

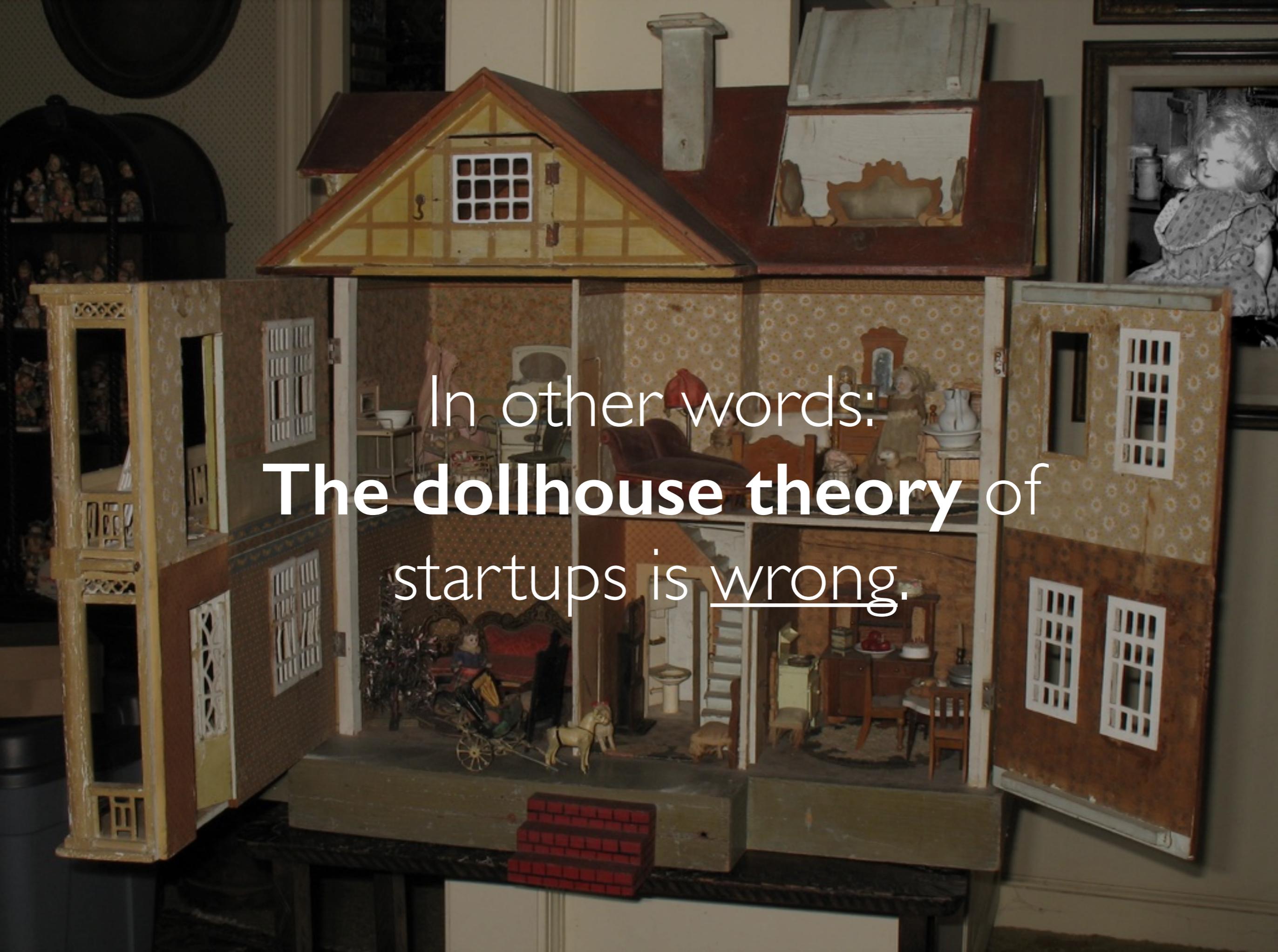
LEAN STARTUP IN A NUTSHELL

IN719 - LIDERAZGO Y EMPRENDIMIENTO

THE STARTUP AS AN EXPERIMENT

A startup is not a small version of a larger company. It is an entirely different kind of organization, driven by different goals and different needs.





In other words:
The dollhouse theory of
startups is wrong.

Neither does a startup need the same departments – engineering, marketing, QA, finance, support, etc. –, nor should it follow the same product development methodology as its hypothetical larger counterpart.

STARTUP ≠ LARGE COMPANY

search for a repeatable and scalable
business model
(*is essentially an experiment*)



