

APPENDIX A – Design Thinking and Lean Startup Introductory Resources

DESIGN THINKING

Success By Design Segment from 60 minutes // <http://www.cbsnews.com/videos/team-looks-to-get-kids-eating-healthier-in-just-two-days/>

IDEO Shopping Cart Video // <http://www.youtube.com/watch?v=M66ZU2PClCM>

“Design Thinking” in Harvard Business Review // <http://www.ideo.com/by-ideo/design-thinking-in-harvard-business-review>

LEAN STARTUP

The Lean Approach Introduction Video from Kauffman Foundation’s Startup School // <http://www.entrepreneurship.org/Founders-School/The-Lean-Approach>

The Lean Approach: The Lean Method Video from Kauffmann Foundation’s Startup School // <http://www.entrepreneurship.org/Founders-School/The-Lean-Approach/The-Lean-Method.aspx>

“Why the Lean Start-Up Changes Everything” in Harvard Business Review // <http://steveblank.com/2013/04/16/when-hell-froze-over-in-the-harvard-business-review/>

