



INTERNATIONAL SHORT PROGRAM

Lean Entrepreneurship
in Indonesia

25 June - 7 July 2018

Wonderful Indonesia as the Next Asian Giant

Indonesia invites you to be a part of its dynamic economy and enchanting beauty powered by its friendly people. GDP growth of Indonesia exceeds 5%. With recent establishment of the ASEAN Free Trade Area, opportunities expanded. Located between two continents and two oceans, Indonesia can become the regional logistics and trade hub. Entrepreneurial mindset keeps pushing small and medium sized businesses forward. Besides, with a population of over 250 million, Indonesia is a multi-cultural treasure with breathtaking landscapes. Bali and its other islands are famous for unforgettable sights and sounds. All this heralds Indonesia as the next Asian giant attracting new partnerships and visits from abroad.

Short Program Description

This course is designed to help you learn about the Lean Startup framework that will allow you to successfully test/advance/improve your entrepreneurial business idea. The course encourages you to "learn by doing". Along with this syllabus, we will refer to Launchpad Central to learn the basic Lean Startup process and then immediately apply your learning to advance your business idea. This class is about getting your hands dirty talking to customers, partners and competitors. You'll learn how to use value proposition canvas & business model canvas to brainstorm each part of a company and follow customer development process to get out of the building/classroom to learn if and how others would want/use your product/service/app. Each session will be a new adventure outside the classroom as you test each part of your business model and then share the learnings with the rest of the group.

Important Dates

| | |
|----------------------|-------------------------|
| Application Deadline | : 15 May 2018 |
| Payment Deadline | : 15 May 2018 |
| Arrival | : 24 June 2018 |
| Program | : 25 June – 7 July 2018 |
| Departure | : 8 July 2018 |



Program Overview

Program Orientation

- Campus tour
- Program briefing

Lean Entrepreneurship Lectures and Workshops

Introduction

- Introductions
- Class Goals
- Teaching Philosophy
- Student Expectations

Design Thinking

- What is Design Thinking Process?
- How does it relate to innovation and entrepreneurship?

Customer Development/ Value Proposition/ Business Model

- What is Customer Development?
- What is a value proposition?
- What is business model canvas (BMC)?
- 9 building blocks of a business model?
- The difference between BMC and Lean Canvas
- What are hypotheses?
- What is the Minimum Viable Product/ Minimum Feature Set?
- What experiments are needed to run to test business model hypotheses?
- What's "getting out of the building?"

Best Practices for Customer Discovery

- How to call on people you don't know.
- How to conduct an interview?
- How is an interview different than a sales call?
- How to get the most out of people.
- How to protect IP when speak to partners?
- Does Lean work for non-software efforts?

Cultural Trip in Jakarta

- Visit National Monument (MONAS)
- Visit National Museum
- Old City

Company Visit

- Tokopedia
- TaniHub
- ConWood
- Impact Hub, Jakarta

Closing

Farewell

Application Process

Prerequisites:

- University students from all majors
- Good command of English
- Passport valid for 6 months

Online Application Form:

Go to io.binus.ac.id/international-students ▶ programs ▶ summer programs ▶ Lean Entrepreneurship in Indonesia

Fee & Payment

Program Fee: USD 1000

Included:

- All classes and project activities
- Accommodation
- Partial meals
- Airport transfers
- Local transportation

Excluded:

- Airfare from and to Jakarta
- Personal expenses

Payment Method

Telegraphic/wire transfer only

Bank's Name : Bank Central Asia
Branch's Name : Universitas Bina Nusantara
Bank's Address : Jl. Kebon Jeruk Raya no. 27, Jakarta Barat, Indonesia
Beneficiary's Acct No. : 527-029-7970
Beneficiary's Name : Universitas Bina Nusantara
Swift Code No. : CENAIDJA
Currency : USD
Transfer Charge Type : OUR

Cancellation & Refund Policy

Reason for Cancellation

Refund Policy

| | |
|--|----------------|
| Withdraw from the program (after payment deadline) | Non-Refundable |
| Program cancelled (after payment) | Refund 100% |

Contact: BINUS INTERNATIONAL OFFICE - JAKARTA

Arlin Pusparini (Ms.)
Special Program Officer

t. (62-21) 5345830 ext. 1323
e. arlin.pusparini@binus.edu