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Verify Badge

START UP LAB

Badge Criteria

Students will gain the Start Up Lab Open Badge after having passed the relevant exam.

Covered Topics

During the course, students learn the phases to develop a project from their start-up ideas and to validate the assumptions of the business model to set up the basis for the development of the project.

- What is a start-up and types of start-up
- Invention risk and customer/market risk
- New product introduction model
- Typical mistakes in launching a start-up

- Business model canvas introduction, a multilevel perspective
- Search mode and execution mode
- Discovery and validation of the business model hypotheses
- Market types: market re-segmentation and new market creation
- Innovation strategy: sustaining and disruptive innovation
- Best practices and tools
- Case studies

- Repeatable and scalable business models
- Business sizing and market analysis
- Start-up financial model
- Start-up metrics and decision making
- Best practices and tools

- Entrepreneurial mindset
- Start-up organisation
- Experimentation and learning culture
- Start-up people: skills and capabilities

H-FARM College developed the Enhancing Courses for students in order to enhance and complete their academic education based on curricular courses. Our Enhancing Courses are taught by highly skilled executives, entrepreneurs or professors who will bring not only their knowledge, but also their business expertise to the class.