Formation
Learn about Lean Startup

Durée de la formation : 20 heures
Date de la session : du 01/03/2027 au 31/05/2027

Dates précises : From 01/03/2027 to 31/05/2027
Horaires de la session :

Lieu : En e-learning (en ligne) - OpenClassrooms platform

Nombre de places maximum : 5

Formateur(s) : OPENCLASSROOMS

Prérequis sur cette formation : None

Public ciblé : Université de Bordeaux staff and site/PUI partners

Public prioritaire : Researchers, teachers, PhD students, research support staff, team leaders, managers and anyone interested in innovation in all its forms.

Date limite d'inscription : 19/02/2027

Objectifs :
Every product vision contains many assumptions. The Lean Startup methodology gives us a framework for applying a "build measure learn" approach to validating our assumptions through designing experiments and analysing the resulting data.

Lean Startup is an innovative approach to maximizing learning, and works by validating hypotheses in the shortest possible time horizon. Creating new products or changing an existing business model, often in conditions of high uncertainty, requires an approach that lets you turn your assumptions into data that can validate (or refute) those assumptions. Lean Startup provides a structure for this approach.

In this training, you will learn how to state your assumptions as hypotheses, design experiments to validate those hypothesis, and apply the build-measure-learn steps of the Lean Cycle to generate data that you can analyze.

By the end of this training, you'll be able to:

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Recognize the fundamental principles of lean startup

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Describe how the lean cycle works

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Increase the velocity of learning in your organization

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Design an experiment

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Choose appropriate measurement techniques

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Validate your hypotheses

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Programme :
Part 1: Learn the fundamental principles of Lean Startup

- The Lean Startup cycle
- Interpret the scientific method as an approach to validate hypothesis
- Discover the 4 types of Minimum Viable Product
- Learn how and when to pivot
- Quiz : Lean Startup Concepts

Part 2: Prioritize experiments, formulate hypothesis and implement the Lean Cycle

- Prioritize which experiments to run
- Formulate a hypothesis & design an experiment to test it
- Discover the Build Step of the Lean Cycle
- Discover the Measure step of the Lean Cycle
- Discover the Learn step of the Lean Cycle
- Quiz : Experiments, Hypothesis and the Lean Cycle

Part 3: See Lean Startup in practice

- A/B tests
- Discover the power of Feature Audits
- Interview with Mathieu Nebra, co-founder of Open Classrooms!
- Interview with Giacomo Bastianelli, co-founder of Lounjee
- Interview with Charles Trou
- Quiz : See Lean Startup in practice

Pour tout renseignement complémentaire :
Chargé(e) de formation : mailto:bf-formations.innovation@u-bordeaux.fr
Pôle AGRH – service développement des compétences

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