



## LEAN STARTUP FOR AAL PROJECTS

– How to improve your changes for successful commercialization –

Brussels, 17 April 2015

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*For a maximum of 25 participants - deadline 25 March 2015*

*The lean start-up is a method that is radically changing the way how R&D is transformed into commercial success stories (more and more applied also by large enterprises)*

### WHY:

- To find out how **AAL projects can also apply these new principles to rapidly design and test business models and value propositions** that are viable in the future's AAL markets.
- To get feedback on whether **your project is steering for the right direction**, and how to get the right direction;

### WHAT:

- You will receive **training** on lean start-up principles to validate business model and value propositions;
- You will **learn** how to validate business models and value propositions in small groups together with business experts, who will provide support and mentoring during the workshop;
- You will **share challenges and best practices** in business development.

### TO WHOM:

- For professionals in your organisations responsible for the commercial results of AAL projects;
- For those who are interested in learning and discussing how lean start-up principles work within the framework of AAL projects.