

Lean Commercialisation Course (3 days)

Applying the principles and practices of Lean Startup and Customer Development

Innovately • info@innovately.com.au • @innov8ly

Course Description

Is your organisation looking for new business opportunities? Are you involved with the commercialisation of innovation in an organisation or a startup? Do you want to reduce wasted time and resources and increase the likelihood of success? Do you want to learn the Lean Startup and Customer Development approaches?

This course will help your organisation reduce waste and increase the likelihood of success at innovation. You will apply the principles and practices of Lean Startup and Customer Development to the commercialisation of innovation, no matter the size, sector or level of maturity of your organisation (or startup).

Topics covered include: Lean Startup & Customer Development Principles and Practices • Customer Discovery • Customer Validation • Agile Development • Value Proposition Canvas • Business Model Canvas • Hypothesis Creation • Experiment Design • Managing Disruptive Innovation within a Corporation.

Format and approach: The course includes presentations, discussions, and practical work. For best results please bring a laptop or tablet computer for accessing resources and completing tasks. *"I have absolutely no reservation recommending Ashley for structured or bespoke training, mentoring or lecturing."* R.Holmes

Target Audience

Innovators, R&D managers, innovation managers, commercialisation managers, and startup founders and investors from any sector, in organisations of any size, and at any level of maturity (including startups).

Course Duration

Three (3) days (including light lunch and morning and afternoon tea)

Course Fee

Regular Fee \$2,189 • Limited Time Sale \$1,990 • F/T Founder (pre-revenue & funding) or F/T Student 50%

Register now at <http://www.innovately.com.au> or email info@innovately.com.au

Presenter

Dr Ashley Aitken
ashley.aitken@innovately.com.au

Next course Tuesday 12-14th December
Places are limited - enrol now!

Ashley has over seven (7) years experience investigating and applying the principles and practices of Lean Startup with Customer Development. He is an entrepreneur, innovator, academic and IT professional. He is a Principal at Innovately and the CEO and cofounder of Acavista. He has extensive experience in the application of Lean Startup and Customer Development principles and practices, and has attended training with Steve Blank (the creator of Customer Development and grandfather of Lean Startup). He also runs the weekly Lean Startup Perth meetup. Ashley has taught courses around Australia, across S/E Asia and in the US and UK for companies like Apple, IBM, and the Commonwealth Bank. He has received awards and recognition for the quality and excellence of his training and teaching from industry, the Federal Government, academia and students. You will not only learn lots of practical and valuable knowledge and skills but also enjoy doing it!

About Innovately

Innovately.com.au
<http://www.innovately.com.au>
info@innovately.com.au
@innov8ly



Overview

Innovately is a consulting, professional training, and coaching company that helps organisations of all sizes, in all sectors, and at all stages in their development (including, but not limited to, startups) to commercialise innovation using Lean Startup and Customer Development techniques.

Innovately has been investigating and applying the Lean Startup approach with Customer Development principles and practices since 2010. Its principals have also been running the weekly Lean Startup Perth meetup group since 2013. Innovately has coached many startup founders and corporate innovators.

Products and Services

Innovately offers a suite of services and products around lean commercialisation using Lean Startup (Eric Ries) and Customer Development (Steve Blank) principles and practices:

Lean Commercialisation Seminar is a free one hour presentation introducing Lean Startup with Customer Development for Lean Commercialisation to innovation managers and other stakeholders.

Lean Commercialisation Course is a paid intensive course on Lean Startup with Customer Development, designed to get all stakeholders very quickly up to speed with Lean Commercialisation.

Lean Commercialisation Accelerator is an accelerator programme that runs weekly sessions over an extended period (at least 3 months) to reinforce and put in practice Lean Commercialisation.

Lean Commercialisation Practice is a paid group for individuals committed to Lean Commercialisation that meets fortnightly to drive forward lean commercialisation within their organisation or startup.

Lean Commercialisation Consulting and Coaching is intensive custom training and/or ongoing mentoring and coaching for staff in the use and practice of Lean Commercialisation.

Contact Details

Dr Ashley Aitken – Principal, Innovately.com.au
Email: ashley.aitken@innovately.com.au LinkedIn: <https://www.linkedin.com/in/ashleyaitken>
Mobile: 0479 0499 44

Dr Gillian Hatt – Co-founder, Innovately.com.au
gillian.hatt@innovately.com.au
Mobile: 0410 112 330

Notes (Draft)

Terminology

Innovation is the development of a new product, service, or method etc.

Commercialisation is to manage innovation in a way to commercial or social success / profit.

End