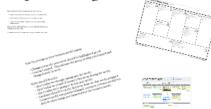


## Weekly Updates







http://steveblank.com/2011/09/22/how-to-build-a-web-startup-lean-launchpad-edition/

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# OAP Projects

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# Weekly Updates

- · Set up a blog (blogger.com), the Lean LaunchLab or a WordPress blog to document your experimentation progress ■ Blogger WORLDSHOOM STEAM LUBERTAB
- · Use Skype or Google+ Hangouts for team conversations
- · Get a domain name for your company. To find an available domain quickly, try Domize or Domainr
- · For web/mobile sites: begin to build a low-fidelity version of the website



- A startup is a search for a repeatable, scalable business model - Once found, the startup scales up to a large company
- A large, established firm primarily executes on an existing business model
- WE WANT TO SEE EVIDENCE OF YOUR EXPERIMENTATION

iother-vise, you will not learn as much as you can from this class!

Start by putting up your business model canvas . Changes from the prior week should be highlighted in red Changes from the prior week should be highlighted in red

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Lessons Learned. This informs the group of what you learned and

Lessons Learned. This work

Lessons Learned work by work

Lessons Learned.

- changed week by week.

Here's what we thought (going into the week)
Here's what we found (Customer Discovery during the week)
Here's what we found it has from new work?
Here's what we're arrive to do from new work? Slides should describe.

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- business model component (channel, customer, revenue mo-include other things you learned about the business model.





## Entrepreneurship is an experimentation/search process

- A startup is a search for a repeatable, scalable business model
- Once found, the startup scales up to a large company
- A large, established firm primarily executes on an existing business model

# WE WANT TO SEE EVIDENCE OF YOUR EXPERIMENTATION AND SEARCH PROCESS

(otherwise, you will not learn as much as you can from this class)

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### The Business Model Canvas

Designed for:

Designed by:

Iteration:

#### Key Partners



Who are our Key Partners? Who are our key supplies?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

#### Key Activities

Customer Relationships?

Revenue (beams?)



What Key Activities do our Yake Propositions require?

#### Value Propositions



What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment! Which customer needs are we satisfying?





#### Customer Segments

For whom are we creating value? Who are our most important customers?



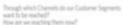
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#### Key Resources









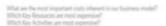
How are we maching them now? How are our Charwets integrated? Which ones work best?

Which ones are most cost-efficient? How are we integrating them with customer routines?

#### Channels



#### Cost Structure





#### Revenue Streams

For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How much does each Revenue Stream contribute to overall revenues?

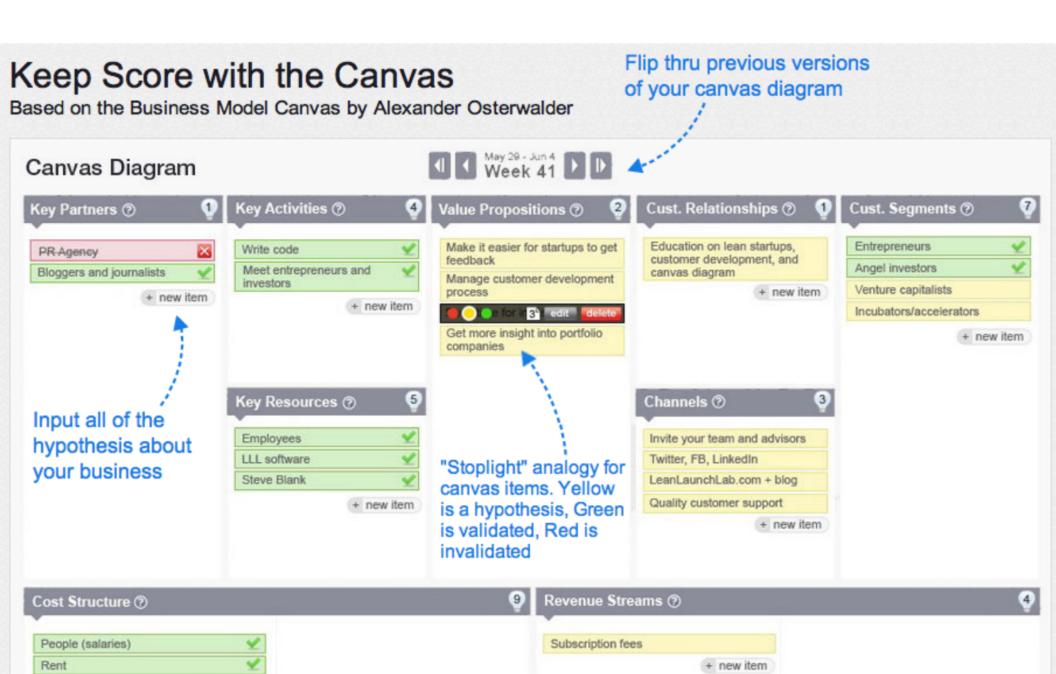


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+ new item

http://steveblank.com/2011/09/22/how-to-build-a-web-startup-lean-launchpad-edition/

- Start showing the site to potential customers, testing customer segment and value proposition
- Use Ads, textlinks or Google AdWords, Facebook ads and natural search to drive people to your Minimally Viable web site
- Use your network to find target customers ask your contacts, "Do you know someone with problem X? If so, can you forward this message on to them?" and provide a 2-3 sentence description
- For B2B products, Twitter, Quora, and industry mailing lists are a good place
  to find target customers. Don't spam these areas, but if you're already an
  active participant you can sprinkle in some references to your site or you can
  ask a contact who is already an active participant to do outreach for you.
- Use Mailchimp, Postmark or Google Groups to send out emails and create groups
- · Create online surveys with Wufoo or Zoomerang

# OAP Projects

#### Opportunity Assessment Projects

- identify and define a market opportunity and pitch the opportunity in 5 minutes to your classmates, VCs/angel investors, and the teaching team
- 5 minute presentation (~5 slides)
- 3 page write up concept (problem), market size, customers, business model (hypotheses), competition
- · Due morning of 1/31
- · Get feedback from mentors

#### Online students

- · Not required, but will improve your learning
- · Upload a presentation file or video of you presenting somewhere on the web
- · Post a link to this presentation on the Forum
- · Vote on other students presentations
- · Presentations with the top 5 most votes will receive extra credit

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	proposition, benefits summary, and a call-to-action to learn
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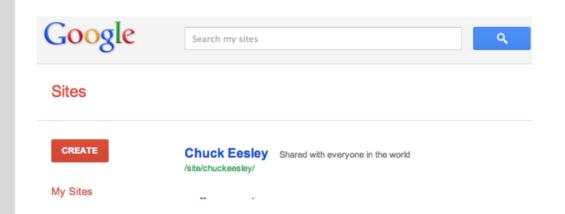
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Grading criteria Yes Not Enough No
Did they clearly articulate their concept? x





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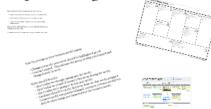




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