

DIGITAL INNOVATION AND TRANSFORMATION | DIT-043

Lean Startup Methods for Corporate Innovation

Contact

+31 85 7444446
info@aractech.com
https://aractech.com

Address

Waarderweg 50, 2031PB Haarlem - Netherlands.

Course content

Why Attend

Lean startup methods help organisations test new ideas quickly and cheaply before committing large investments. Applying them inside established companies requires adapting processes, culture and governance.

This Aractech course covers lean startup principles, customer discovery, hypotheses and minimum viable products, experiments, metrics, pivot decisions, corporate innovation structures and scaling validated ideas. Participants test a business idea using lean methods.

Course Methodology

- Hands-on experiments
- Customer interviews
- Canvas workshops
- Case studies
- Pitch practice

Course Objectives

- Explain lean startup principles
- Conduct customer discovery
- Formulate and test business hypotheses
- Design minimum viable products and experiments
- Use metrics for pivot or persevere decisions
- Apply lean methods within corporate structures

Target Audience

- Innovation managers

Course content

- Product managers
- Intrapreneurs
- Business development professionals

Course outline

Detailed course outline

Day-by-day outline for Lean Startup Methods for Corporate Innovation.

Day 1 - Lean Startup Principles

- 09:00-10:17 | Build-measure-learn
- 10:17-10:56 | Assumptions
- 10:56-11:00 | Business model canvas
- 11:00-11:30 | Coffee break
- 11:30-12:05 | Business model canvas (continued)
- 12:05-12:43 | Corporate context
- 12:43-14:00 | Exercise: Assumption mapping

Day 2 - Customer Discovery

- 09:00-09:45 | Interview techniques
- 09:45-10:30 | Problem validation
- 10:30-11:00 | Customer segments
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Customer segments (continued)
- 11:45-12:30 | Insights
- 12:30-14:00 | Practice: Customer interviews

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Day 3 - MVPs and Experiments

- 09:00-09:39 | MVP types
- 09:39-10:56 | Experiment design
- 10:56-11:00 | Metrics
- 11:00-11:30 | Coffee break
- 11:30-12:05 | Metrics (continued)
- 12:05-12:43 | Running tests
- 12:43-14:00 | Workshop: Experiment plan

Day 4 - Pivot or Persevere

- 09:00-09:45 | Interpreting results
- 09:45-10:30 | Pivot types
- 10:30-11:00 | Innovation accounting
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Innovation accounting (continued)
- 11:45-12:30 | Decision-making
- 12:30-14:00 | Case study: Corporate pivot

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Day 5 - Scaling in Corporations

- 09:00-09:54 | Innovation structures
- 09:54-10:48 | Funding
- 10:48-11:00 | Scaling
- 11:00-11:30 | Coffee break
- 11:30-12:12 | Scaling (continued)
- 12:12-13:06 | Culture
- 13:06-14:00 | Capstone: Validated idea pitch

Seminar dates

Available seminar dates

Live dates and pricing for Lean Startup Methods for Corporate Innovation generated from the course details page.

Date	Location	Format	Fee
9 - 13 November 2026	Barcelona	Classroom	€2,815
14 - 18 December 2026	Frankfurt	Classroom	€1,875
18 - 22 January 2027	London	Classroom	€2,315
15 - 19 February 2027	Munich	Classroom	€3,225
15 - 19 March 2027	Barcelona	Classroom	€2,815
19 - 23 April 2027	Paris	Classroom	€3,825
17 - 21 May 2027	Frankfurt	Classroom	€1,875
21 - 25 June 2027	Barcelona	Classroom	€2,815
19 - 23 July 2027	Frankfurt	Classroom	€1,875
16 - 20 August 2027	London	Classroom	€2,315

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