Entrepreneurship Tilburg University

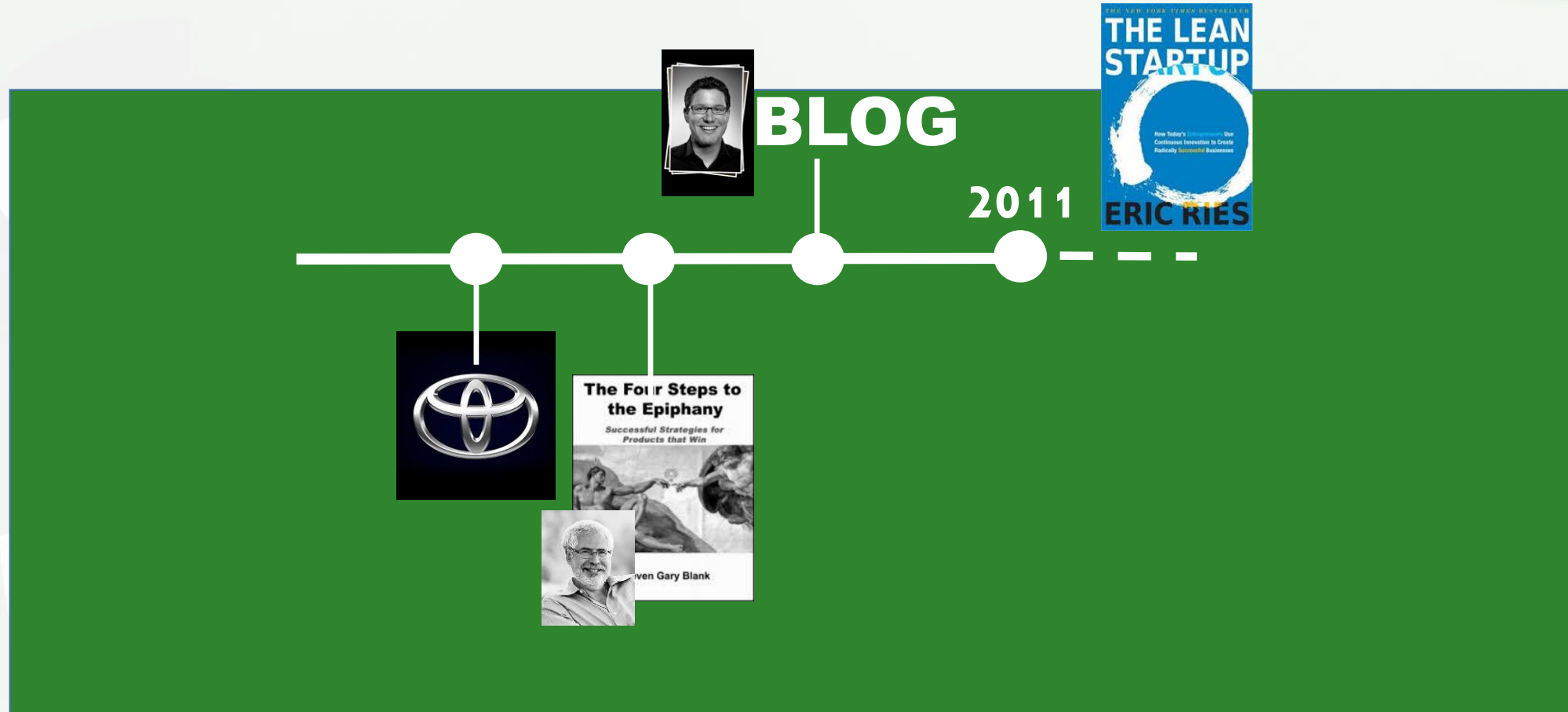# A Startup is

A human institution designed to create a new product or service under conditions of extreme uncertainty.

starters lift

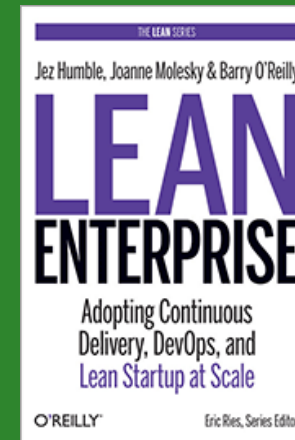# Lean Startup

starters
lift

BLOG

2011

THE NEW YORK TIMES BESTSELLER
THE LEAN
STARTUP

How Today's Entrepreneurs Use
Continuous Innovation to Create
Radically Successful Businesses

