



Universität Hamburg

DER FORSCHUNG | DER LEHRE | DER BILDUNG

INTERNATIONAL RESEARCH EXCHANGE

WORKSHOP

“LEAN FOR FLOURISHING STARTUPS” BUSINESS MODELLING AND TESTING LAB

ANTONY UPWARD (SSBMG.COM) & ONDINE HOGEBOOM (LEAN4FLOURISHING.BIZ)

Workshop objective + participants: At the end of this lab you will be equipped to describe and validate your business model using the latest tools and methods, fully considering the social, environmental, *and* economic aspects.

We invite entrepreneurs, startups, business managers and their stakeholders – e.g. customers, suppliers, investors, students, researchers – who are working together to explore and validate a business idea socially, environmentally, *and* economically.

Attendance in groups: Participants should register and attend in groups of at least 2 and no more than 4 people interested in co-exploring *a single or the same* business idea that they all have discussed *before* arriving at the lab.

Format + pre-work: The lab will be 80% hands-on and experiential. To enable this, participants will be requested to undertake 2-3 hours of pre-work consisting of watching videos and reading. A list of these resources will be provided.

Outcomes: By the end of the workshops participants will have

- Developed the inner why/vision, how/mission and what/strategy for their business;
- Created a first pass of their business model using the Flourishing Business Canvas;
- Experienced the process of validation, based on the Lean Startup/Customer Development process;
- Begun to plan their next steps to further develop and validate their business idea.

Registration (free of charge): florian.luedeke-freund@wiso.uni-hamburg.de

**Friday, 9th June 2017,
09h00-17h00
Von-Melle-Park 9, Room A215
20146 Hamburg**

Organized by the Chair of Capital Markets and Management (Prof. Dr. Alexander Bassen)
Dr. Florian Lüdeke-Freund
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www.SSBMG.com

www.SustainableBusinessModel.org