

Title	ESI Business Lab #4
Location	SSE Riga (Strēlnieku iela 4a, Rīga, LV-1010, Latvia)
Type	Course
Duration	13 weeks
Course convener	Dr. Dmitrijs Kravčenko (Stockholm School of Economics in Riga), dmitrijs.kravcenko@sseriga.edu
Teaching team	Dr. Viesturs Sosārs (Stockholm School of Economics in Riga/TechHub Riga) Mr. Daniel Melse (Latvijas Makslas akadēmija) + visiting speakers
ECTS weighting	4 ECTS (48 contact hours + 64 independent study hours = 112 total workload hours)
Entry requirements	The course is open to all students from partner Universities (RGSL, LMA & RTA) with no pre-requisites for entry. Students from non-partner Universities must provide proof that attending the course will not interfere with their regular studies. Non-students must have attained at least EQF Level 4 qualification.
Cohort size	Up to 50. Enrolment priority will be given to students from partner Universities.
Language	English
Assessment	Progress presentations and final project presentation.
Introduction	World Economic Forum ranks Latvia 3rd in Europe on its index of entrepreneurial activity. Entrepreneurship is a key driver of the Fourth Industrial Revolution and fostering entrepreneurship pays dividends across sectors and allows new ideas, models and energy to invigorate the entire international economic system. Yet, new business success typically requires a rare combination of innovation, technical skills, and entrepreneurial know-how. This intensive, 14-week course is structured as a ‘real world’ startup incubator and is an externally recognized pre-incubation programme. Mixed student teams, building theoretical concepts, practical methodologies and tools from lean startup and service design, will work to turn their ideas for a product or service into a commercially viable proposition presented to a jury of entrepreneurs, investors and industry experts. The teams develop following a process of five steps: Ideation, Business modelling, Customer research, Prototyping and Pitching. Each week all teams get together for presentations, feedback on their progress and input from lectures and workshops on relevant topics such as Customer development, Service design, Branding, Sales & Marketing, Funding, Pitching and Team & Culture This is a very practical course upon completion of which you will have a validated early-stage startup. If you ever wondered if toiling for someone else is really the most meaningful use of your time, then this is the best (and lowest risk) way to find out if you really have what it takes!
Syllabus	Detailed course plan activities can be found here.
Learning outcomes	Upon successful completion of this course, students will be able to: 1. explain key theoretical concepts from lean startup and service design;

	2. attain practical experience applying techniques, methodologies and tools from lean startup and service design; 3. attain practical experience building and launching a new product or service following a user-centric design approach; 4. demonstrate ability to apply startup practices to other working environments and thus learning to how fail less painfully in future initiatives.
Mode of study	In person but ZOOM connectivity will be provided on case by case basis (e.g. illness, inability to travel to a particular session, etc).
Relationship with the broader ESI programme	Groups with viable product/service propositions (as determined by assessment) will be invited into the Incubation component of the programme.