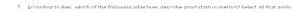
Keep Learning

GRADE 85%

Lean Startup  Latest submission grade	
85%	
1. What is the main goal of the Build-Measure-Learn Cycle?  To go through the build-measure-learn cycle as fast as possible.  To make sure we get lot of work done effectively in this cycle.  To go through the build-measure-learn cycle as cheaply as possible.  To make sure we do quality work through every step of this cycle.	1/1 point
2. What do we mean by Validated Learning?  ② Validating the assumptions by conducting an experiment and collecting data.  ○ Listening to what customer is saying.  ○ Launch a product and then decide what we want to measure to validate.  ○ Validate what you learned from your product with company leaders.	1/1 point
3. Which of the following are principles of Lean startup? Select all that apply.  Invest as little as possible and build inexpensive products  Validated Learning  Correct  Entrepreneurs are everywhere	0.75 / 1 point
✓ Innovation Accounting  ✓ Correct  You didn't select all the correct answers	
4. Which of the following are true about Lean Startup? Select two.  It is based on going through the Build-Measure-Learn cycle as fast as you can.  Correct  It is the best method to use for all kinds of development.  It relies on actual data rather than gut feelings to validate assumptions or ideas.	1/1 point
	0/1 point
6. When a startup 'pivots', what is it doing?  © Employing a revised strategy in an attempt to achieve its vision.  Optimizing its product.	1/1 point



O Ignoring its vision.

✓ Correct



✓ Auditable
✓ Correct  Please watch the "Innovation Accounting" video
Accessible
✓ Correct  Please watch the "Innovation Accounting" video
Actionable
✓ Correct  Please watch the "Innovation Accounting " video
Audience-Focused
8. Which of the following are levels of <b>Pirate Metrics</b> ? Select all that apply.  2 Retention
✓ Correct  Please watch the "Innovation Accounting" video
☑ Referral
✓ Correct Please watch the "Innovation Accounting" video
☐ Registration  ☑ Revenue
✓ Correct
Please watch the "Innovation Accounting" video
Acquisition
✓ Correct  Please watch the "Innovation Accounting " video
Activation
✓ Correct Please watch the "Innovation Accounting" video
9. Which of the following are true about Pivot or Persevere? Select two.  1/1 point
Zoom-out pivot: What was previously considered a single feature in a product becomes the whole product.
Customer segment pivot: The product hypothesis is partially confirmed; it solves the right problem but for a different customer than originally anticipated.
✓ Correct  Great! If you need to review the other types of pivots, please consult the "Innovation Accounting" video.
Pivot means to close the startup company and start a new one.
Platform pivot: A change from an application to a platform or vice versa.
✓ Correct Great! If you need to review the other types of pivots, please consult the "Innovation Accounting" video.
10. How do Vanity metrics prevent/inhibit pivoting?
<ul> <li>Vanity metrics allow entrepreneurs to draw incorrect conclusions. Based on these metrics, they assume that the product is going in the right direction when it really isn't.</li> </ul>
Vanity metrics are the metrics that matter.
Vanity metrics are designed by leadership so no pivoting is necessary.  Vanity metrics are user-based collection which is always the right metrics to measure.
Correct Correct If you need to review the properties of good metrics, please see the "Innovation Accounting" video.
11. What are three ways that a past customer can drive sustainable growth?  By reporting defects in your product
□ By reporting defects in your product     □ Word of mouth - referral
A Commit

If a happy customer tells others about your product, will it help with sustainable growth?

