Lean start up

Type of pivot

.zoom out pivot-where current features to become new products

Zoom out pivot-current product new pivot

Customer segment pivot –target customer

Customer need pivot-where the customer based remain the same but the product does not change to fruit

Platform pivot-changes from single we product

Business pivot-jump to another

Value capture pivot –ways in which company make its money

Engine growth –how business reach customers

Channel pivot –distribution of channel and how it reach to customer

STEER

Set your hypothesis

Build the minimal product necessary

Analyze data

LEAP

Do people have problem?

Do they really need offering?

Are they willing to solve?

TEST

Test the product to get feedback from customers

E.g. the MVP

MEASURE

Experiment the product and measures its use

PRINCIPLE of lean start up