STARTUP ≠ LARGE COMPANY

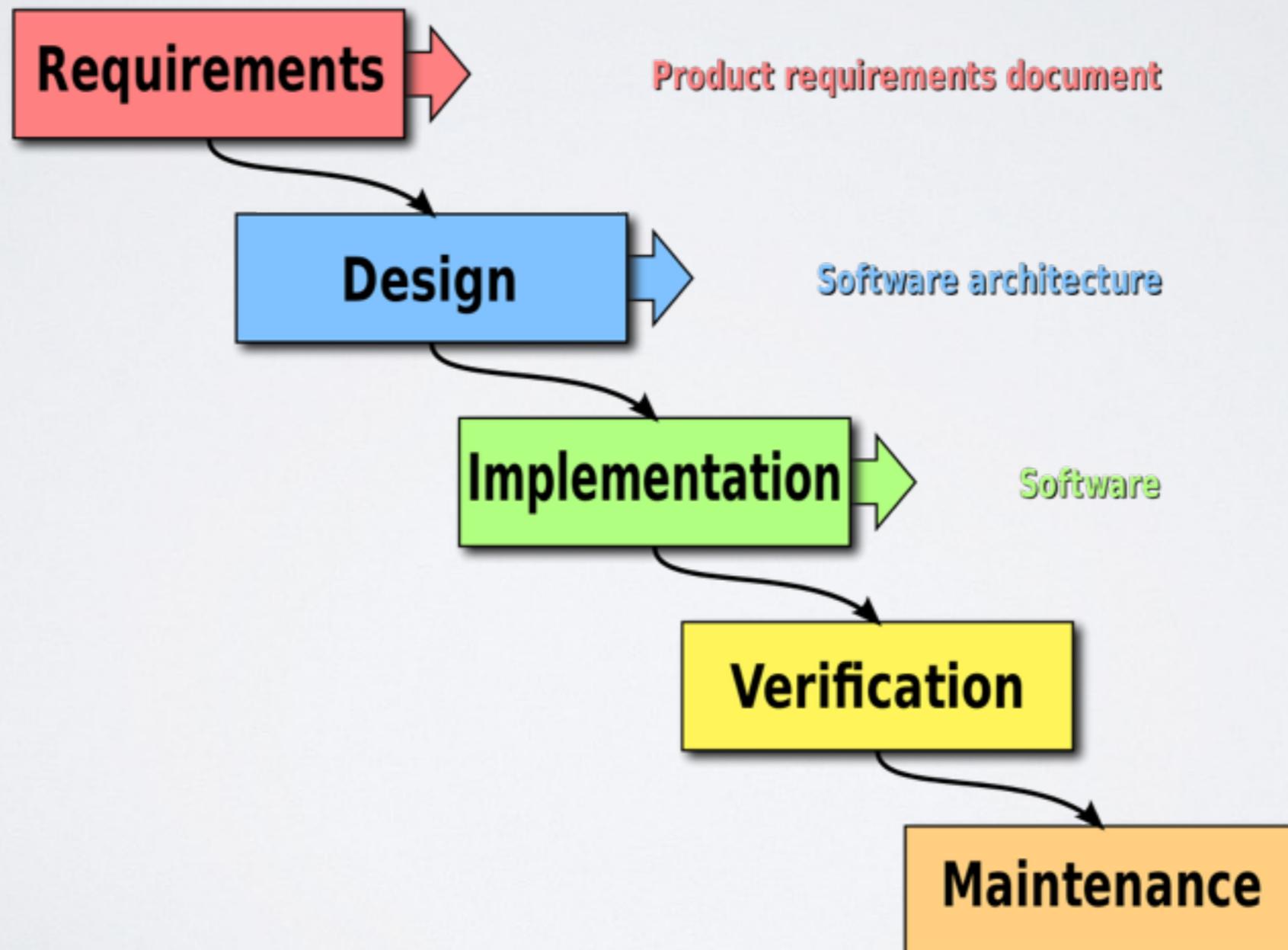
executing and scaling a proven model



THE PRODUCT DEVELOPMENT METHODOLOGIES

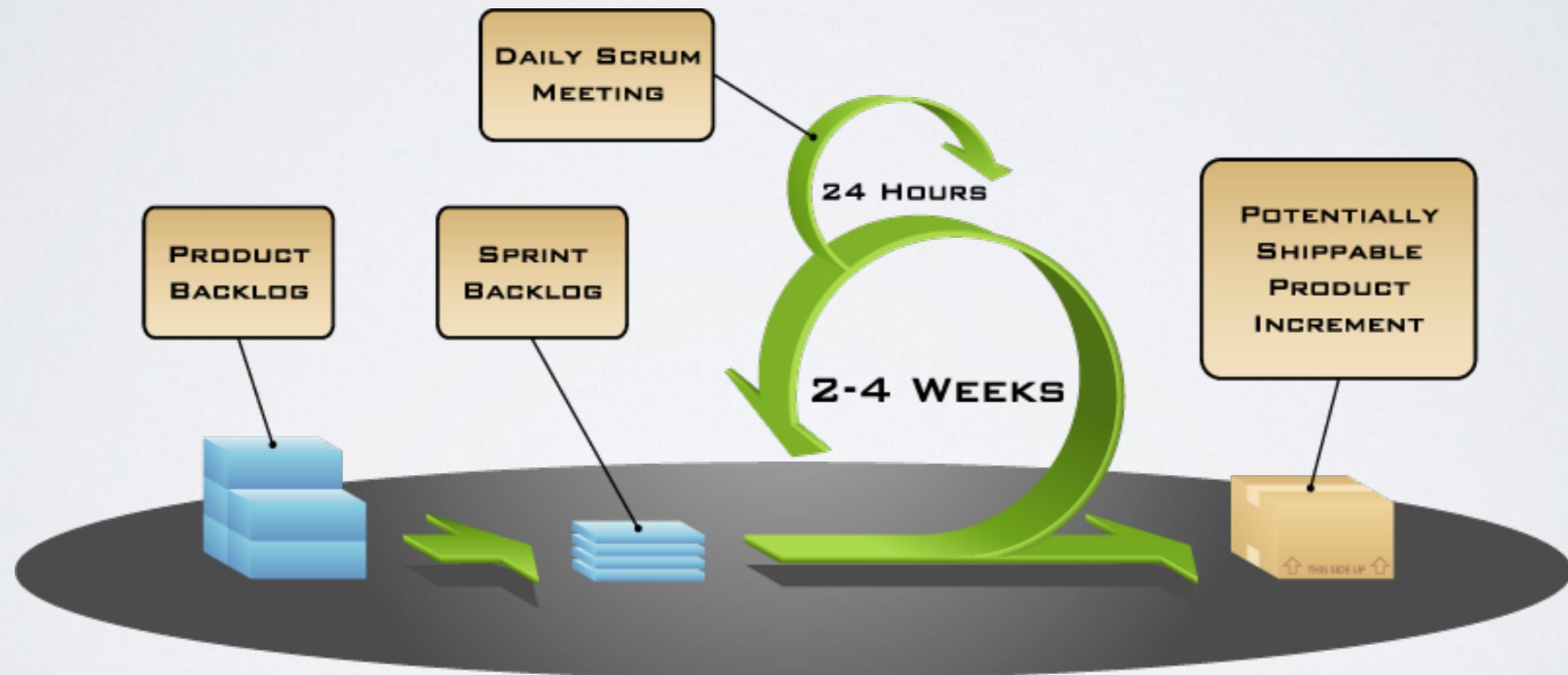
WATERFALL METHODOLOGY

(known problem, known solution)



