Meets with INFO-I400 and INFO-I590

Building on the skills developed in I400: Topics – Design Strategy, this course will teach students the importance of systems and design thinking as they relate to building and managing a start-up holistically. Using the Lean Startup methodology developed by Eric Ries and presented in The Lean Startup (2011), students will be required to take a business concept from inception to implementation, at least to the degree required to have a minimal viable product (MVP), using the Business Model Canvas as a framework. The focus of the course will be for students to get their ideas off of paper and into the market. Concepts covered will include business-hypothesis-driven experimentation, iterative product releases, and validated learning. Students will develop a prototype of their concept and seek feedback from target customers throughout the semester. The course will also include talks by guest speakers who have direct experience in starting and building successful technology start-ups.