ERIC RIES

The Four Steps to
the Epiphany

Successful Strategies for
Products that Win
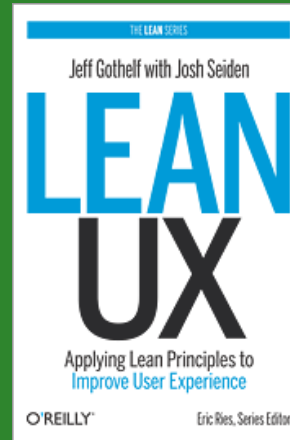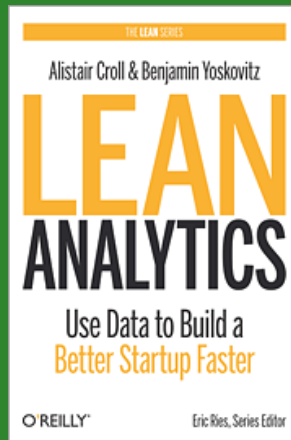
Steven Gary Blank

Lean Startup

20.000+   100+   20+

Challenge: Build Measure Learn

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"Tell me and I forget;
Show me and I may remember;
Involve me and I will understand"

\- Confucius -

Build

- build the tallest **freestanding** structure
- In **18** minutes
- the **entire** marshmallow has to be on top
- Use as much or as little of the kit
- use only the materials in the envelop

Measure

Learnings

- **Prototyping Matters itterate your way to your business model**
- **Marshmallow is metaphor for Hidden assumtions**

Poor Performance

Great Performance

Start ──────────────────────► 18 minutes

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Traditional

Just do It

Execute Businessplan

- We know
- Assumptions
- Build the product
- Avoid failing
- Sales target/ budget
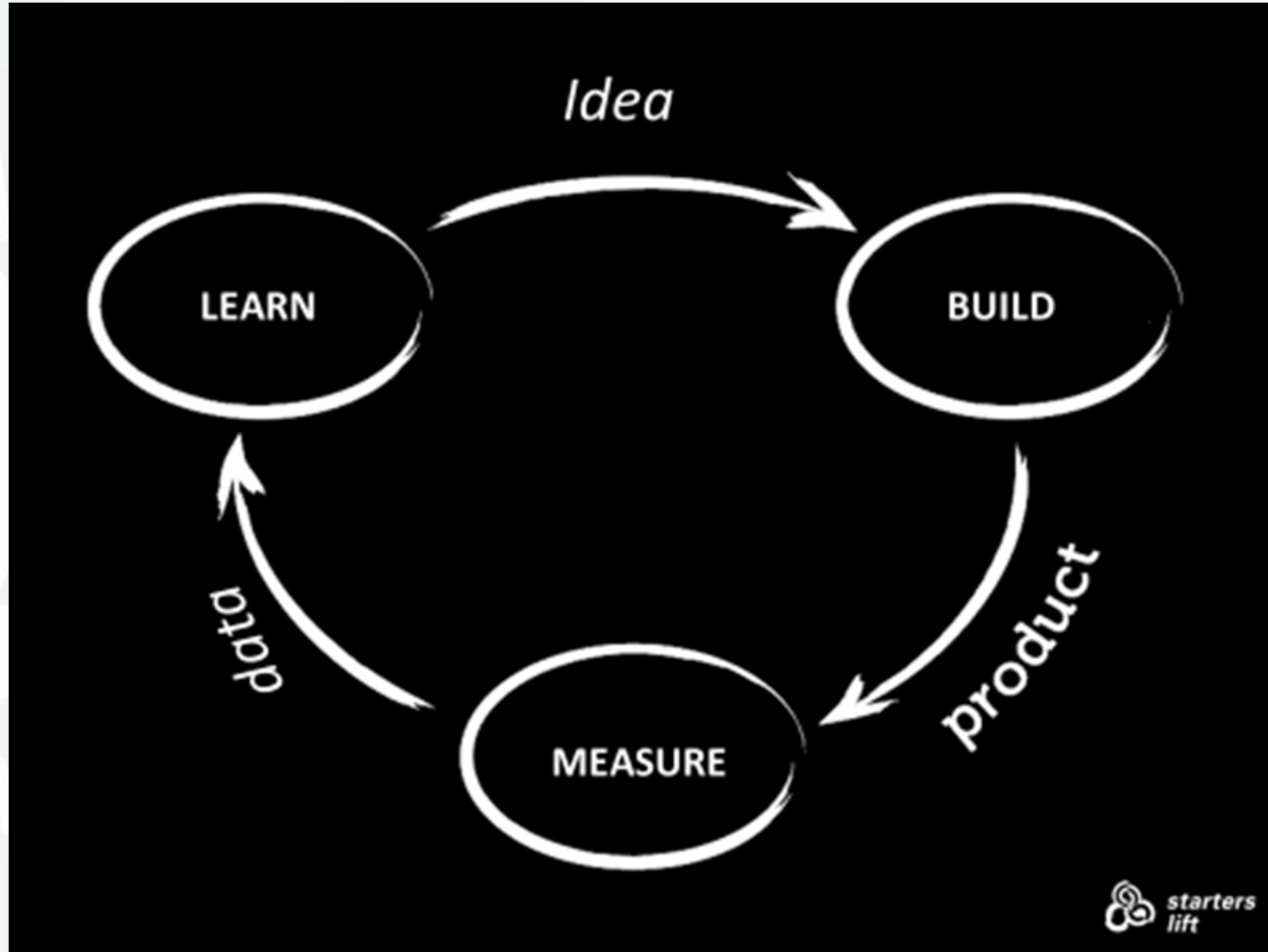
Burn rate/ head count

