

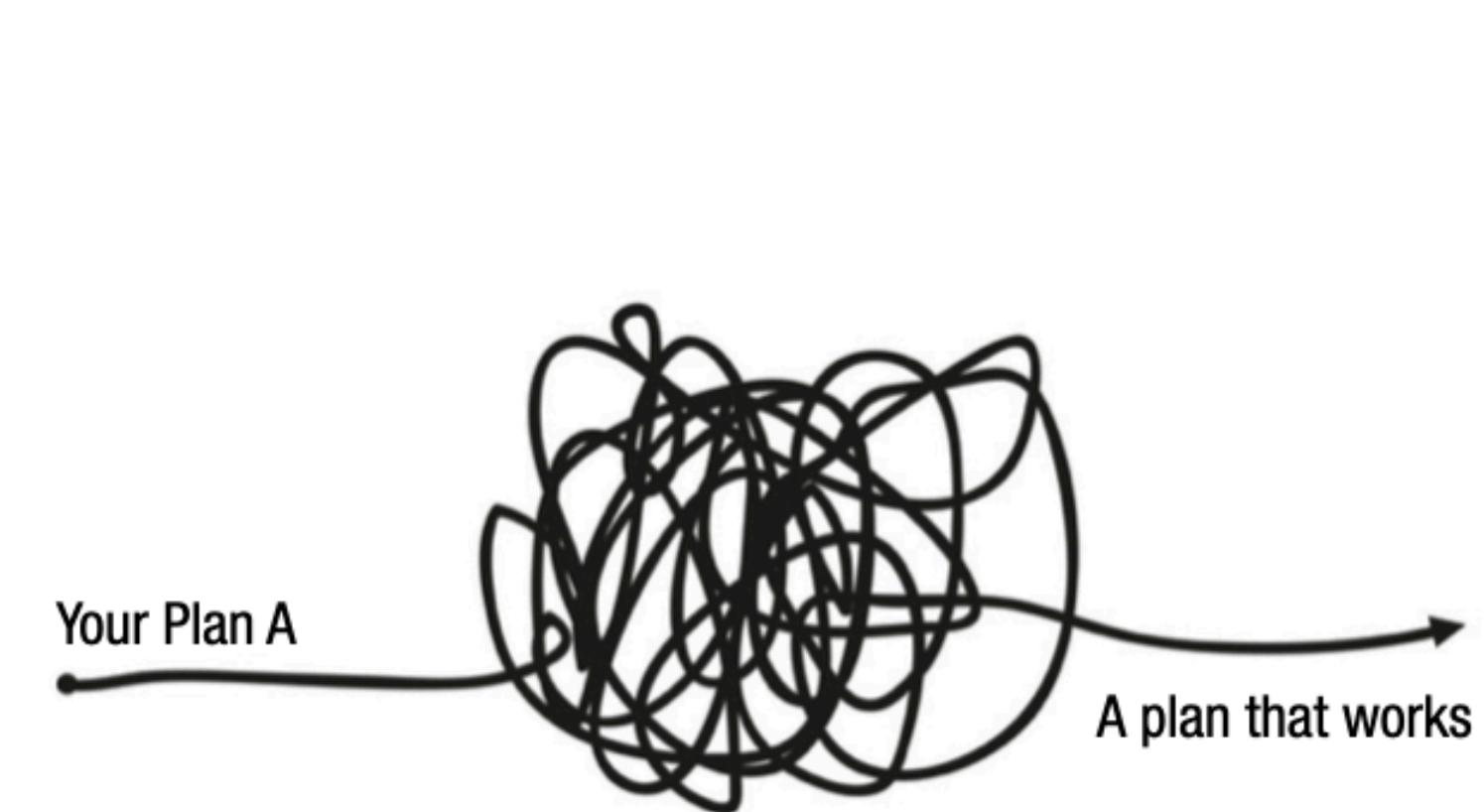
FOUNDATIONS W2022

# Moving Forward

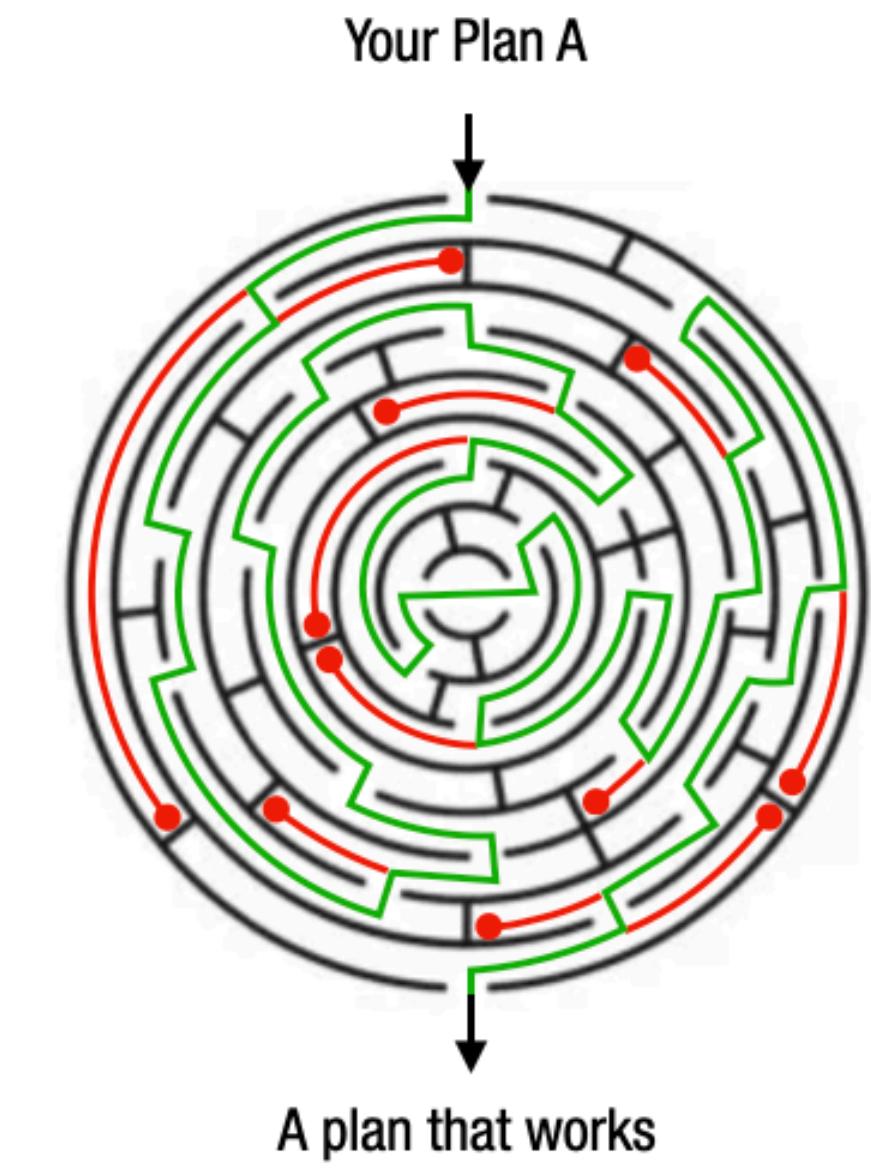
Putting Continuous Innovation to Practice in 2023.



Ash Maurya  
LEANSTACK



vs.

