



# LEAN LAUNCHER

Enabling Technology Translation  
From Lab to Marketplace



# PROGRAMME AT A GLANCE

**The HKSTP Lean Launcher promotes science-based entrepreneurship and equips researchers and scientists with entrepreneurial mindset for translating research into commercialization and impact.**



The HKSTP Lean Launcher is a 12-week experiential learning programme (3 hours / week) for developing researchers' entrepreneurial mindset and technology translation skills. It will be delivered in the format of thematic tracks led by practitioners and industry mentors who are domain experts in their fields.

The curriculum is centered on the key principles of the Lean Start-Up methodology and will enable you and your team to develop viable Business Model for start-up formation and commercialization stemming from fundamental discoveries in science and engineering.

Upon completion of HKSTP Lean Launcher, teams are encouraged to apply for HKSTP Ideation, Incubation / Incu-Bio Programmes to further the technology commercialization.





# PROGRAMME OVERVIEW



## PROGRAMME COHORTS:

- Cohort 1 (Oct 2021 - Jan 2022): Medical Devices/ Software as Medical Devices; Diagnostics & Therapeutics (Completed)
- Cohort 2 (May - July 2022): Artificial Intelligence & Robotics **OPEN**

*\*Remarks: Participation by invitation during the inauguration period in a group of 4-5 members per InnoHK Centre*



## DURATION:

Tuesdays from 14:30 - 17:30 for 12 weeks + weekly meetings with dedicated mentors



## PROGRAMME FEATURES:

### LAUNCHING BUSINESS FROM SCIENTIFIC DISCOVERIES

- Step-by-step guide on creating a viable business model to enable startup formation
- Practical skills and valuable insights gained from experienced industry practitioners as instructors and mentors
- Team-based learning with direct feedback by peers, instructors and mentors
- Active mentor engagement to guide and support the team's learning journey
- Networking with like-minded business and tech professionals



## FORMAT:

- **Lean startup bootcamp** delivered by renowned academic-practitioners
- **Hands-on practical knowledge workshops** on specific topics by instructors and industry experts
- **Industry knowledge, mentoring and networking from industry mentors**
- Experiential learning through **market validation and customer discovery interviews**

# Programme Curriculum

Week	Date	Topic
0	March 16	Briefing Session to InnoHK Centres
1	May 20 – 21	<b>Lean Startup Bootcamp</b> <ul style="list-style-type: none"> <li>▶ Lean Startup Methodology</li> <li>▶ Value Proposition Canvas (VPC) and Business Model Canvas (BMC)</li> <li>▶ Minimum Viable Product &amp; Go-to-market Strategy</li> <li>▶ Market &amp; Competitive Analysis</li> <li>▶ Market Validation and Customer Discovery Process</li> <li>▶ Setting Validation Hypotheses and Customer Interview Skills</li> </ul>
2	May 24	<b>Practical Knowledge Workshop (BMC &amp; VPC)</b> <ul style="list-style-type: none"> <li>▶ Identification of Target Market Segment</li> <li>▶ Design of VPC and BMC guided by instructors / coaches &amp; mentors</li> </ul>
3	May 31	<b>Market Insight Report Back Session 1</b> <ul style="list-style-type: none"> <li>▶ 1st Report on Market Validation &amp; Customer Discovery</li> <li>▶ Team discussions with trainers and mentors</li> </ul>
4	June 7	<b>Market Insight Report Back Session 2</b> <ul style="list-style-type: none"> <li>▶ 2nd Report on Market Validation &amp; Customer Discovery</li> <li>▶ Team discussions with trainers and mentors</li> </ul>
5	TBC	<b>Mid-Term Individual Team Reviews</b> <ul style="list-style-type: none"> <li>▶ Review meetings with individual teams by instructors and mentors</li> </ul>
6	June 21	<b>Market Insight Report Back Session 3</b> <ul style="list-style-type: none"> <li>▶ 3rd Report on Market Validation &amp; Customer Discovery</li> <li>▶ Team discussions with trainers and mentors</li> </ul>
7	June 28	<b>Practical Knowledge Workshop (IP &amp; Licensing)</b> <ul style="list-style-type: none"> <li>▶ Guest sharing on IP &amp; technology licensing</li> <li>▶ Team discussions &amp; consultations on IP &amp; licencing matters/ issues</li> <li>▶ Preparation for spinning off from universities / R&amp;D centres</li> </ul>
8	July 5	<b>Market Insight Report Back Session 4</b> <ul style="list-style-type: none"> <li>▶ 4th Report on Market Validation &amp; Customer Discovery</li> <li>▶ Team discussions with trainers and mentors</li> </ul>
9	July 12	<b>Practical Knowledge Workshop (Investment Fundraising)</b> <ul style="list-style-type: none"> <li>▶ HKSTP Ideation, Incubation &amp; other supports</li> <li>▶ Fundraising Fundamentals</li> </ul>
10	July 19	<b>Market Insight Report Back Session 5</b> <ul style="list-style-type: none"> <li>▶ 5th Report on Market Validation &amp; Customer Discovery</li> <li>▶ Team discussions with trainers and mentors</li> </ul>
11	July 26	<b>Final Presentation</b>
<b>Graduation Showcase (To be announced)</b>		

\*The curriculum is subject to change without prior notice



## Expected Learning Outcomes

- Essential business skills and knowledge to help kick off teams' commercialization and venturing
- Different business analytic tools (e.g. Business Model Canvas, Value Proposition Canvas, Whole Product Map, etc.) and the Lean Start-up methodology for technology commercialization and venturing
- Techniques on using different business analytic tools in user discovery and market validation of a technology for commercialization

## Programme Journey





# Programme **Application**

## Ideal Team Profile

You are recommended to form a team with 4 to 5 members, with at least one entrepreneurial / team lead who could drive the team towards creating a business and launching a startup.

Balanced team composition are welcomed and encouraged, including members from multi-disciplines and from inter-professional backgrounds.

A commitment towards attending all the training sessions and executing the programme work is required. Following completion of the HKSTP Lean Launcher, graduating team members will be awarded with Certificate of Accomplishment. The project teams will be encouraged to apply for HKSTP Ideation, Incubation or Incu-Bio Programmes.



## APPLY NOW



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