Lean startUp

Entrepreneurship = Management

Validated learning/ experiments

- Customer discovery
- Fact based decision making
- MVP
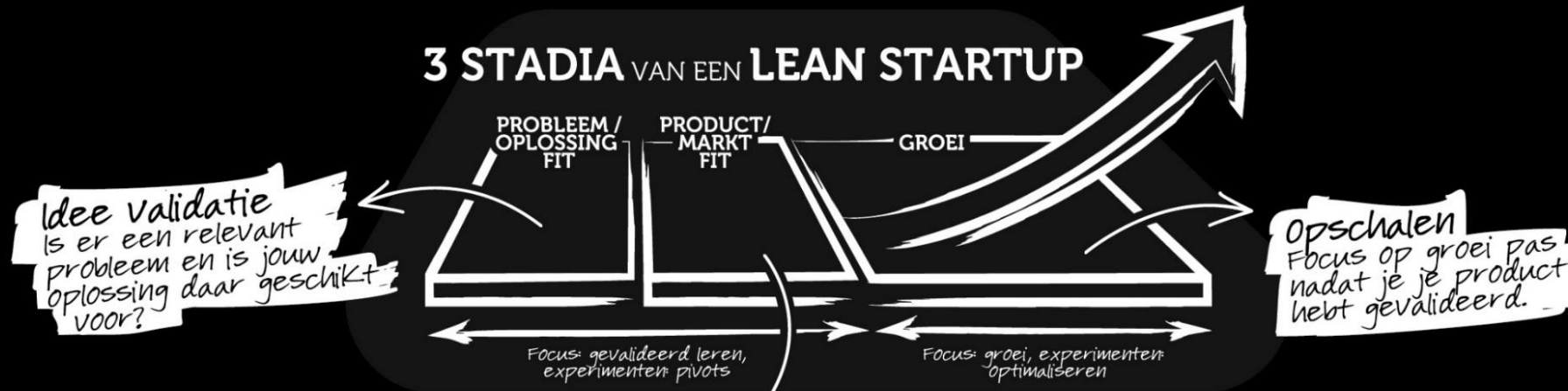- Fail fast/ B-M-L
- Speed of learning

Reduce 'waste'

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Build Measure Learn

3 Stages

3 STADIA VAN EEN LEAN STARTUP

PROBLEEM / OPLOSSING FIT — PRODUCT/MARKT FIT — GROEI

Idee validatie
Is er een relevant probleem en is jouw oplossing daar geschikt voor?

Opschalen
Focus op groei pas nadat je je product hebt gevalideerd.

Focus: gevalideerd leren, experimenten: pivots

Focus: groei, experimenten: optimaliseren

Markt validatie
Valideer de product markt combinatie en optimaliseer je marktbenadering

Pirate metrics

Unfair advantage

MVP

Pivot or persevere

Get out of the building

Lean canvas

Engine of growth

Leap of faith

Innovation accounting   **runway**

Lean Canvas

Versnel je route naar een succesvol Business Model

THE LEAN STARTUP — ERIC RIES — ISBN 9780670921607

RUNNING LEAN — Ash Maurya — O'REILLY — ISBN 9781449305178

PROBLEM
List your top 1-3 problems.

SOLUTION
Outline a possible solution for each problem.

UNIQUE VALUE PROPOSITION
Single, clear, compelling message that states why you are different and worth paying attention.

UNFAIR ADVANTAGE
Something that cannot easily be bought or copied.

CUSTOMER SEGMENTS
List your target customers and users.

KEY METRICS
List the key numbers that tell you how your business is doing.

CHANNELS
List your path to customers (inbound or outbound).

EXISTING ALTERNATIVES
List how these problems are solved today.

HIGH-LEVEL CONCEPT
List your X for Y analogy e.g. YouTube = Flickr for videos.

EARLY ADOPTERS
List the characteristics of your ideal customers.

COST STRUCTURE
List your fixed and variable costs.

REVENUE STREAMS
List your sources of revenue.

Meer weten?!

