



Joshua Kerievsky Founder and CEO, Industrial Logic

**Thursday 20th September 2012 - 7:30pm**

Oxford e-Research Centre, 6 Keble Road, Oxford, OX1 3QG

# Lean Startup: Why It Rocks Far More Than Agile Development



Visiting the UK after leading training assignments for large Silicon Valley companies Joshua will lead us through an exciting development in Agile practice. Lean Startup is a disciplined, scientific & capital efficient method for discovering and building products and services that people love. In this talk, you'll learn why this decade will be dominated by this method and how to make it a part of your process.

**The event is free.**

**Members and non-members are very welcome. Please just turn up.**

**Tea, coffee and sandwich buffet are served from 7:00pm.**

For more information visit:

**[www.oxon.bcs.org](http://www.oxon.bcs.org)**