

LOCAL ENTERPRISE OFFICE GALWAY

LEAN LAUNCH

Lean Launch



What is Lean Launch?

Lean Launch is a 'hands-on' real world entrepreneurial start up situation where the individual has an idea and the purpose of this workshop is to immediately start testing the business model.

Research has shown that 49% of Irish people would like to start their own business; 50% fail in the first year and a staggering 80% fail within 3 years.

With the guidance of the mentor, the entrepreneurs are taken through actual steps and get out of the classroom / training situation and physically do the market research. Entrepreneurs analyse their business model and how to cost their business. Fundamental to the programme, entrepreneurs look at their potential customers and conduct a number of real world research interviews in the three month period.

Lean Launch will allow participants to establish whether there is a real business in their idea. At the end of the programme participants should be in the strong position to start their own business.

Lean Launch will be facilitated by Declan Droney. Declan is an experienced Entrepreneur, business consultant and business mentor. He is founder of one of Ireland's most distinctive, artisan food companies, Kinvara Smoked Salmon. He is a business Mentor with Galway LEO, Mayo Leo, SCCUL and Enterprise Ireland and lecturer with UCD Innovation Academy and with GMIT New Frontiers. He also delivers lean start up courses to start-up and early stage entrepreneurs.

Making It Happen

This programme is heavily subsidised by the Local Enterprise Office Galway, and is limited to 12 places only. Entrepreneurs must have a business idea or be in a start-up business. Applications will be assessed for suitability for the programme.

If your business is interested in applying for the Lean Launch programme, please contact info@leo.galwaycoco.ie, call (091) 509090 or visit <https://submit.link/2iN>

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THE LEAN LAUNCH PROGRAMME

MODULE 1. INTRODUCTION

On the first day participants construct the first version of their Business Model Canvas. This will be revisited continuously during each module of the course.

ONE TO ONE MENTORING

MODULE 2. CUSTOMER DISCOVERY

In this module we will cover the lean start-up methodology, the customer, the value proposition and customer discovery techniques. Participants are encouraged to “get out of the building” and begin to conduct customer discovery interviews.

ONE TO ONE MENTORING

MODULE 3. BATTLEGROUND ANALYSIS

Update from customer discovery interviews.

Revisit the Business Model Canvas.

Participants are given the skills to strategically analyze the business environment through the use of SWOT, PEST, Porter's five forces and competitor analysis.

ONE TO ONE MENTORING

MODULE 4. SHOW ME THE MONEY!

Update from customer discovery interviews.

Revisit the Business Model Canvas.

Participants are taken through a deep dive of the financial implications of business start-up and are given the skills to complete a financial projection statement for their business through an easy to use Excel spread template.

ONE TO ONE MENTORING

MODULE 5. MARKETING YOUR BUSINESS

Update from customer discovery interviews.

Revisit the Business Model Canvas

Participants are taken through a marketing analysis for their business and are given the skills to construct a detailed marketing plan and marketing communications calendar for the business.

MODULE 6. BUSINESS PLAN CONSTRUCTION

Update from customer discovery interviews.

Revisit the Business Model Canvas.

Business Plan - Throughout the earlier modules participants collate elements of the business plan, in this module it is brought together to formulate a business plan. An objective of the course is that all participants will have a complete business plan by the end of the programme.

MODULE 7. SALES, PITCHING AND STRATEGIC PLAN

Update from customer discovery interviews.

Revisit the Business Model Canvas.

Participants are given the skills to build their sales process, to pitch and to create a critical one year strategic project plan for the development of their business.