

**IDEM103**

# Build Your Startup 2: Prototyping

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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 2 focusses on operationalizing the venture idea by forecasting and experimenting to validate:

- Market need. Getting actually first paying customers, Go2Market strategy, marketing campaigns
- Technology. Creating MVP's
- Operations. Start operating as a real business, with actual roles and goals, setting up the supply chain
- Setting up prices.

Key question: is there initial product-market fit that proves the venture could become a success?

**Assessment: Startup pitch & personal reflection**



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