



**LSE Generate**

Socially-Driven Entrepreneurship

# Entrepreneurship Bootcamp

20th - 24th February  
@ Casa do Impacto, Lisbon



Your guide to the bootcamp  
and what you'll achieve from  
the week.



[LSE Generate - Lisbon  
Bootcamp](#)



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# INTRODUCTION

Have a business idea? Want to turn it into reality? Join us for an entrepreneurship bootcamp in Lisbon where we will take you through the key steps of testing your business idea and getting initial customer traction.

**Over the course of four days, we will dive into the most important topics any founder needs to think about:**

- How do I test the business idea in a systematic way to increase the chances of success?
- How do I make sure my idea resonates with the target market?
- Where do I find my first customers?
- What is the initial product going to be?

Every morning we will have a workshop led by our in-house team of entrepreneurial experts, followed by an afternoon where you will have the time to work on your ideas guided by the experts roaming around to support you.

By the end of the week, you will have a good understanding of how to test your business idea, how to get your initial customers and what you could offer them. You will also have initial insights into whether you are on the right path and be equipped with the skills needed to go to the next level and get your first customers.

More information on who your dedicated experts are for the week and a breakdown of the itinerary can be found later on in this guide.

# Why Lisbon?



The Portuguese start-up ecosystem dates back to the early 2000s, and since then has boasted a thriving community, incredible talent and a world-class digital infrastructure that has catapulted Portugal's ranking as a destination for start-ups to the top around the world.

LSE Generate has partnered with Lisbon's very own Casa do Impacto as its first European hub as part of the International Chapters programme, offering a co-working space and access to events taking place in Lisbon for the digital nomad's of LSE, including the world famous Websummit.

Casa do Impacto aspires to be one of the best places on earth to grow as a social innovator offering co-working, community and acceleration services for people who are changing the world. Members have access to mentoring with experts, seed capital and much, much more.

*Opening times are Monday to Friday - 9am-7pm and the key to the LSE Generate space is Number 24. You are required to check-in before use.*



# Programme Details

## Learning Outcomes

- Learn how to test your business idea;
- Develop a step-by-step plan that helps you spend time on the right areas;
- Obtain skills in interviewing customers and understanding their pain points;
- Get an action plan on how to acquire your first customers;
- Learn how to prioritize and develop a minimal viable product (MVP).

## Monday 20th February

Arrive at Casa do Impacto for 5pm, where you will be able to sign in to the bootcamp and join our Welcome to Lisboa drinks.

From 5:30pm, we will kick off with introductory talks by the Head of LSE Generate (LJ Silverman) and Head of Casa do Impacto (Ines Sequeira). This will be followed by a tour of the amazing space!

At 6:30 you will be able to mingle with the rest of your cohort for a rooftop reception along with local alumni and LSE digital nomads where we will bring in local food, drink and Lisbon's finest DJ! From one casa to another, the evening will finish at 10pm so that you can get some rest before the busy week of workshops and activities begins!



## **Tuesday 21st: Fundamentals of Validation**

We will kick off the Bootcamp with an introduction session where we will talk about the fundamentals of testing your business idea, aka ensuring what you've got in mind is something the world really needs.

We will discuss what it takes to build a successful business, how to approach de-risking your business idea, and where to start.

The following sessions will build up on it and take a deeper dive into specific testing techniques, such as interviewing users, acquiring your first customers, and building the first version of your product.

In the afternoon, each founder will work on mapping out the assumptions behind their business model and turning them into a testing roadmap.

**You will have this evening to yourself to enjoy!**

## **Wednesday 22nd: Talking to Customers**

Once you've mapped out the assumptions, the next step is to go out and test them with real customers. We will discuss different testing techniques each day, starting with the fundamental layer of understanding what you should/ should not build - talking to customers.

In the morning session we will discuss how to approach customer interviews: what to ask and what not to ask, where to find the right people to talk to and how to derive insights from what they are telling you.

In the afternoon, you will work on developing your interview strategy and run practice interviews with the fellow founders in the Bootcamp and the coaching team.

### **17:30 - Meet the Disruptors**

An interactive opportunity to come face-to-face with alumni Founders and other changemakers in Lisbon who will offer insights into their own exciting entrepreneurial journeys. You'll be invited to hear from them, lean on their learnings and hopefully avoid their mistakes! From securing that first customer to growing internationally, the panel will share their personal experiences with honest, practical, real-world advice to help you along your way. Their combined experience, variety of sectors and different lived experiences are sure to inspire you and have you leaving the event with new ideas and will further extend your entrepreneurial network.

## Thursday 23rd: Acquiring your first customers

The next important thing for any new business is to figure out where the customers will actually come from. In the morning session, we will go into frameworks and tactics on how to create an irresistible offer, write compelling messaging, find an acquisition channel, and set up a high-converting landing page to acquire customers.

In the afternoon, you will complete the proposition, messaging and landing page templates and start translating the outcomes into a real marketing campaign that uses your product or service message on an online acquisition channel to get visitors to your landing page and present your offer.