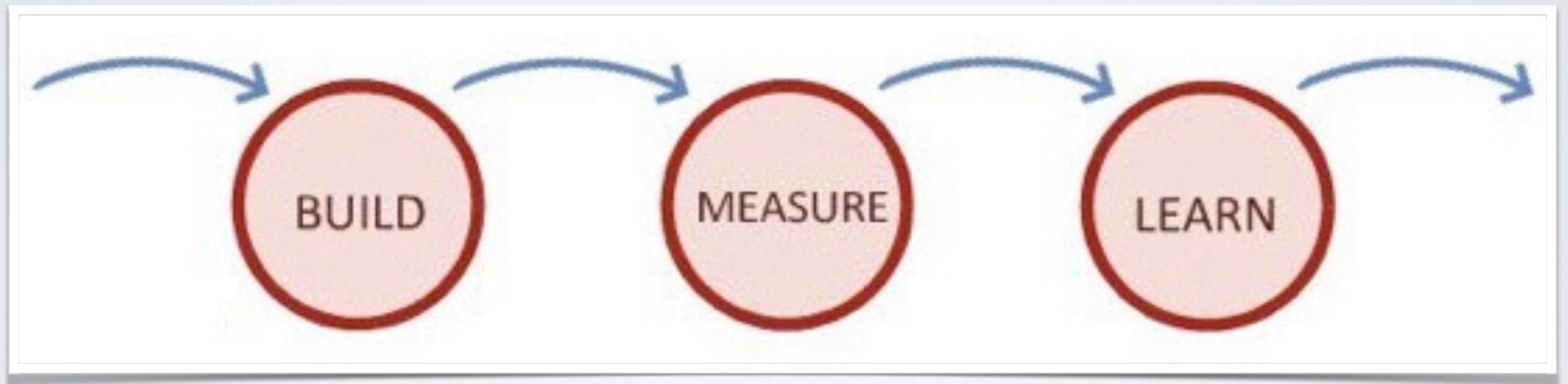
AGILE DEVELOPMENT METHODOLOGY

(known problem, unknown solution)



BUILD-MEASURE-LEARN FEEDBACK LOOP

(unknown problem, unknown solution)



PIVOTS AND INNOVATION ACCOUNTING

A startup consists of a **vision** and a **strategy** (a business model, i.e. a collection of hypotheses) designed to turn that vision into a real-world business that is creating sustainable value.

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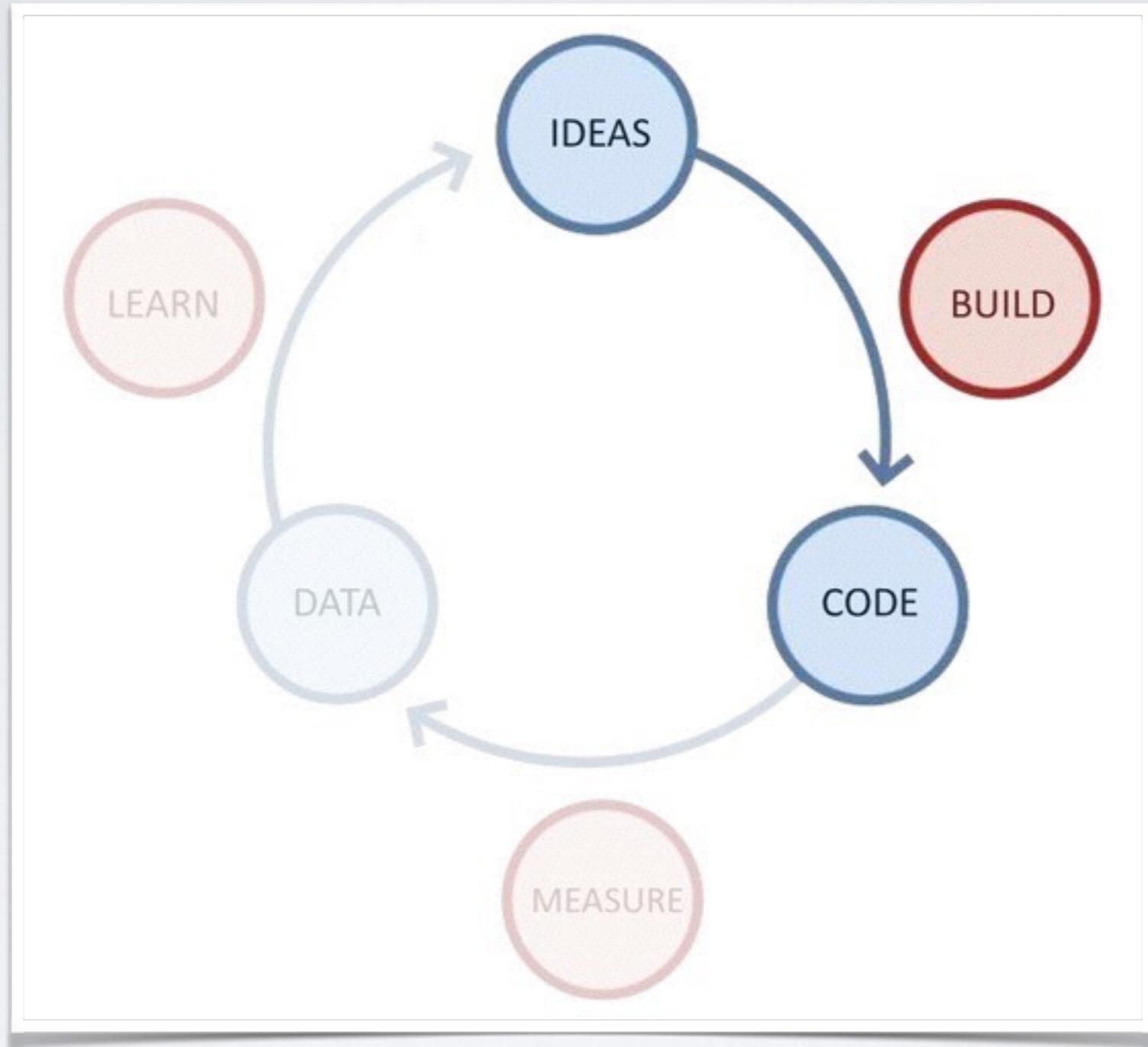
A change in strategy is called a **pivot**, and it represents the most fundamental concept of the Lean Startup

INNOVATION ACCOUNTING

Innovation accounting consists of formulating and testing a set of key metrics – quantitative assumptions – by working backwards through the feedback loop:

1. What are we trying to **learn** next?
2. What do we need to **measure** in order to learn that?
3. What do we have to **build** to be able to measure that?

