

IdeasLab
U Catolica, Santiago

12 – 14 July 2016

Overview

Each session will be led by an experienced entrepreneur/founder. They will cover the topic in detail illustrating key points with examples from their own experiences and the wider start-up eco—system. All sessions will be interactive with everyone expected to participate to encourage and enhance the learning experience. Sessions will be approximately one hour long and will be interactive.

Aims

IdeasLab will give participants a thorough overview and insight into the pros and cons of the start-up world with the ultimate aim of helping ignite passion and encouraging people to start their own projects.

Format

IdeasLab will consist of eight sessions covering the essential issues and aspects relating to being an entrepreneur and start-up founder. Practical sessions will be mixed into the sessions so that participants put into practice lessons learned from the presentations. Participants will form teams during the event to work on the ideas they generate. During the final session the teams will develop their ideas into a (virtual) MVP and prepare a pitch deck and presentation. At the end of the session each team will present their project in the form of a 'Demo Session' and will be judged by the IdeasLab panel. Prizes will be awarded to the best teams.

Introduction

- What is an entrepreneur
- Why become one
- What is becoming a start-up all about
- What do you need to do
- Highs and lows of start-up life

Ideas and naming and positioning

- What is a good idea? How do you come up with one/where do they come from?
- Are you solving a problem or building a 'nice to have' product?
- How do you know what you are passionate about and how do you translate passion into a start-up?
- How does being a founder align with personal goals, objectives and visions
- How do you find a good name for your idea and what are the characteristics of a good name?
- What about domain names?
- How do you develop a logo?

Markets, customer development, and revenues

- Identifying and validating the market
- Does the market that you choose matter?
- What are good markets, and what are bad markets?
- Do competitors matter and why?
- How do you build a revenue model for your idea and what are some viable revenue models to pursue?
- What are some common problems with popular revenue models?
- Pricing – how do you set prices and rates?

The Lean Start-Up model

- The Build, Measure, Learn cycle
- Fail fast, learn quick
- MVP's – why they are important and how do you build one
- Lean canvas – practical session

Product development, growth hacking and competition

- How do you plan to build a product or offering from the beginning?
- What are techniques to build a product roadmap?
- How do you specify what to build?
- How do you organize resources to build a product?
- What do you need to do once your product is launched?
- How do you keep product progress ongoing when you have many competing priorities?
- How do you manage competition?
- What is 'Growth Hacking' and why is it the new mantra of start-ups?

Legal, financial and planning

- What do you need to know about the law before you launch?
- What is IP and why is it important that you protect yourself?
- How do you handle IP, including confidentiality, copyrights, trademarks and patents?
- How much financial knowledge and experience will you need in your start-up?
- What is a business plan and do I need to have one?

Team, funding, accelerators

- How do you find the right team to launch your company?
- Do you need a cofounder?
- How do you identify the right set of advisors?
- How can recruit people to fill roles when you have limited resources?
- How do you fund your start-up – bootstrapping, 3F's, investors
- Levels of funding – what is right for your start—up?
- Advantages and disadvantages of accelerators

Branding, marketing and sales

- Building your brand – how to start
- What channels should you use to promote and advertise your product/company?
- Social media marketing and SEO
- PR and your story – how to gain media presence without breaking the bank
- How do you identify and close your very first paying customers?
- Should you charge more or less in the beginning?
- How do you develop a sales funnel or conversion funnel?
- How do you develop a culture of sales and generating revenues in the early days of a new company

Practical sessions – from idea to MVP

The participants will form teams and put into practice all of the lessons from the various sessions. They will generate an idea and work it up to the MVP stage. Mini workshops on pitching and creation of a deck will be held with each team to help them prepare to present their idea. The workshop will conclude with a Demo session in which the teams will share (pitch) their idea and solution to the audience and the IdeasLab panel. Pitches will be judged and prizes awarded.

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Timetable

Date/Time	Activity	Who
Tuesday 12/7		
13:00 – 14:30	Introduction and welcome. Ideas and naming and positioning	Nick
14:30 – 15:00	Coffee break	
15:00 – 16:00	Group participation – form teams and generate ideas. Select one idea to pursue	All – encourage team formation and generation and evaluation of ideas
16:00 – 17:00	Markets, customer development, and revenues	Liddy
17:00 – 18:00	Team work – determine markets, customers and revenues for the chosen idea	All – mentor teams
Wednesday 13/7		
10:00 – 12:00	MVPs and lean start-up canvas	Ray
12:00 – 12:30	Coffee break	
12:30 – 13:30	Product development, growth hacking and competition	TBA
13:30 – 14:30	Lunch	
14:30 – 15:30	Team work – planning the new product	All – help with idea (product) development
15:30 – 16:30	Legal, financial and planning	Nick
16:30 – 17:00	Coffee break	
17:00 – 18:00	Team, funding, accelerators	Mike
18:00	Close	
Thursday 14/7		
10:00 – 11:00	Branding, marketing and sales	Thomas
11:00 – 12:30	Team workshop – building an MVP Includes coffee break	All
12:30 – 13:30	Pitching and creating a pitch deck	Individual sessions with the teams given by each mentor
13:30 – 14:30	Lunch	
14:30 – 15:30	Team work – creation of a pitch deck	All – mentor teams
15:30 – 16:30	Demo session	All act as judging panel
16:30 – 18:00	Prize giving and close	All