### 17:30 - Meet the Investors!

Our alumni and expert panel brings together an impressive mix of angels, VCs and other investors who will share their secrets on what for them, makes a great investment and how to maximise your own chances of fundraising success. You'll have a chance to understand better why investors say no, what gets them excited and what considerations need to be made as you what route (or not) might be best for your own start-up. They'll be an opportunity to ask questions, float ideas and start to cultivate your own black book of key investor contacts.



## Friday 24th: Developing your MVP

As the final step of the bootcamp, we will discuss how to turn the customer insights gathered from the first stages of validation into your very initial product - your MVP. Given the limited time and resources, it's crucial to prioritize what needs to be built at the early stages.

In this session we cover practical techniques on how to address key questions such as:

- How do you work exactly who are your early adopter first customers?
- How will you decide which features to include or not?
- How can you take a customer-centric rather than solution-centric approach to making product decisions?

In the afternoon, you will determine what an effective MVP looks like, evaluate options for building it and plan how you are going to test it with your customers.

### 14:30 - Blue Ocean Thinking: Boat Trip!

We'll end the trip with a community gathering and final goodbyes on board our own chartered boat ride; the best way to view one of the most beautiful cities in Europe – a perfect chance to wave ta-ra to your new friends, enjoy a sophisticated aperitivo and make shore you end the trip on a high. We'll know you'll give in to the pier-pressure joinus to sea's the day! We will finish by 6pm.

### Optional Extra-Curricular:

Additionally, we'll be offering clinics led by our Corporate Innovation lead, Emma Salisbury, who will hold 45 minute sessions with anyone looking at working with corporates, interested in design-led innovation, or anything else to do with working with the big businesses or government institutions.

# The Experts



## Ruben Portz

Has helped companies like Seneca Learning scale to millions of users and an 8-figure exit. He has also sat at the other side of the table within the venture capital firm Forward Partners supporting their portfolio of startups to scale efficiently.



## Lisa Portz

The Head of Acceleration at LSE Generate. Lisa's an experienced founder, coach, and entrepreneurship program designer, who's worked with over 1000 people helping them test their business ideas.



## Tim Deeson

Provides strategy and growth advice to founders. He has more than twenty years of experience as CEO, founder, angel investor and board advisor for technology companies on the journey from founder to successful exits. His previous venture, conversational AI platform OpenDialog, was acquired in February 2019.



## Emma Salisbury

With a 10-year career portfolio in both the corporate and sustainability & impact environments. 7+ years in international consulting, both privates and non-profit organisations. As well as 3+ years in socio-economic and environmental impact, leading teams in consulting firms, NGOs and non-profits globally.







# FAQ's

## **Can I join if I don't have a business idea yet?**

Yes, but it would be good to bring a tentative idea or bring in a business you really like with you to work through all the exercises.

## **Can I join if I already have a business?**

It is always good to revise the fundamentals, you can definitely retrospectively apply. We have previously had founders at later stages attend a similar series and benefit from it. However, you have to bear in mind it is targeted at an idea/MVP stage founder.

## **What's included in the price?**

The course price includes all of the morning workshops and afternoon breakouts as well as access to the bootcamp leaders during the stay. There will be snacks and drinks offered during the day and you'll be invited to extra non-curricula activities all included in the price. We'll create online communication channels for you to stay in contacts during and after the course finishes. Please note: your accommodation and flights are not included in the price.

## **Why Lisbon?**

Over the last few years, Lisbon has become an entrepreneurial hotspot in Europe, offering some of the best incentives and lowest living costs for young innovators to launch their business. LSE Generate has a coworking space in the most famous impact hubs in Portugal; Casa do Impacto - set in a beautiful convent on the top of a hill in Chiado, one of the most stunning neighborhoods in Lisbon, LSE entrepreneurs have continued access to the space and ecosystem.

## **Do I receive a certificate of completion?**

Yes, you do!

# Recommendations

## Accommodation

We would recommend you using the following platforms to book your accommodation:

- [Airbnb](#)
- [Booking.com](#)
- [Outside.co](#)
- [HostelWorld](#)

All bootcamp sessions will be taking place at Casa do Impacto, so we recommend staying as close by as possible.

The address is: **Tv. de São Pedro 8, 1200-432 Lisboa**

## Places to eat and drink:

We expect when you're not busy at the bootcamp, you'll want to spend some time exploring the wonderful delights Lisbon has to offer. Our personal favourites include:

- [Hawaii Poke-In](#)
- [Buddha Sushi](#)
- [Valdo Gatti](#)
- [Panificacao S. Roque](#)
- [The Lumiares Hotel](#)

## Sightseeing:

If you find some time during your stay to sneak in a little bit of sightseeing, we recommend you check out Lonely Planet's guide to Lisbon - [here](#)!

If you have any questions or concerns about the Entrepreneurship bootcamp, please don't hesitate to contact the LSE Generate team via email ([s.kincaide@lse.ac.uk](mailto:s.kincaide@lse.ac.uk)) or Instagram.