BUILD



MINIMUM VIABLE PRODUCT

AGILE DEVELOPMENT

CONTINUOUS DEPLOYMENT

OPEN-SOURCE COMPONENTS

THE CLOUD

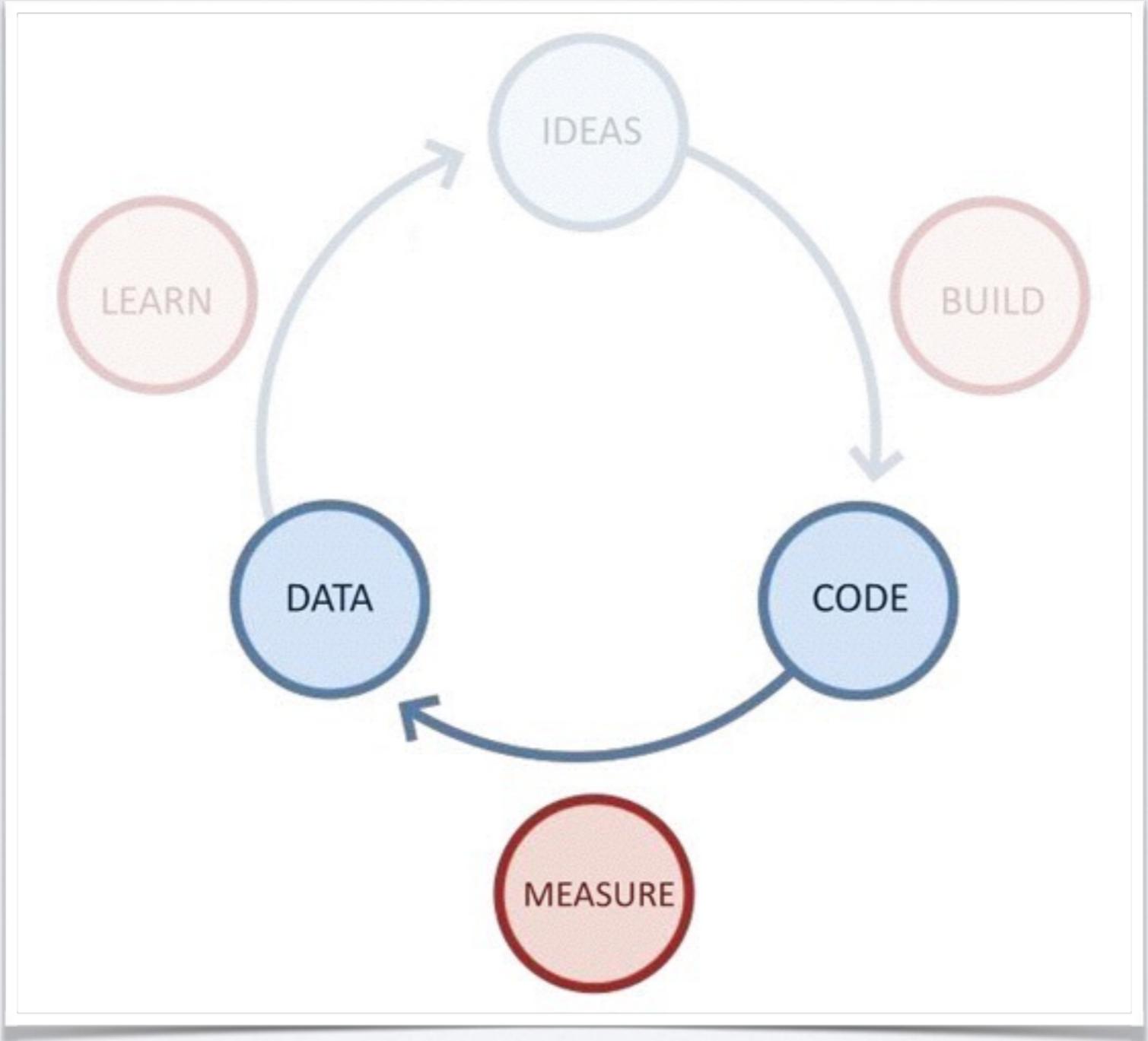
CLUSTER IMMUNE SYSTEM

BUILD: CONCLUSIONS

Building products in a Lean Startup requires **technology and methodologies** which enable the development team to **iterate as rapidly as possible** while remaining as flexible as possible at the same time.

Making mistakes is vital in a Lean Startup. Design the development environment so that mistakes can never have disastrous consequences.

