



Nell'ambito del programma di dottorato del DMI

la Dott.ssa Xiaofeng Wang, PhD

Faculty of Computer Science, Free University of Bolzano

terrà un seminario dal titolo:

Using a Lean Startup approach to launch a Blockchain-enabled innovative Startup

28 Marzo 2018, ore 9.00 – 18.00

(Lab. M - Dip. di Matematica e Informatica, via Ospedale 72)

The course has the following objectives:

- To understand the essence of the Lean Startup approach, and be able to apply it with the help of the tools
- To make better sense of the potentials of Blockchain in the context of startups
- Experience of working as a startup team

Agenda

9:00 – 10:30 The Lean Startup Approach: concepts and tools

10:30 – 11:00 Ice breaker, form the teams

11:00 – 11:15 Break

11:15 – 13:00 Blockchain-enabled startups: opportunities and challenges

13:00 – 14:00 Lunch

14:00 –15:00 Teamwork: brainstorm on startup ideas that can be enabled by Blockchain, and explain the ideas to the class

15:00 – 15:30 How to pitch a startup idea

15:30 – 15:45 Break

15:45 – 17:30 Teamwork: develop the blockchain startup idea using Lean Startup approach, and prepare the 2-minute pitch

17:30 – 18:30 Pitch competition!

The pitch prepared by each team and the contribution of each participant will be evaluated. The final certificate will include this evaluation. The seminar will provide 1 credit for students of PhD School in Electronic and Computer Engineering and 1,5 credits for students of PhD Program in Mathematics and Computer Science.

Xiaofeng Wang is a senior lecturer and researcher at the Free University of Bozen-Bolzano, Italy. Her research interests include software startups, software engineering in startup contexts, agile and lean software development, human factors in software engineering, creativity and innovation, and social media usage in software development. She received her PhD in Information Systems from the University of Bath, UK, and after that has worked as a postdoc in Lero – Irish Software Engineering Research Center In Ireland.