Module 8 “Innovation / New Business Proposal”

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<tr>
<th>Supervisor</th>
<th>Prof. Dr. Christoph Ihl</th>
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<td>Inputs</td>
<td>Prof. Dr. Christian Lüthje</td>
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| Learning path       | Workload: 6 ECTS / 180 hours  
                      | Attendance: 40 hours (8 dates) in 15 weeks |
| Recommended semester| 2nd semester |
| Exam / grading      | Written exam graded |

Contents

In this module, students form startup teams to develop and validate a self-chosen business idea, possibly presented by a company at the Project Fair. The validation process follows an incremental and iterative approach in which diversity, consideration of alternatives and testing of hypotheses based on prototypes are preferred to a linear five-year business plan.

1. Ideation and Team Mixer
2. Customer Problem Discovery
3. Value Proposition Design
4. Customer Interviews
5. Startup Discovery Presentations
6. Market & Competition Assessment
7. Business Model Innovation
8. Prototyping & MVPs
9. Business Hypotheses & Experiments
10. Startup Validation Presentation
11. Go-to-market Strategy
12. Startup Finance
13. Final Startup Pitches

Learning contents

After completing this module, students are able to:

- Apply a modern innovation toolkit that is relevant in companies as well as in the startup world
- Analyze given business opportunities in relation to individual elements
- Design new business models by collecting and combining relevant ideas, facts and information
- Evaluate business opportunities and judge the next steps and decisions