MEASURE



SPLIT TEST

COHORT ANALYSIS

CONVERSION FUNNELS

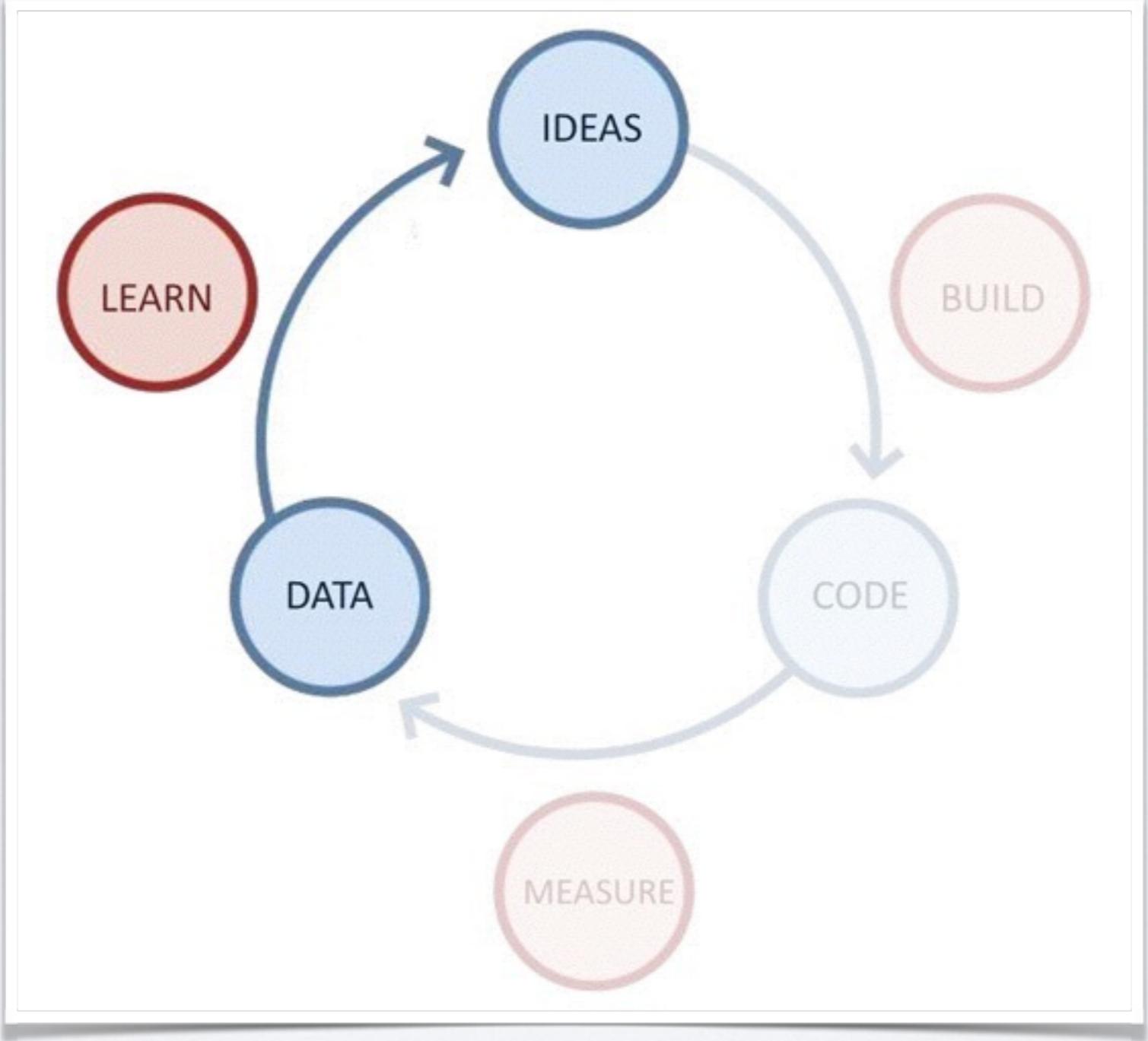
NET PROMOTER SCORE AND
PRODUCT/MARKET FIT

USER TESTING

MEASURE: CONCLUSIONS

Good measurement relies on **good and reasonable metrics**. It requires an actual understanding of what constitutes progress and how to document it. It puts science ahead of vanity. And it recognizes that **metrics are people, too**.

LEARN



CUSTOMER INTERVIEWS

CUSTOMER SEGMENTATION

CUSTOMER ADVISORY
BOARD

FIVE WHYS

LEARN: CONCLUSIONS

Learning in a Lean Startup is the hardest part. It takes a commitment to objective standards and scientific methods to break through the reality distortion field. Learning creates anxiety for the founder's ego. Setting up processes designed for continuous learning are thus indispensable for a thriving startup whose **success is not based on mere luck, but on method.**