Neem contact op met Starterslift om samen je Lean Canvas in te vullen of te bespreken.

www.starterslift.nl

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![JAVELIN]

Project Name:

Team Leader Name:

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Start here. Brainstorm with stickies, pull it over to the right to start your experiment.	Experiments	1	2	3	4	5
Who is your customer? *Time Limit: 5 Min*	Customer					
What is the problem? Phrase it from your customer's perspective. *Time Limit: 5 Min*	Problem					
Define the solution only after you have validated a problem worth solving. *Time Limit: 5 Min*	Solution					
List the assumptions that must hold true, for your hypothesis to be true. *Time Limit: 10 Min*	Riskiest Assumption					

See this movie for an example

Need help? Use these sentences to help construct your experiment.		Success Criterion					
To form a Customer/Problem Hypothesis: I believe <u>my customer</u> has a problem <u>achieving this goal</u>.	**To form a Problem/Solution Hypothesis:** I believe <u>this solution</u> will result in <u>quantifiable outcome</u>.						

🏃 **GET OUT OF THE BUILDING!** 🏃

To form your Assumptions: In order for <u>hypothesis</u> to be true, <u>assumption</u> needs to be true.	**To identify your Riskiest Assumption:** The assumption with the least amount of data, and core to the viability of my hypothesis is...	Result & Decision					
Determine how you will test it: The least expensive way to test my assumption is...	**Determine what success looks like:** I will run experiment with <u># of customers</u> and expect a strong signal from <u># of customers</u>.	Learning					

MVP Stages

- **Problem Exploration**
  - **Exist? Who?**

- **Product Pitch**
  - **Collect currency (example build a landing page)**

- **Concierge**
  - **Deliver customer experience**

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Problem Exploration

Find early adopters

- 1 have the problem

- 2. Know they have the problem

- 3 searched for a solution

- 4 hacked their own solution

- 5 have budget for a solution

Effective Interviews

1. I'm doing some research around…

2. Have you ever (experienced problem)

3. Tell me about that time, what happened

4. What did you do to resolve it

5. How satisfied were you with the outcome

6. If unsatisfied, how else have you tried to solve it?

https://www.youtube.com/watch?v=U03KwQa7a0o

"You've got to start with the customer and work your way back to the technology

- not the other way around"

Steve Jobs

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Rural Spark

Evan Mertens
Technical Innovation

Marcel van Heist
Design integration

Harmen van Heist
Strategic Development

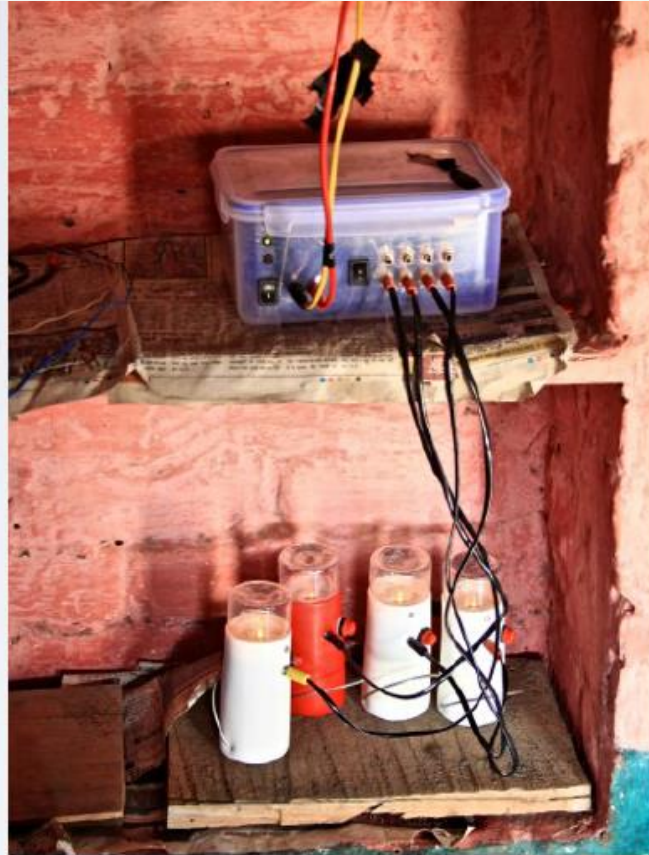http://www.ruralspark.com/beinspired

http://vimeo.com/49908305?from=outro-embed

Planning

I. system design
II. first rapid prototype

I. technical improvement
II. maintenance systems
III. facilitating partners

I. local organization building
II. procedure building

cooperation with
other players

I. prepaid system (income security)
II. introduction of Share Cubes

sharing energy

continuation

scaling

second source

sharing between Local Energy Suppliers

2011

2012

2013

2014

2015

proof of concept:
social

product acceptance
emergence of a system
social impact

proof of concept:
continuation

reliable and viable
system successfully
operational for over a
year

proof of concept:
scalable

local capacity and
organization for large
market entry

proof of concept:
linking supply & demand

income security
unique market position

RURAL SPARK

Social acceptation

Helping ambitions become businesses

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