

## Start-up strategy in a nutshell

Gain confidence in your course of action

# A workshop to discuss **entrepreneurial insights**

YOUR OBJECTIVE

*Find confidence in your project*

THE SESSION

Lean startup methodology

Collective/team practice

— dinner [7pm, 45min] —

Discussion continued

# Who's in front of the slides?

Entrepreneur & Co-creator  
Engineer specialized in Physics  
Full-stack Rails/Angular dev  
Electronic music artist



**Olivier Colot**

## Past projects



25k visitors



20k visitors



Sold



Failed

## CO-CREATION . Studio



WiseRadar

# Why are you **here**?

1 minute of silence

Who wants to **share** why?

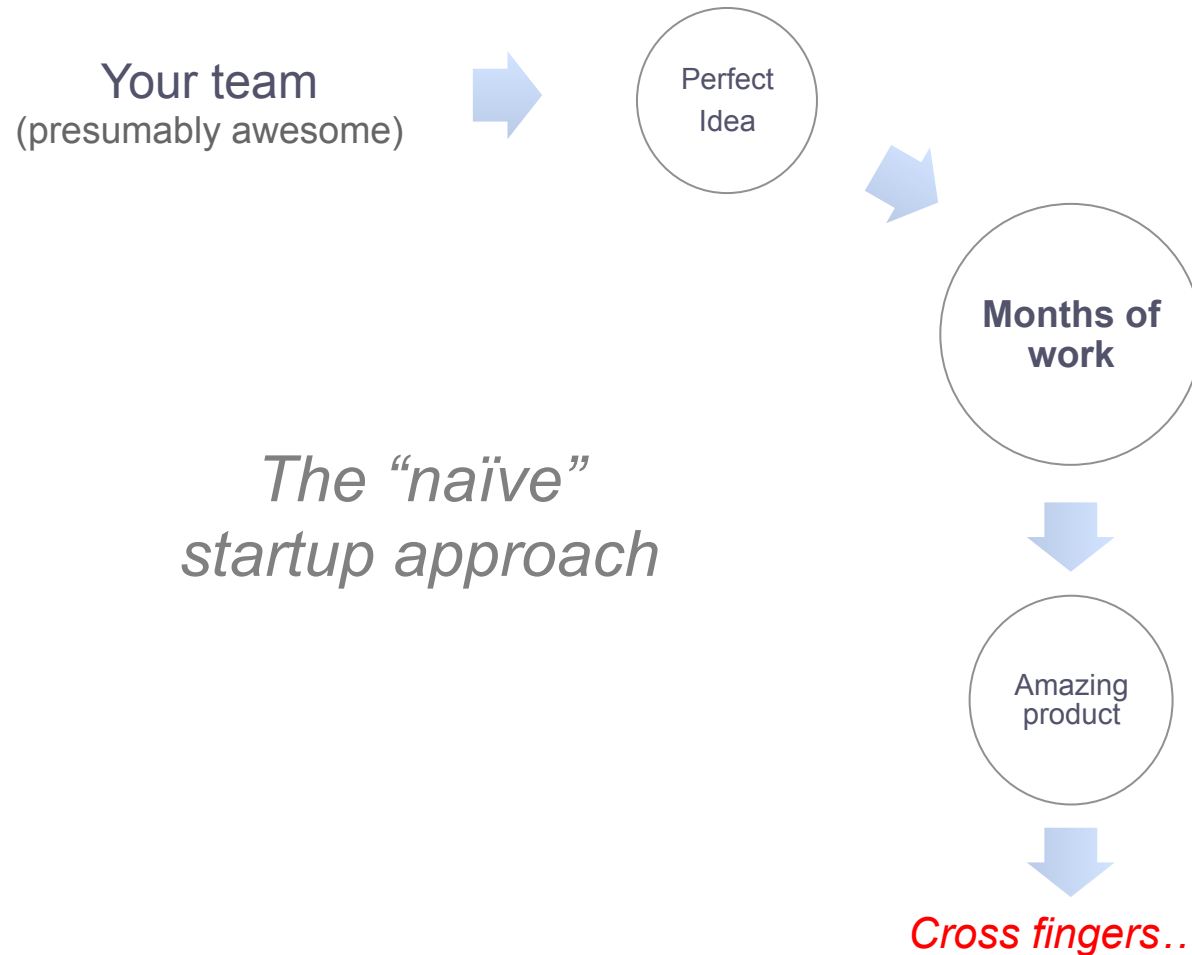
# Iterate from Plan A to **a plan that works**



