



FLIP THE CLASSROOM & LEARN BY DOING

The Lean Launchpad platform, developed by serial entrepreneur professor Steve Blank, allows students to rapidly develop and test their ideas about a business model they have created around a real-world product. The course brings innovators to the students, then “flips” the classroom so students can learn through in-depth experience by teaching, conducting customer interviews, and working with the innovators to determine product-market fit and the business opportunity for a real-world technology spinoff.

- REAL-WORLD TECHNOLOGY**
Students build an initial business model & go-to-market strategy for a technology from one of our partners.
- INTENSIVE CUSTOMER DISCOVERY**
Teams iterate on their business models via feedback from 100+ total customer validation interviews. At the end of the semester, teams decide in a “go” or “no-go” discussion if their technology is viable for a spinoff company.
- WORK WITH EXECUTIVE COACHES & MENTORS**
Receive live feedback on your business model throughout the semester from industry experts & business leaders in the community during monthly “Lessons Learned” presentations.

LOYOLA UNIVERSITY NEW ORLEANS | CENTER FOR ENTREPRENEURSHIP AND COMMUNITY DEVELOPMENT

“A rare opportunity for real world experience with none of the risk.”

“I learned more from this class than from the whole MBA program.”

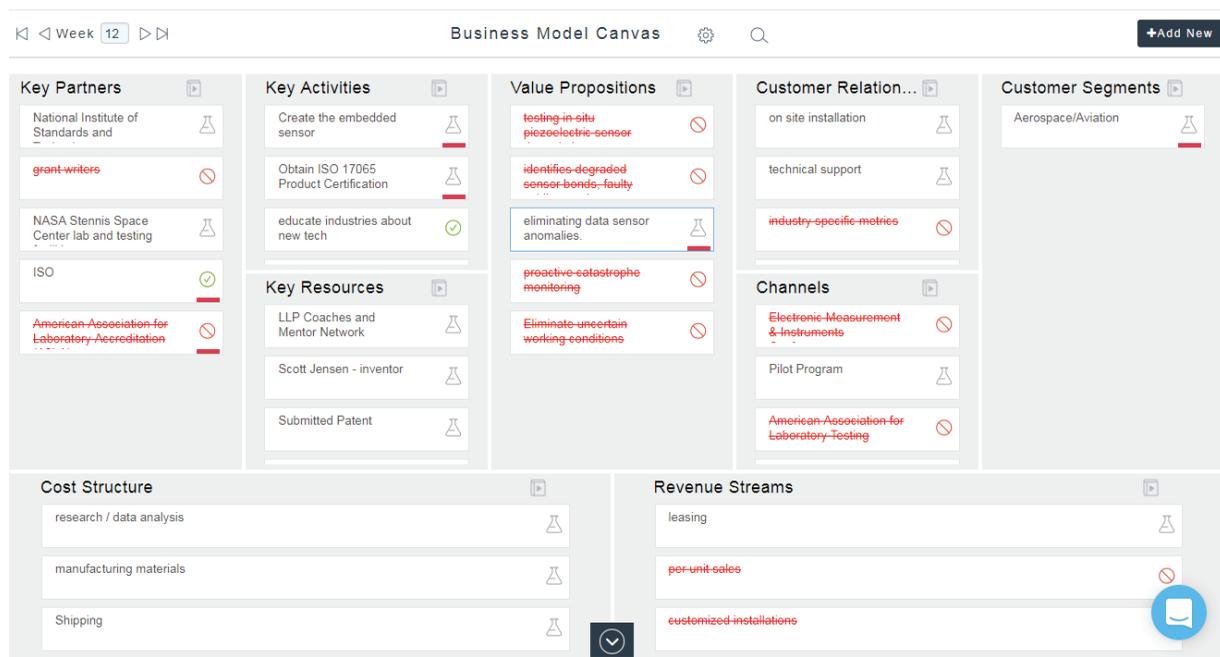
“This course expanded my network and taught me more about start-ups than any class...I felt challenged, personally and professionally.”

REGISTER NOW!

Open to Tulane & Loyola graduate students.
jjatkins@loyno.edu

WHY LEAN LAUNCHPAD?

Aspiring entrepreneurs need the opportunity to test their skills in a real environment. At the same time, many technical institutions have potentially game-changing innovations waiting for a market. Loyola's Lean LaunchPad MBA course brings the two together, creating a unique opportunity to apply the Lean Startup methodology to a real-world technology, work closely with an innovator, receive feedback from executive mentors and coaches, and potentially launch a spinoff technology company.



FEATURED EXECUTIVE MENTORS



RICHARD BABB
CFO & Partner,
Louisiana Fund I



RICK HONSBERGER
VP of Customer Satisfaction
& CTO, Cleargistix



TOMMY CAMPBELL
International Executive, Iron
Mountain & Lagniappe Angel
Fund



AIMEE QUIRK
CEO, innovationOchsner



FOSTER DUNCAN
Operating Partner,
Bernhard Capital Partners



CHRIS READE
President
LookFar



LEO HOLZENTHAL
President,
M S Benbow & Associates



KEITH TOUSSAINT
Founder & Principal,
KMT Strategies

25+ mentors and coaches in our Lean LaunchPad network available to students