

Course Programme

IFI7157	Practice		
Study load: 4 (EAP/ECTS)	Load of contact hours: 28	Study semester: spring 2015	Assessment: Pass/Fail
Objectives:	During the practice module a student / industry project, which is used in other 3 courses as well, is developed and defended at the end of the course as a startup. The aim is to create economically viable product or service, which would be potentially a new startup.		
Course outline:	During the course different tools & methods will be looked over in order to be able to develop a new service or product. We look at the methods of ideation and working with the new ideas, more deeply principles of Lean Startup & Customer Development will be looked at. Also some basics about startup financials & idea presentation will be explored. Since it's practice, students need to work in groups in classes as well as doing their homework.		
Learning Outcomes:	The student knows / can / is able to: <ul style="list-style-type: none"> • work with a startup idea • use Lean Startup model & methods • conduct customer interviews • create basic financials for his/her startup • can present the idea to external stakeholders. 		
Assessment Methods:	Pass/Fail based on the defence of the project & milestones completed during the course.		
Teacher(s):	Harri Tallinn		
Subject name in Estonian:	Praktika		
Prerequisite subject(s):	-		
Compulsory Literature:	Ash Maurya, Running Lean – Iterate from Plan A to a Plan That Works; O'Really 2011 / 2012 Peter Thiel, Zero to One – Notes on Startups, or How to Build the Future, Crown Business, NY , 2014 Rest will be handed out in the course blog, including videos, articles and blogs to work on.		
Replacement Literature:	Eric Ries, Lean Startup, Crown Business, NY, 2011 Rest will be handed out in the course blog relevant to each session.		
Participation and Exam requirements:	Final presentation and group works during and between the practice schedules are a must.		
Independent work:	<ol style="list-style-type: none"> 1) Idea validation – final idea and team working on the idea confirmed with lecturer. Research around the industry the idea will be implemented done. 2) Working on Lean Startup principles – Lean Canvas created and validated. New versions developed during during the practice (adjusted to tests carried through). 3) Customer development exercise – interviews done & business model adjusted accordingly. 		

Course Programme

	<p>4) Idea basic financials developed – excel with projections created.</p> <p>5) Attendance on at least one open startup event with the team and idea. Written and oral feedback discussed.</p> <p>6) Idea presentation – onepager, slides, pitch and basic business plan developed and defended in front of a final jury panel.</p>	
<i>Grading criteria scale or the minimal level necessary for passing the subject:</i>	<p>Working product developed and presented at the final event. Pass/Fail basis grade given by the final jury.</p>	
<i>Information about the course:</i>	<i>Date and time</i>	<i>Form of study and course content by topic</i>
	29.01.2015 8.15 – 13.30	Ideation
	12.02.2015 14.00 – 15.30	Introduction of Leans Startup method & Canvas
	26.02.2015 14.00 – 15.30	Customer Development
	14.03.2015 10.00 – 11.30	Startup Financials
	26.03.2015 12.00 – 15.15	Startup Ecosystems
	11.04.2015 10.00 – 13.15	Pitch training
	23.04.2015 12.00 – 15.15	Dress rehearsal
	08.05.2015 12.00 – 15.15	Demo day, final presentations