IDEAS

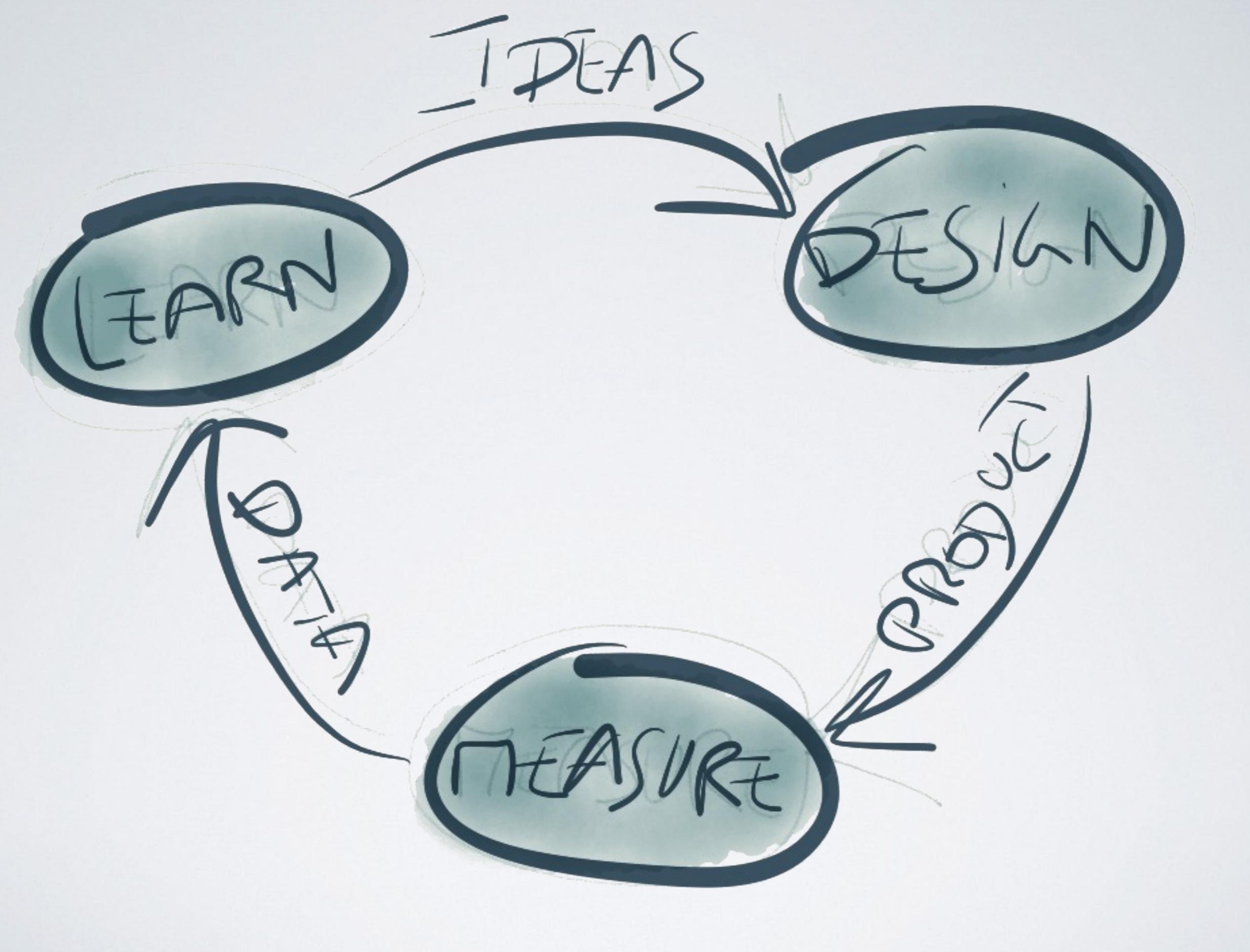
LEARN

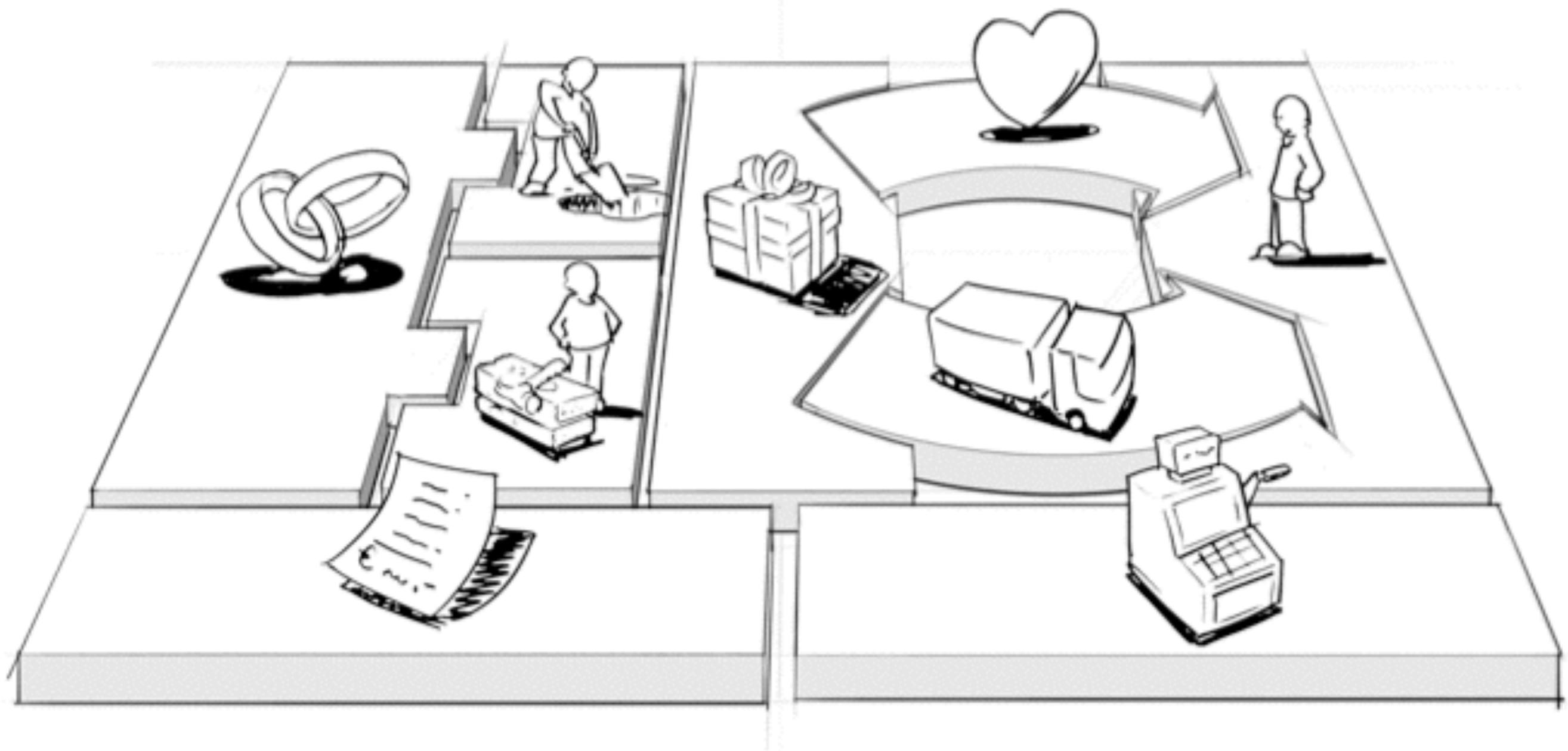
DESIGN

MEASURE

DATA

PRODUCT





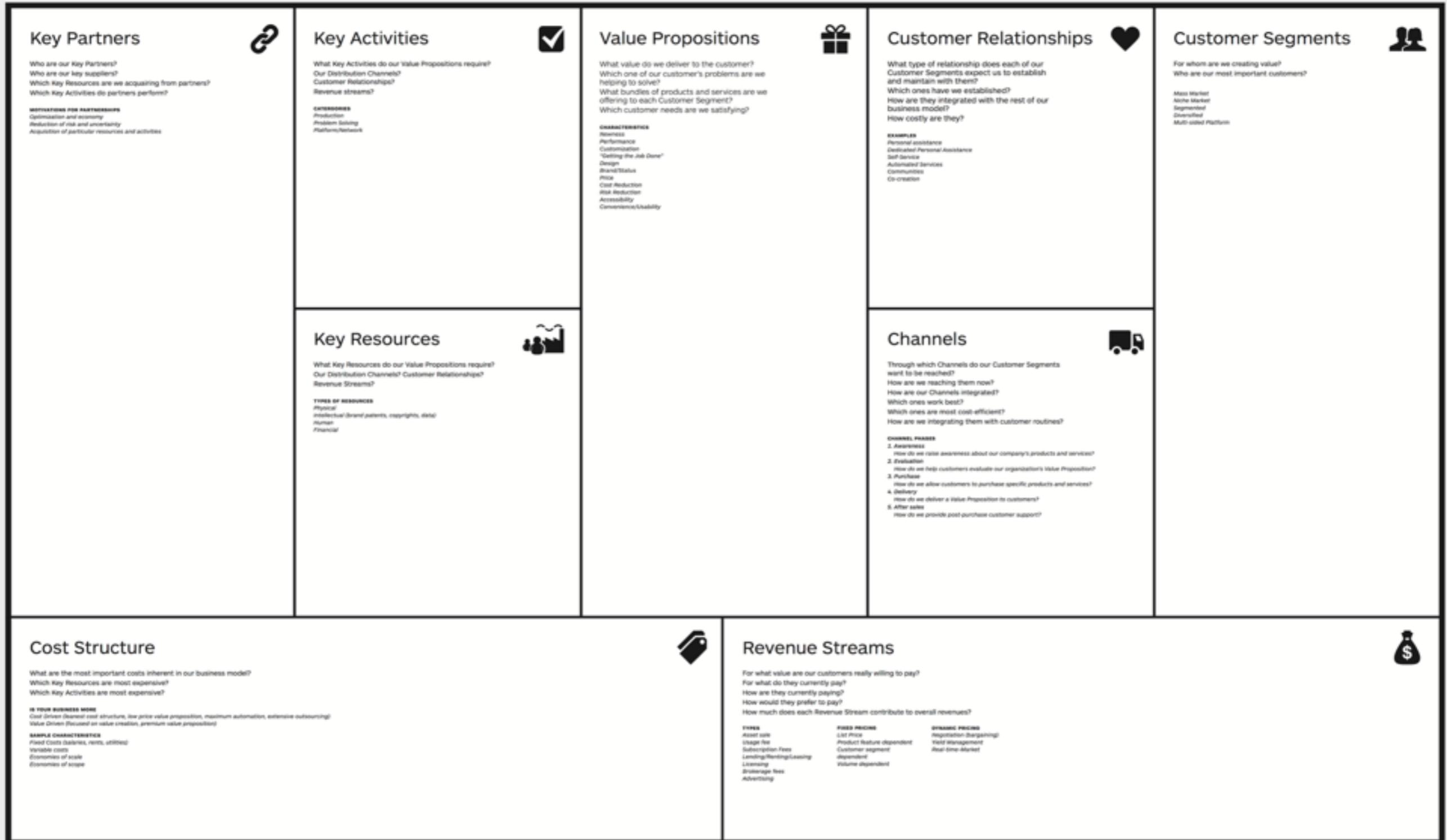
The Business Model Canvas

Designed for:

Designed by:

Date:

Version:



DESIGNED BY: Business Model Foundry AG
The makers of Business Model Generation and Strategyzer

