

IDEM102

Build Your Startup 1: Idea Validation

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The BYS 1 + 2 elective teaches how to build and validate the fundamental building blocks of a startup. Students start with a venture idea that slowly gets morphed into an actual startup with paying customers. It's one of the few, if not the only, course where students actually get to implement their own solution in the market.

BYS 1 focusses on idea development and validation with actual customers, industry experts and other external stakeholders by applying methods such as problem interviewing, agile design & lean startup principles to assess desirability and first hints of feasibility and viability. Key question: is the venture idea promising enough to operationalize it in Q2?

Assessment: Startup pitch and personal reflection



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