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TWIST Roadshow for Startups

***The Lean startup
Methodology:
An alternative to
Traditional
Entrepreneurship***

***With
Sébastien SACARD***

30 June 2015

EuraTechnologies

165 Avenue de Bretagne – 59 000 Lille

6:00 PM– 7:00 PM - The Lean startup methodology: an alternative to traditional entrepreneurship

When creating a new venture, entrepreneurs have traditionally 2 options : execute as fast as they can or over engineer their solution. Both approaches are very risky. The Lean Startup methodology offers an alternative in order to reduce the risk of failing by systematically test the entrepreneur's assumptions. This webinar will explain you how.





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Sébastien Sacard

After more than 15 years in project and product management in small and larger organizations, Sébastien has now its own approach to Product Management. He has an expertise in product management, product design and innovative business models.

He is also an expert of the Lean Startups Methodology. The methodology provides a scientific approach to create and manage startups and get a desired product in customers' hands faster. The Lean Startup method teaches you how to drive a startup, how to steer, when to turn, and when to persevere and grow a business with maximum acceleration. It is a principled approach to new product development.

Sébastien is also the co-founder of Mobile Angelo.

Two ways to participate:

- **Physically** , ask your questions directly to Sébastien Sacard

Salle prestige – 6 : 00 PM

165 Avenue de Bretagne 59 000 LILLE

- **Virtually** , watch the session on-line and ask questions via twitter #Lilletalks

<http://lc.cx/Zp5W>

Register on:

<http://theleanstartupmethodology.eventbrite.fr?s=40437739>