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NESPRESSO®

STRATEGIC PARTNERS

KEY ACTIVITIES

VALUE PROPOSITION

CUSTOMER RELATIONSHIP

CUSTOMER SEGMENT

KEY RESOURCES

DISTRIBUTION CHANNELS

COST

REVENUES

STRATEGIC PARTNERS



KEY ACTIVITIES



VALUE PROPOSITION



CUSTOMER RELATIONSHIP



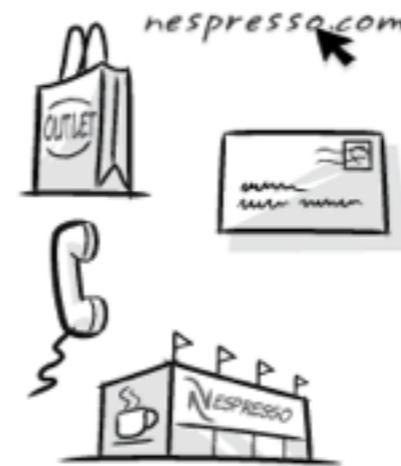
CUSTOMER SEGMENT



KEY RESOURCES



DISTRIBUTION CHANNELS

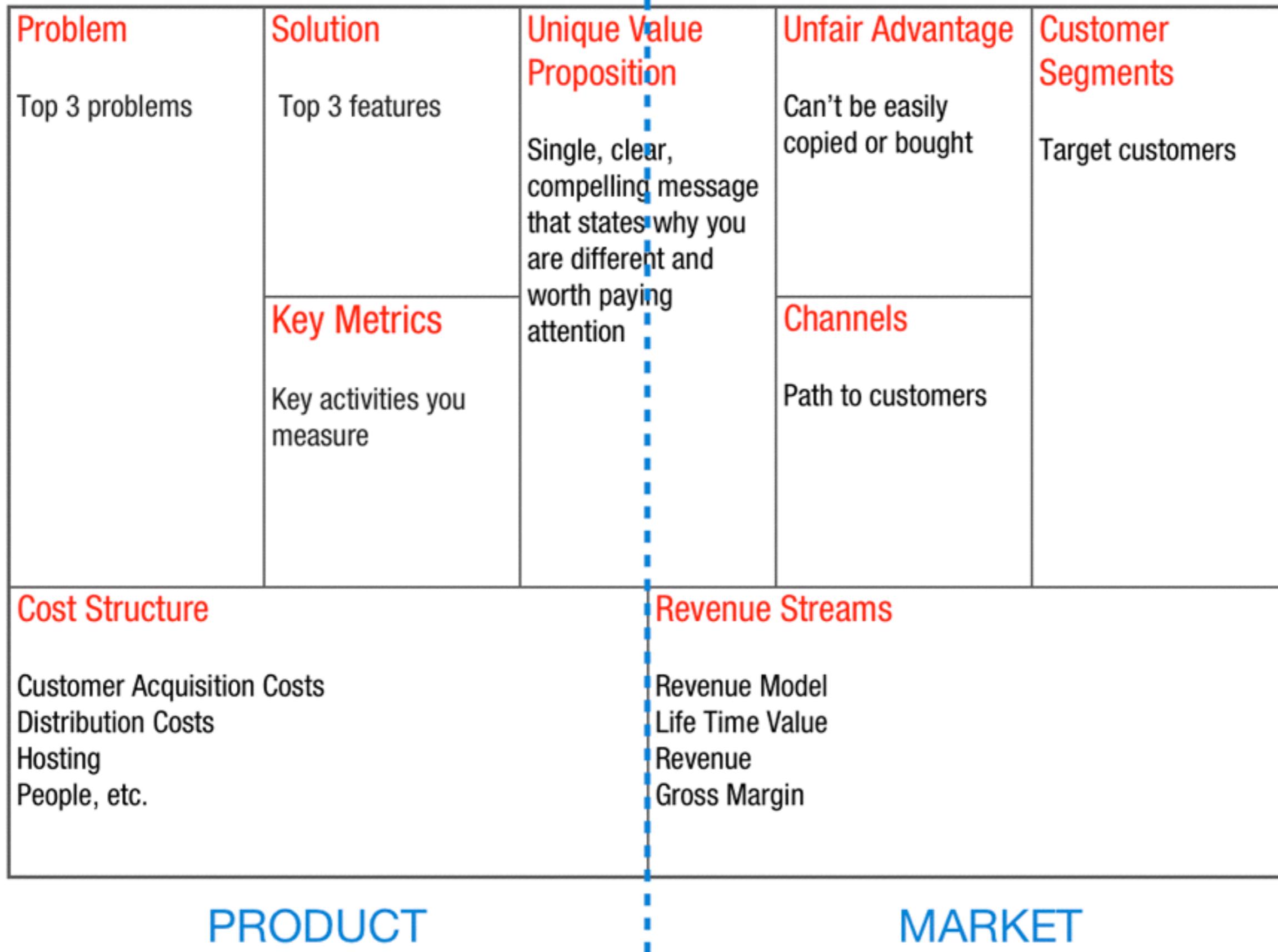


COST



REVENUES





Problema

Solución

Proposición
de valor
única

Ventaja
especial

Segmentos
de clientes

(Alternativas)

Métricas
clave

Canales

(Early adopters)

Estructura de costes

Flujos de ingresos



Problema



Solución



Propuesta Unica de Valor



Ventaja Injusta



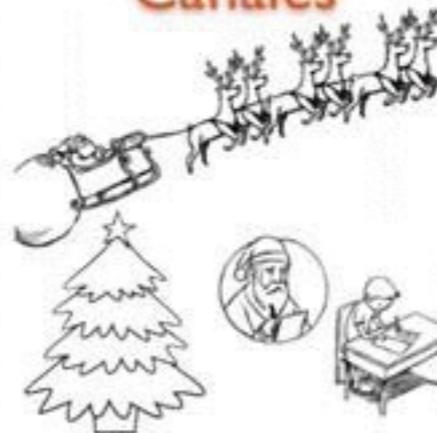
Segmentos de mercado



haha!



Canales



adoptadores tempranos



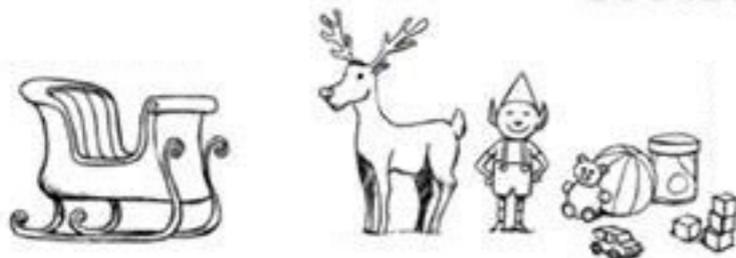
alternativas existentes



Métricas



Estructura de costos



Fuente de ingresos



Asociaciones clave



Actividades clave



Propuesta de valor



Relaciones con los clientes



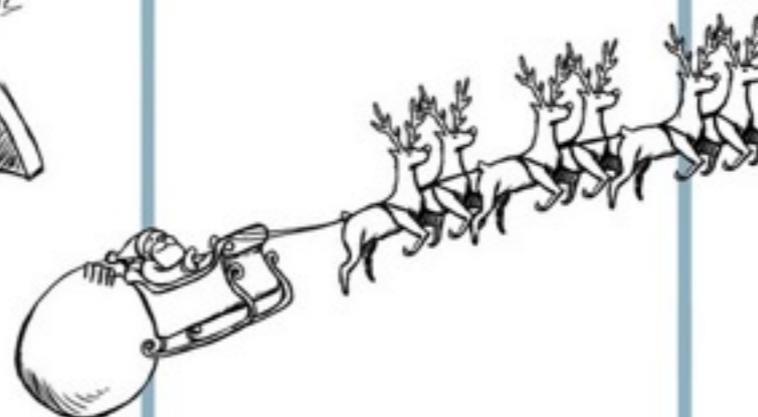
Segmentos del mercado



Recursos clave



Canales



Estructura de costes



Fuentes de ingresos