Lean startup methodology

1. Is your project at risk?
2. The Build-Measure-Learn loop
3. The Lean Canvas
4. The 3 stages of startup
5. The AirBnB case

# What are the **chances of success** of your team?



The  
**LUCKY**  
version

**AWESOME!**



**GREAT SUCCESS!!!**



The BAD  
LUCK  
version

**I JOINED A STARTUP ONCE**

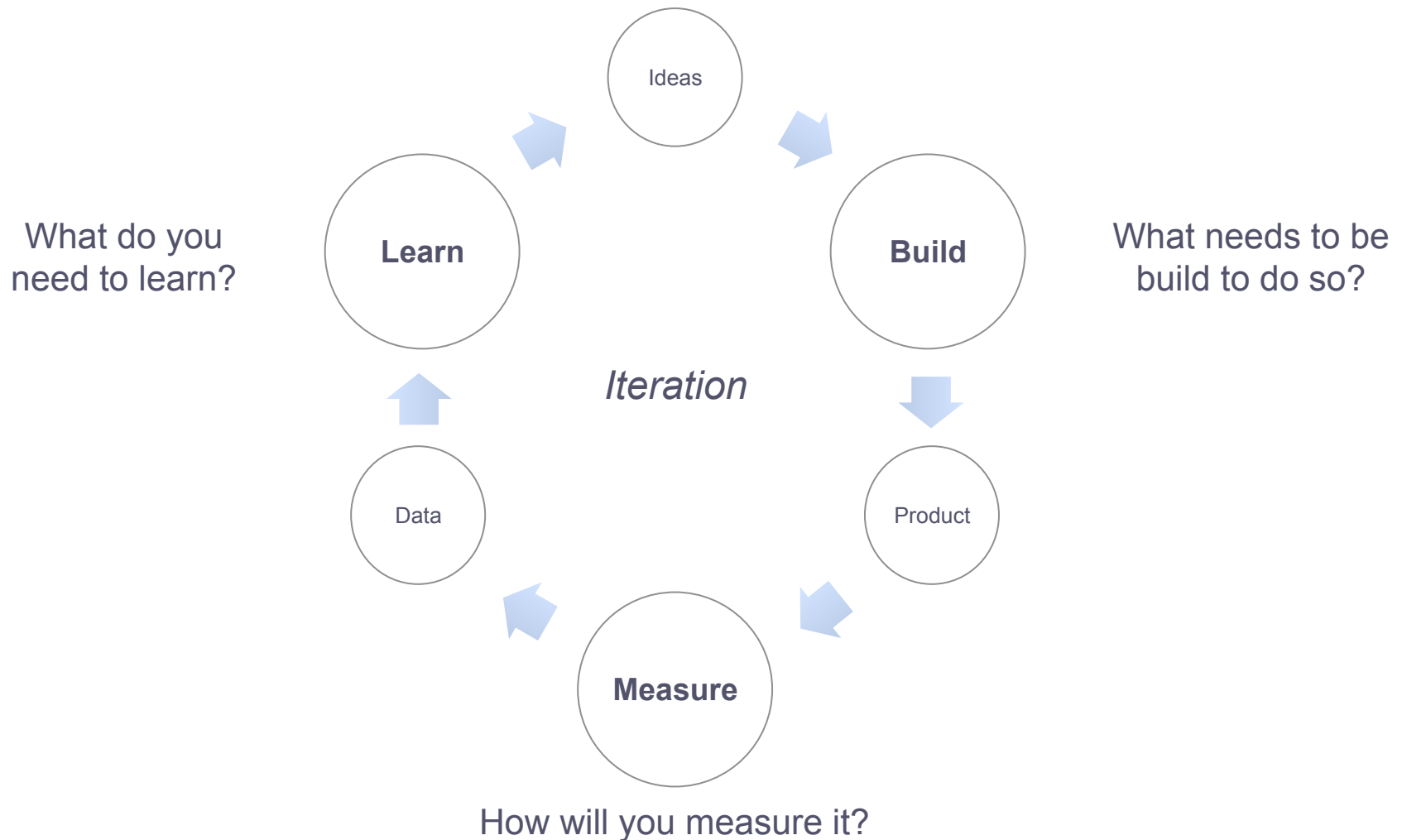
**IT WAS AWFUL**

# Conclusion: startup ≠ gambling

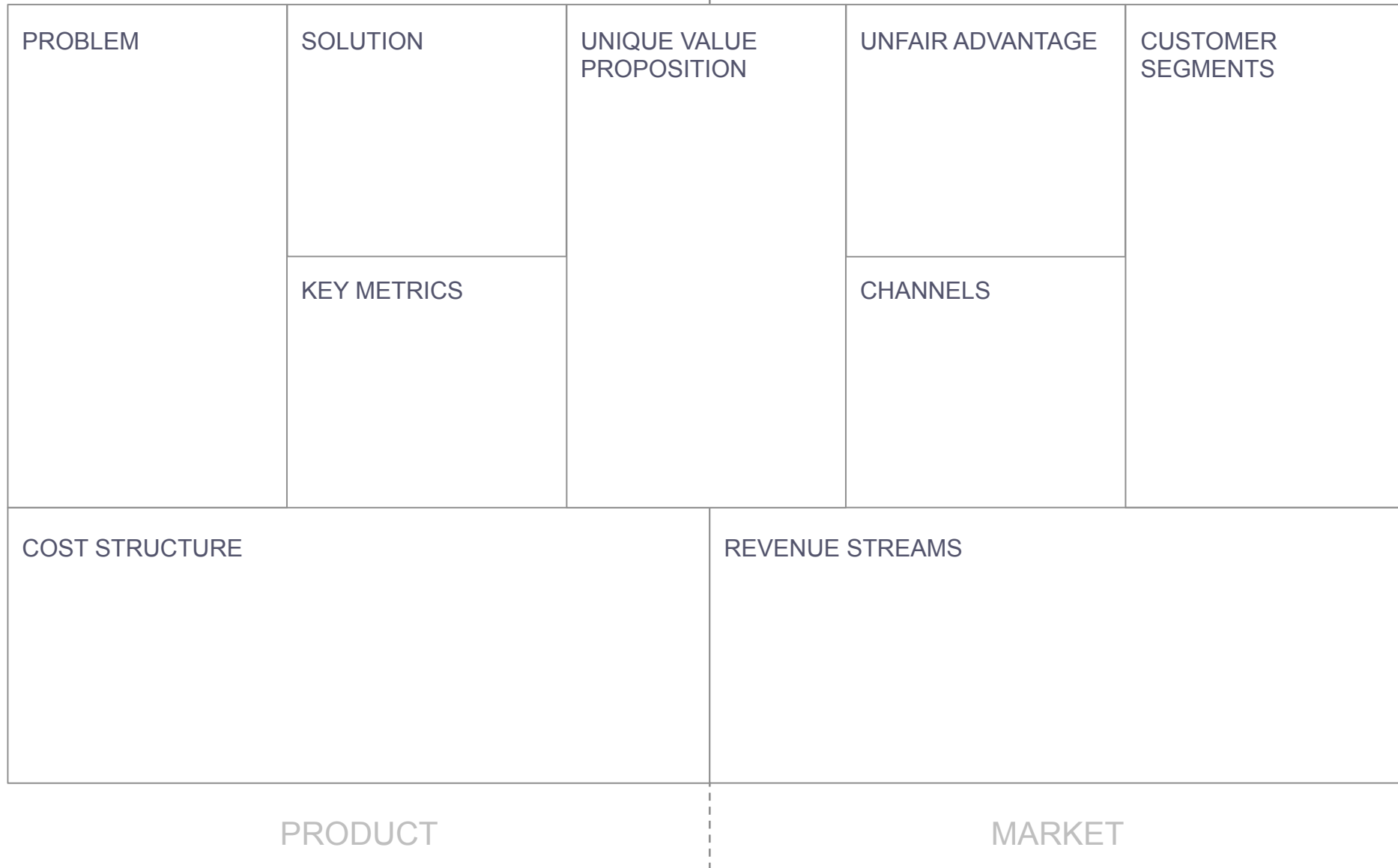
*“The biggest risk is to build  
something nobody wants”*

