



Introduction

A very warm welcome from the Technological University of the Shannon, Ireland — great to have you all here for the third week of Innoboost! This session will be recorded.

Entrepreneurship is never just about the idea itself. It is about testing, shaping, and proving that idea in the real world. Each of you will face choices, when to pivot, when to double down, and when to rethink, and these workshops are designed to give you practical tools and mindsets to navigate those moments.

The programme this week will take you step by step through how startups move from an early idea to building something sustainable, resilient, closer to being investment ready.

Monday Sept 29th 10am – 12pm CEST – (9AM in Ireland) **– Lean Startup and Value Proposition**

We begin with the **Lean Startup method** and the **Value Proposition Canvas**. You will explore how to frame your idea, generate assumptions, and uncover what might really matters to customers. This session is about shifting from solution-first thinking to problem-first discovery and building a clear value proposition that resonates.

Tuesday Sept 30th 10am – 12pm CEST – (9AM in Ireland) **– Market Validation and Customer Discovery**

Tuesday, we turn to **customer discovery**. The focus is on meaningful conversations, avoiding bias, and learning to listen beyond assumptions. You will see why more than half of early assumptions are wrong, and why success depends on finding the truth about problems, not pushing your solution.

Wednesday Oct 1st 10am – 12pm CEST – (9AM in Ireland)

– Market Environment and Competition

On Wednesday, we zoom out. Even the best business model can fail if it ignores the wider **market environment**. You will learn to scan external forces, from customer trends to regulation, competitors, and translate them into risks, opportunities, and choices.

Thursday Oct 2nd 10am – 12pm CEST – (9AM in Ireland)

– Minimum Viable Product (MVP) and Early Stage Go To Market Strategies

Thursday combines **MVP** with **go-to-market strategy**. You will practice MVP testing, then connect that to how startups win their first customers. The emphasis is on early traction: finding trial partners, refining your message, and proving value fast.

Friday 10am – 12pm CEST – (9AM in Ireland)

– Start-up grants and funding, Intellectual Property, and Financial Planning for Startups

We finish the week with a series of short practical sessions designed to prepare you for the realities of starting and growing a venture. You will begin with an introduction to startup grants and research funding. Next, we will have a session on financial planning and management, including key considerations around managing cash flow, burn rate, and runway. We will round the morning off with a short session on Intellectual Property (IP), types of IP and their strategic use.

This week is about giving you structure, language, and evidence to support your entrepreneurial journey — from validating ideas to planning finances. Keep in mind: progress in entrepreneurship isn't about having all the answers. It is about asking the right questions, testing what you learn, and moving forward step by step.

Assignment

We are asking that you complete an assignment to be submitted by Monday, 6th October, 12:00 pm). The assignment will be to complete a Business Model Canvas for your idea. All of the content generated for your Business Model Canvas will be best guess assumptions. For this exercise we would ask that you pay particular attention to the Value Proposition and Customer Segment sections of the canvas.