



# 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](https://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

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