



Lean Startup

Lean Startup is a framework for growing businesses and products in uncertain and risky environments. Despite its simplicity, it touches multiple aspects of product management. Meirik's master class provides a deep overview of the Lean Startup and practical exercises helping to understand how to use it.

Topics covered during the training include:

- Build-Learn-Measure feedback loop
- Hypothesis in product development
- The concepts of MVP and MMP
- Pivot
- Growth engine
- Product life-cycle
- Actionable metrics
- Vanity metrics

Target audience

This advanced master class has been designed for entrepreneurs, business owners, product managers, Product Owners working in Scrum, and traditional project managers who see a chance in the Lean Startup for themselves and their products.

The course is also a perfect fit for UX analysts, product and UX designers, as well as business consultants, Agile coaches, or Scrum Master who want to learn practices complementary to their current roles.

Aims and Objectives

- ✓ Provide a broad and deep overview of the Lean Startup framework
- ✓ Practice hypothesis-driven development and setting an MVP
- ✓ Explore the topic of actionable metrics
- ✓ Discuss links between Lean Startup and Agile methods such as Scrum

Benefits

- ✓ Our courses are always delivered by experienced **practitioners** who **actively participate in Agile business transformations** on a daily basis.
- ✓ **Small training group** means each participant has a quality experience with maximum interaction with the trainer and other participants.
- ✓ Participants receive the **certificate of completion**.
- ✓ Participants receive all necessary **course materials**.
- ✓ Participants receive a **book as a gift from Meirik** to help them explore the course topics further.



Agenda

- Introduction
- The Lean Startup framework overview
- Hypotheses-driven development
- MVP in practice
- Product life cycle and metrics
- Summary



Always as scheduled. We respect your time. We never cancel our classes.

Why develop capabilities with Meirik?

Our courses are always delivered by experienced practitioners, not just trainers. They actively participate in business transformations with Agile on a daily basis and act as enablers to build extraordinary capabilities people need to succeed.