



EXPERIMENTAL LABS

Experimental Labs takes your start-up idea and challenges it from all sides, the technology, the team, the marketing strategy, the target markets, grow possibilities until you pivot again and again until your final approach is bright and glowing and worth the effort and risk to go on.





EXPERIMENTAL LABS

DUE DILIGENCE, SHAKE UP YOUR MODEL AND PIVOT!

Overview:

innova.ventures organizes laboratory experiments where the function and performance of high- expectation start-ups are evaluated. The results of experiments give entrepreneur candidates, financiers and policy makers a deeper understanding of the actual workings of real-world new markets.



Course Number : #6



Number of Days : 5



Audience size : 15<=20



Number of courses per year : 5



Pre-requisite : Program #5



Target Audience : Entrepreneurs, Intrapreneurs, Software startups and early stage companies



Outline

Experiments point out how high-expectation entrepreneurs should cultivate market outcomes, which behavior should guide trust building between the formers and their potential financiers, and how policy makers should design and test “rules of the game”. innova.ventures provides students with the opportunity to explore entrepreneurial ideas and develop practical entrepreneurial skills to be implemented in an “incubator without borders” environment and turned into high-expectation start-ups (“entrepreneurial growth companies”). The outcome of the Experimental Lab session is a “better” business plan that has been challenged in multiple dimensions.

The entrepreneurial process is not a linear progression from novel idea to successful innovation, but is an iterative series of experiments, where progress depends on the persistence and resilience of the individuals involved, and their ability and to learn from failure as well as success.



Outline

From this premise, the ideal environment for new venture creation is a form of “experimental laboratory,” a community of innovators where ideas are generated, shared, and refined; experiments are encouraged; and which in itself serves as a test environment for those ideas and experiments. This environment is quite different from the traditional “incubator,” which may impose the disciplines of the established firm too early in the development of the new venture.

Featuring case examples of start-ups across a wide spectrum of industries, from Wikipedia to Ryanair, explore the qualities of successful innovation, including a high tolerance of risk and unpredictability and commitment to building knowledge enterprises that value intangible assets.



innova.ventures is a globally active management consulting firm. Our mission is to enable companies to become more innovative. Our target companies range from start-ups to scalable enterprises. Our services span from light weight coaching, mentoring and consulting to heavy lifting access support to global markets.

Our Office:

innova.ventures GmbH
Edelweißstr. 9, 83620 Westerham , Germany
Email : info@innova.ventures
Phone : +49 8063 256 9070
Fax : +49 8063 256 9072
Website : innova.ventures