:** 8 hours of attendance in 2 workshops (4 hours each), held a week apart; and 10-20 hours of customer discovery between the 2 workshops.
- **Goal:** Introduce concepts taught within I-Corps to aspiring entrepreneurs in UCF and partner organizations. In addition, identify teams with high potential and direct them into the selection process for UCF’s I-Corps Site Cohorts.
- **Concepts Discussed:**
  - Business Model Canvas
  - Value Proposition and Customer Segments
  - Finding Product-Market Fit



The I-Corps site’s purpose is to foster innovation among faculty and students, promote regional coordination and linkages in the innovation ecosystem, as well as develop a National Innovation Network. The \$300,000 NSF I-Corps funding will enable UCF to reach even more potential inventors and innovators, with a goal of recruiting and training 96 entrepreneurial teams that could result in 96 new companies over the three-year grant period - turning ideas into potentially viable companies.