– Ash Maurya

# Maximize your chances of **success = learning** pace



# The Lean Startup Canvas: an **dynamic guide to action**



# Focus learning on your current **startup stage**

## Problem/solution fit

Stage 1

Do I have a problem worth solving?

- Understand the problem
- Define the solution

## Product/market fit

Stage 2

Have I built something people want?

- Validate qualitatively
- Verify quantitatively

## Scale

Stage 3

How do I accelerate growth?

- Optimize for growth

# Lets build **AirBnB**'s lean canvas together

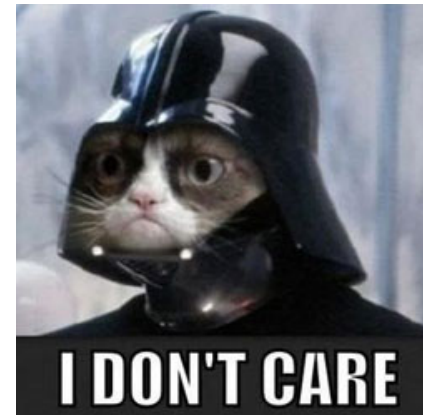
<b>PROBLEM</b>  High short term accommodation costs while traveling  Cost of house/ apartment when traveling  Not feeling home while traveling  <i>Existing alternatives:</i> Hotels, Hostels, etc.	<b>SOLUTION</b>  Community marketplace of accommodations around the world - list - discover - book  <b>KEY METRICS</b>  #guests #cities #countries #listings worldwide	<b>UNIQUE VALUE PROPOSITION</b>  Belong anywhere   <i>High-level concept:</i> Rent unique places to stay from local hosts in 190+ countries	<b>UNFAIR ADVANTAGE</b>  Community   <b>CHANNELS</b>  Online advertising PR WoM (incl. social sharing)	<b>CUSTOMER SEGMENTS</b>  Personal and professional travellers   <i>Early adopters:</i> Frequent young travellers
<b>COST STRUCTURE</b>  Technology (dev, servers, licenses) Marketing (advertising, PR) Sales (teams/country)			<b>REVENUE STREAMS</b>  3% host service fee 6-12% guest service fee	

PRODUCT

MARKET

# Team up to build your canvas @iteration\_1

1 project per team of 4 to 6 people



# Sensing what your team aim at doing, now





# What are the **top 3 problems** of your target customer?



# Why is it **worth buying**? ... and your top 3 features



# What is your **path** to customers?



# What are the key activities you **measure**?



# What are your **cost/revenue** structure?



# What makes you **sustainably better**?



*Don't call it uncertainty—call it **wonder**.*

*Don't call it insecurity—call it **freedom**.*

— Osho

# Thank you!

I'll be glad to get your feedback

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Entrepreneur – Co-creator

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# Identify **the riskiest parts** of your plan

## Uncertainty

The lack of complete certainty, that is, the existence of more than one possibility

## Risk

A state of uncertainty where some of the possibilities involve a loss, catastrophe, or other undesirable outcome

— Douglas Hubbard



Product risk: *getting the product right*



Customer risk: *building a path to customers*



Market risk: *building a viable business*

# Don't "BMC", you need a **guide** to action

