



**Evidence Based Entrepreneurship**

**Hosted by  
West Chester University's  
Cottrell Entrepreneurial Leadership Center  
May 15 – July 15, 2020**

The Lean LaunchPad Experience is designed to assist teams in the startup of their business. We use the Business Model Canvas to help teams search for and develop a viable business model. Existing companies execute a business model, startups search for one. Lean Launchpad participants learn a hands-on process designed to create scalable startups, a process that uses an evidence-based methodology. The Lean LaunchPad does not guarantee that startups will succeed, but it does guarantee that if they follow the process, they will be less likely to fail. The program is based on the I-corps program, a program that has tripled the success rate of companies receiving commercialization grants.

Successful companies learn, discover, and execute. An important aspect of the Lean LaunchPad is sharing ideas, discovery, and execution with fellow participants. During weekly meetings, participants "bounce" ideas off each other and share what they have learned and discovered. If you are not comfortable sharing your ideas, discovery, and execution with others, this program is not for you.

**Application Information**

The Lean LaunchPad program is open to anyone in the mid-Atlantic region who is considering starting a new business or is in the early stages of starting a new business. There is no charge to participate in the program.

Applications are by teams of three and are highly competitive.

If you have an idea but do not have a team and/or you are interested in joining a team with an idea, attend one of two Lean LaunchPad mixers. Attendance at a mixer is not required to apply. The mixers dates are

February 25, 5 to 7 pm, Room 101, WCU Business and Public Management Center, 50 Sharpless Street, West Chester, PA

March 3, 5:30 to 7:30 pm, Room 325, WCU Graduate Center, 1160 McDermott Drive, West Chester, PA

Lean LaunchPad applications are available from [PDiggin@wcupa.edu](mailto:PDiggin@wcupa.edu) or [Kate@FocusBio.org](mailto:Kate@FocusBio.org)

The deadline to submit applications is 11:59 pm on March 20<sup>th</sup>, no exceptions.

Accepted teams will be notified by April 17<sup>th</sup>.

## **Program Sessions (Subject to Change)**

### **Mandatory Kickoff Session and First Class:**

May 13<sup>th</sup>: 12:30-6:30pm

### **Evening Sessions: 6-9pm**

May 20<sup>th</sup>, 27<sup>th</sup>

June 3<sup>rd</sup>, 10<sup>th</sup>, 17<sup>th</sup>, 24<sup>th</sup>

July 1<sup>st</sup> and 8<sup>th</sup>

### **Final Presentations:**

July 15<sup>th</sup>: 4-8:30pm

You must attend the kick-off, weekly sessions and final workshop. If you anticipate missing more than one session, we recommend applying for a future program, when you can commit the required time for the program. Participants are required to have a working laptop and power cable for all sessions and to connect to the University Wi-Fi (or to provide their own Internet connection).

## **Work Load**

This program requires a significant amount of work on your part compared to many similar programs. Teams report approximately 20 hours of work each week. Much of this time is spent outside of the classroom talking with potential customers. Teams are expected to complete at least 10 in-person or video conference interviews each week addressing the segment of the Business Model Canvas covered that week. If you cannot commit time to talk to customers, this program is not for you.

## **Program Deliverables**

Program deliverables include the following:

1. Teams building a physical product will have a bill of materials and a prototype
2. Teams building a web product will attempt to build the site, create demand and have customers user base
3. Weekly progress narratives
4. Weekly in-class presentations summarizing progress
5. Feedback for other teams
6. Minimum Viable Product
7. 10-minute PowerPoint presentation that includes lessons learned and a 2-minute video on MVP

## **Intellectual Property Rights**

Your idea is your starting point in the Lean LaunchPad program. Your idea is not protected intellectual property, and we do not use non-disclosure agreements (NDAs) in the Lean LaunchPad program. We begin with your idea, but we focus on learning, discovery, and execution, three foci of successful companies. An important part of learning, discovery, and execution is sharing information, insight, and experience. Your presentations, customer discovery and validation notes, Business Model Canvas, blogs, and slides will be shared with program participants and others. You will learn from your classmates' and past participants' presentations, notes, blogs, slides, etc.

# Application Instructions

**All fields must be completed and all forms submitted in one email  
or the application will be returned without review.**

## Team Information Form

In reality, a startup is a [temporary organization designed to search for a repeatable and scalable business model](#). This means the brilliant idea you started with *will change* as you *iterate* and [pivot](#) your business model until you find product/market fit.

For more on team roles: <https://foundr.com/founding-team>

## Business Model Canvas

Written description of the canvas and blocks

<https://www.alexandercowan.com/business-model-canvas-templates/>

Quick 2 minute video explanation

<https://www.youtube.com/watch?v=QoAOzMTLP5s>

Can be completed on the attached slide or use <https://canvanizer.com/new/business-model-canvas>

## Video

Simple cell phone video...no editing or effects necessary









Time limit of 1 minute and should include all team members speaking

Must include a description of your idea, your likely customer and the value you believe they would get from the product

All applications should be sent to  
Kate@FocusBio.org

# The Lean LaunchPad Experience Application

Team Name			
Team Member Name			
Mailing Address Email Phone Number			
What is your professional status and affiliation? (Status: undergrad, grad student, post-doc, clinician , resident, faculty, industry. Affiliation: WCU, Industry, other)			
Provide your LinkedIn public profile			
What is your field?			
Role on team (Hacker, Hustler, Visionary)			
Anything interesting we should know about you (be brief)			

<i>Key Partners</i> 	<i>Key Activities</i> 	<i>Value Propositions</i> 	<i>Customer Relationships</i> 	<i>Customer Segments</i> 
	<i>Key Resources</i> 		<i>Channels</i> 	
<i>Cost Structure</i> 			<i>Revenue Streams</i> 