



## What is Startup Lab?

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Studies have shown that entrepreneurial universities seems to be the natural evolution of the traditional teaching and research universities. Based on this, universities need to add expertise in newly methods and approaches into students' skills, especially regarding startups creation. In this sense, we proposed a new structure to be deployed in Brazilian universities, in which we named as Startup Lab. This structure includes a self-guided learning approach to teach the entrepreneurship discipline, by using three startup development methods: Customer Development, Lean Startup and Bootstrapping. These methods were used as the basis of our model once they cover three major entrepreneurial skills we intend to develop on students, which are the commercial, product development and self-financing skills. We analyzed the differences between Startup Lab and two other traditional entrepreneurial agents based on Brazilian universities: Junior Enterprises and Incubators. Our findings have shown that Startup Lab distinct from these two other agents in terms of objective, learning process, audience, financing method, supervision and teacher-student relationship. Hence, future research on that matter must be explored in order to know whether this proposed structure contributes to the development of the students' entrepreneurial skills in creating and managing startups.

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