
Lean Canvas: Your Idea on a Single Page

```
<style> .cuni-clean-wrapper { font-family: inherit; color: inherit; font-size: inherit; line-height: 1.55; width: 100%; max-width: 100%; margin: 0; padding: 0; box-sizing: border-box; } .cuni-clean-wrapper *, .cuni-clean-wrapper *:before, .cuni-clean-wrapper *:after { box-sizing: border-box; } /* ANNOTATION */ .cuni-annotation-hero { margin: 0 0 18px 0; padding: 12px 14px; background: #fff7f7; border-left: 3px solid #d32f3f; border-radius: 0 4px 4px 0; font-size: inherit; line-height: 1.55; font-weight: 400; } .cuni-annotation-hero .title-label { display: block; margin: 0 0 6px 0; color: #d32f3f; font-size: 0.95em; font-weight: 700; text-transform: uppercase; } /* CTA */ .cuni-cta { margin: 0 0 22px 0; padding: 0; font-size: inherit; line-height: 1.5; } .cuni-cta-text { margin: 0 0 9px 0; color: #444; font-weight: 400; } .cuni-btn-link { display: inline-block; margin: 0; padding: 8px 15px; background: #d32f3f; color: #fff !important; border-radius: 3px; text-decoration: none !important; font-size: inherit; font-weight: 400; } .cuni-btn-link:hover { background: #b71c1c; } .cuni-btn-secondary { display: inline-block; margin: 0 0 0 8px; padding: 7px 14px; color: #d32f3f !important; border: 1px solid #d32f3f; border-radius: 3px; text-decoration: none !important; font-size: inherit; font-weight: 400; } .cuni-btn-secondary:hover { background: #fff7f7; } /* HEADINGS */ .cuni-heading { margin: 24px 0 10px 0; padding: 0 0 5px 0; color: #d32f3f; font-family: inherit; font-size: 1.05em; line-height: 1.3; font-weight: 700; border-bottom: 1px solid #dfe3e6; } .cuni-heading:first-of-type { margin-top: 0; } /* BASIC INFORMATION */ .cuni-params-inline { margin: 0 0 20px 0; padding: 0; list-style: none; } .cuni-params-inline li { margin: 0 0 5px 0; padding: 0; font-size: inherit; line-height: 1.5; font-weight: 400; } .cuni-params-inline strong { color: #d32f3f; font-weight: 400; } /* PARAGRAPHS */ .cuni-clean-wrapper p { margin: 0 0 14px 0; padding: 0; font-size: inherit !important; line-height: 1.55; font-weight: 400; } /* OUTCOMES */ .cuni-outcomes-list { margin: 0 0 20px 0; padding-left: 18px; } .cuni-outcomes-list li { margin: 0 0 6px 0; padding-left: 2px; font-size: inherit; line-height: 1.5; font-weight: 400; } /* CONTACTS */ .cuni-person-wrapper { margin: 0; padding: 0; } .cuni-contact-group { margin: 0 0 16px 0; padding: 0; } .cuni-contact-group:last-child { margin-bottom: 0; } .cuni-contact-group h4 { margin: 0 0 2px 0; padding: 0; color: #444; font-family: inherit; font-size: 0.9em; line-height: 1.4; font-weight: 400; text-transform: uppercase; } .cuni-contact-group p { margin: 0 0 2px 0 !important; padding: 0; font-size: inherit !important; line-height: 1.45; font-weight: 400; color: inherit; } .cuni-contact-group a { color: #d32f3f; font-size: inherit; text-decoration: none; font-weight: 400; } .cuni-contact-group a:hover { text-decoration: underline; } @media (max-width: 600px) { .cuni-btn-secondary { margin: 8px 0 0 0; } } </style> <div class="cuni-clean-wrapper"> <!-- ANNOTATION --> <div class="cuni-annotation-hero"> <strong class="title-label">Annotation</strong> Do you have an idea but don't know how to develop it? Stacks of paper are a thing of the past. During this interactive workshop, you will turn your ideas into a clear strategy on a single page. You will learn how to test your concept in practice, avoid months of dead ends, and find out whether your project has real potential. The workshop is suitable for students and researchers across disciplines. No prior knowledge is required – all you need is the curiosity to discover possibilities you may not have considered before. </div> <!-- CTA --> <div class="cuni-cta"> <div class="cuni-cta-text"> Would you like to organise the workshop? Please submit your request via the form. Based on your request, we will arrange the details and the date of the workshop. </div> <a href="#DOPLNIT-ODKAZ-NA-FORMULAR" target="_blank" rel="noopener" class="cuni-btn-link"> Enquiry Form </a> <a href="mailto:daniela.michnova@ruk.cuni.cz;michaela.frantiska.karna@ruk.cuni.cz?subject=Lean Canvas&body=Dear Sir or Madam,%0A%0AI have a question regarding the Lean Canvas workshop.%0A%0A" class="cuni-btn-secondary"> Contact the Lecturers </a> </div> <!-- BASIC INFORMATION --> <h2 class="cuni-heading">Basic Information</h2> <ul class="cuni-params-inline"> <li> <strong>Programme type:</strong> Workshop </li> <li> <strong>Target group:</strong> Bachelor's and Master's students and PhD students; also suitable for researchers across disciplines </li> <li> <strong>Duration:</strong> 1 h 20 min </li> <li> <strong>Capacity:</strong> Max. 40 participants </li> <li> <strong>Language:</strong> Czech, English </li> <li> <strong>Date:</strong> By arrangement </li> </ul> <!-- DETAILED DESCRIPTION --> <h2 class="cuni-heading">Detailed Description</h2> <p> Lean Canvas is a simple and effective tool for developing and validating ideas. During the workshop, we will introduce its individual sections and demonstrate how they can be used when planning projects, business ideas and other initiatives. </p> <p> Participants will learn how to formulate a problem, define a target group, develop the value proposition of their solution and consider how to test whether their idea actually meets users' needs. The workshop includes hands-on work with a real or model example, allowing participants to experience the entire process in practice. </p> <p> The workshop develops structured thinking, helps clarify complex ideas and provides a versatile tool applicable across disciplines – from business and research projects to social and student initiatives. </p> <!-- LEARNING OUTCOMES --> <h2 class="cuni-heading">What Participants Will Learn</h2> <ul class="cuni-outcomes-list"> <li> How to use the Lean Canvas tool to develop and validate ideas </li> <li> How to formulate a problem, define a target group and articulate the value proposition </li> <li> How to test whether an idea meets users' needs </li> <li> How to apply
```

structured thinking and clarify complex ideas A practical tool applicable across disciplines – from business and research to student initiatives <!-- CONTACTS --> <h2 class="cuni-heading">Contacts</h2> <div class="cuni-person-wrapper"> <div class="cuni-contact-group"> <h4>Programme Coordinator</h4> <p>Mgr. Veronika Haissingerová </p> veronika.haissingerova@ruk.cuni.cz | +420 728 444 728 </div> <div class="cuni-contact-group"> <h4>Lecturer</h4> <p>Ing. Mgr. Daniela Michnová </p> daniela.michnova@ruk.cuni.cz | +420 770 398 612 </div> <div class="cuni-contact-group"> <h4>Contact Person</h4> <p>Mgr. Michaela-Františka Kárná </p> michaela.frantiska.karna@ruk.cuni.cz | +420 775 875 826 </div> </div> </div>