

The Lean Startup

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Intro

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Why startups fail?

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Achieving failure

Successfully, faithfully rigorously executing a plan that turned out to have been utterly flawed.

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"Just do it" school of startups

If management is the problem , chaos is the answer!

Vision Define

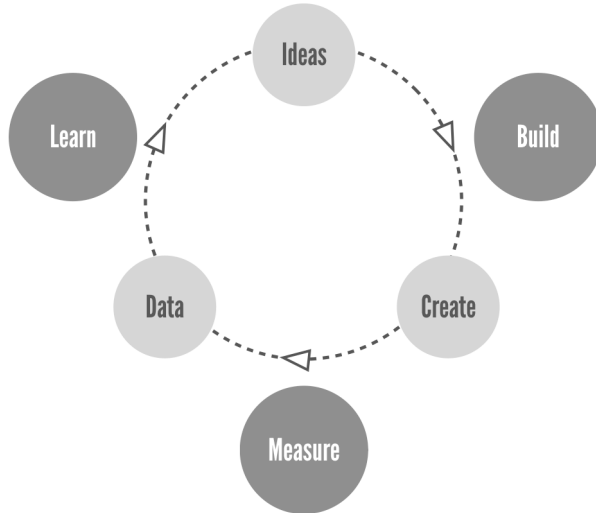
- ☐ who is an entrepreneur
- ☐ what is a startup (a 7000 people startup)

- ☐ measure
- ☐ validate learning
- ☐ value vs waste
- ☐ example IMVU: throw a lot of work away (plugin, pivot)

Vision Experiment

- ❑ think big, start small
- ❑ an experiment is a product.
- ❑ validate hypothesis

Steer



Steer Leap

- strategy based on assumptions
- beyond "The right place at the right time"
- value and growth
- Genchi Gembuchi
- analysis paralysis

Steer Test

- Well known MVP's
 - ▣ Groupon
 - ▣ Dropbox
- Different types of MVPs
 - ▣ video minimum viable product
 - ▣ concierge MVP
 - ▣ wizard of Oz MVP
- Early adopters!

Steer Measure

- Three learning milestone
 - ▣ establish the baseline
 - ▣ tuning the engine
 - ▣ pivot or persevere
- ! Vanity metrics -> product progress \neq business results
- cohort analysis
- actionable metrics

Steer Pivot or Persevere

- ☐ startup runway (number of pivots left)
- ☐ pivot or persevere meeting

Accelerate Batch

- ❑ Continuous Deployment
- ❑ Large batch death spiral
- ❑ Andon cord

Accelerate Grow

- where does it come from -> three engines of growth

That's all folks

Questions?

github.com/lxDay/talks/the-lean-startup