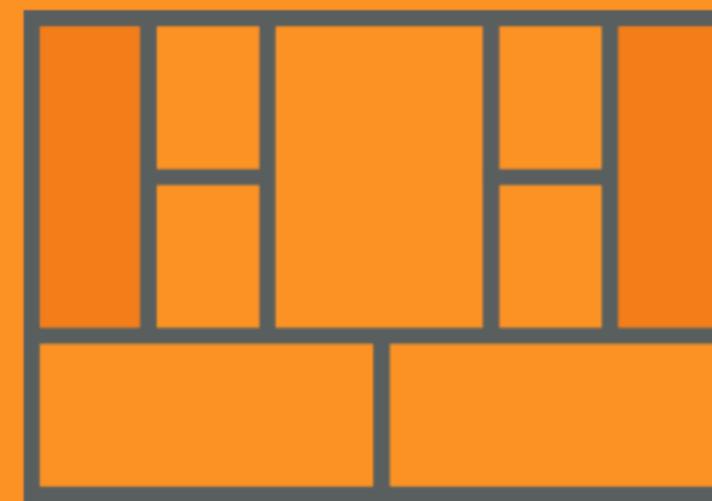


## AGENDA

Key Takeaways

Moving Forward

Questions



Join at  
**slido.com**  
**#FND**



AGENDA

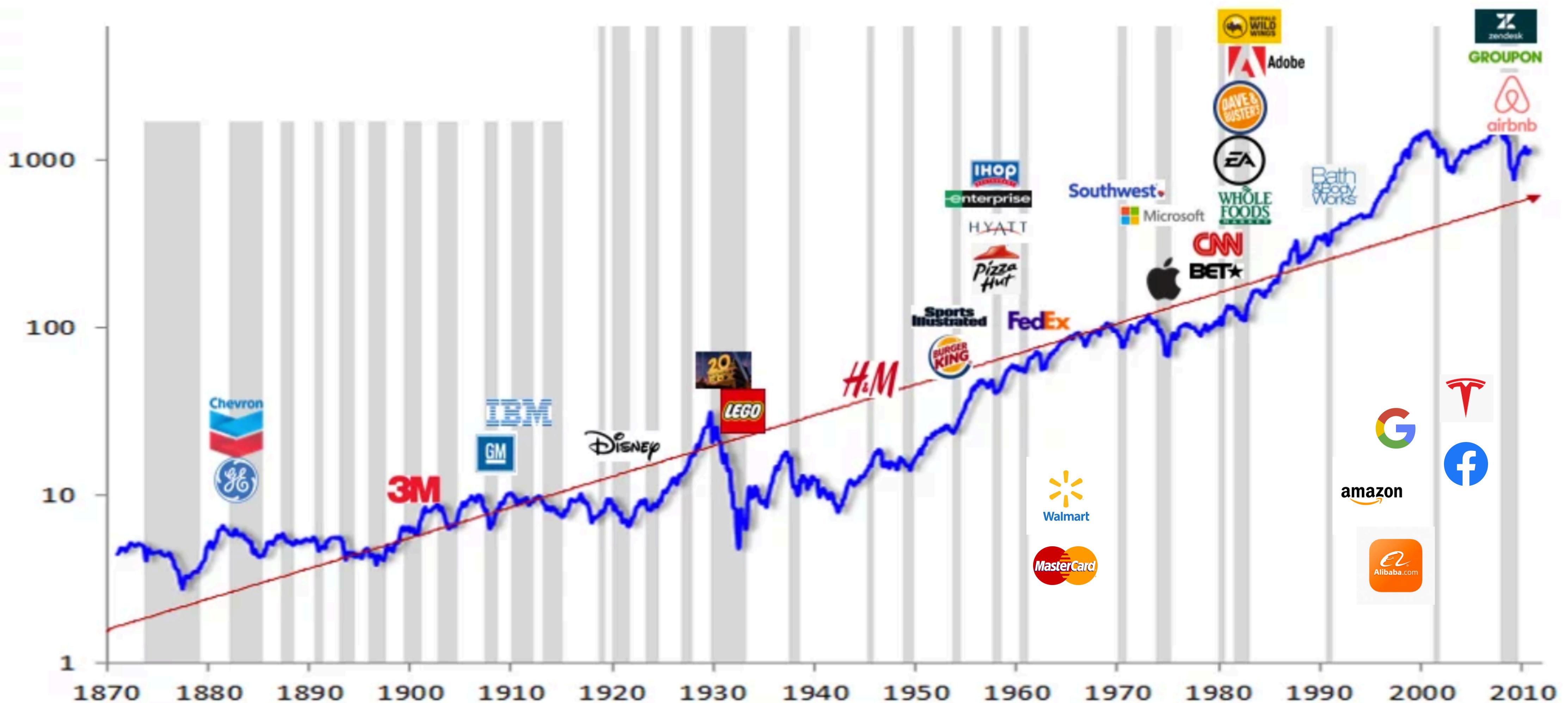
## **Key Takeaways**

Moving Forward

Questions

# US Stock Market Since 1871 [Gray Lines = Recessions]

These companies started in recessions to become market leaders



# US Stock Market Since 1871 [Gray Lines = Recessions]

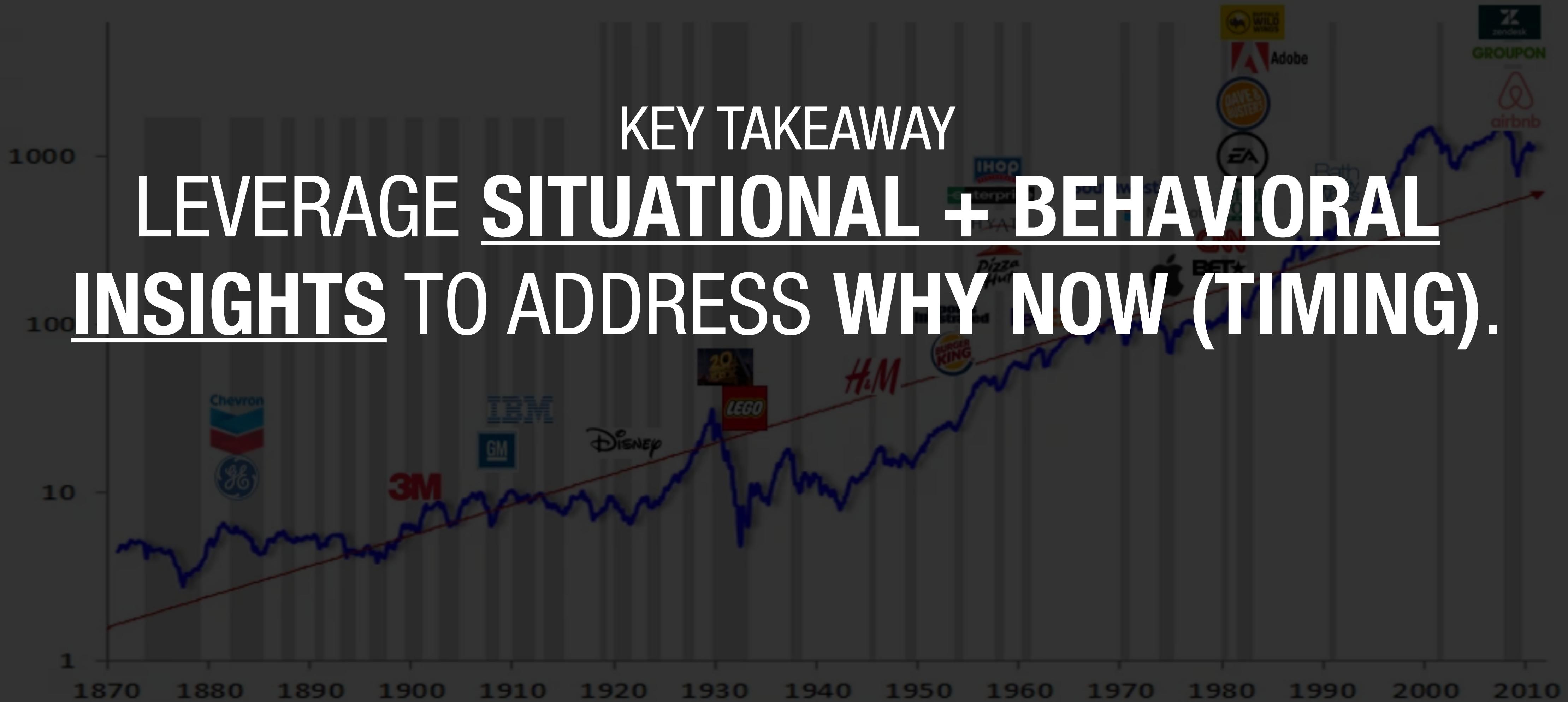
These companies started in recessions to become market leaders



Source: <https://kintmarketing.com/>

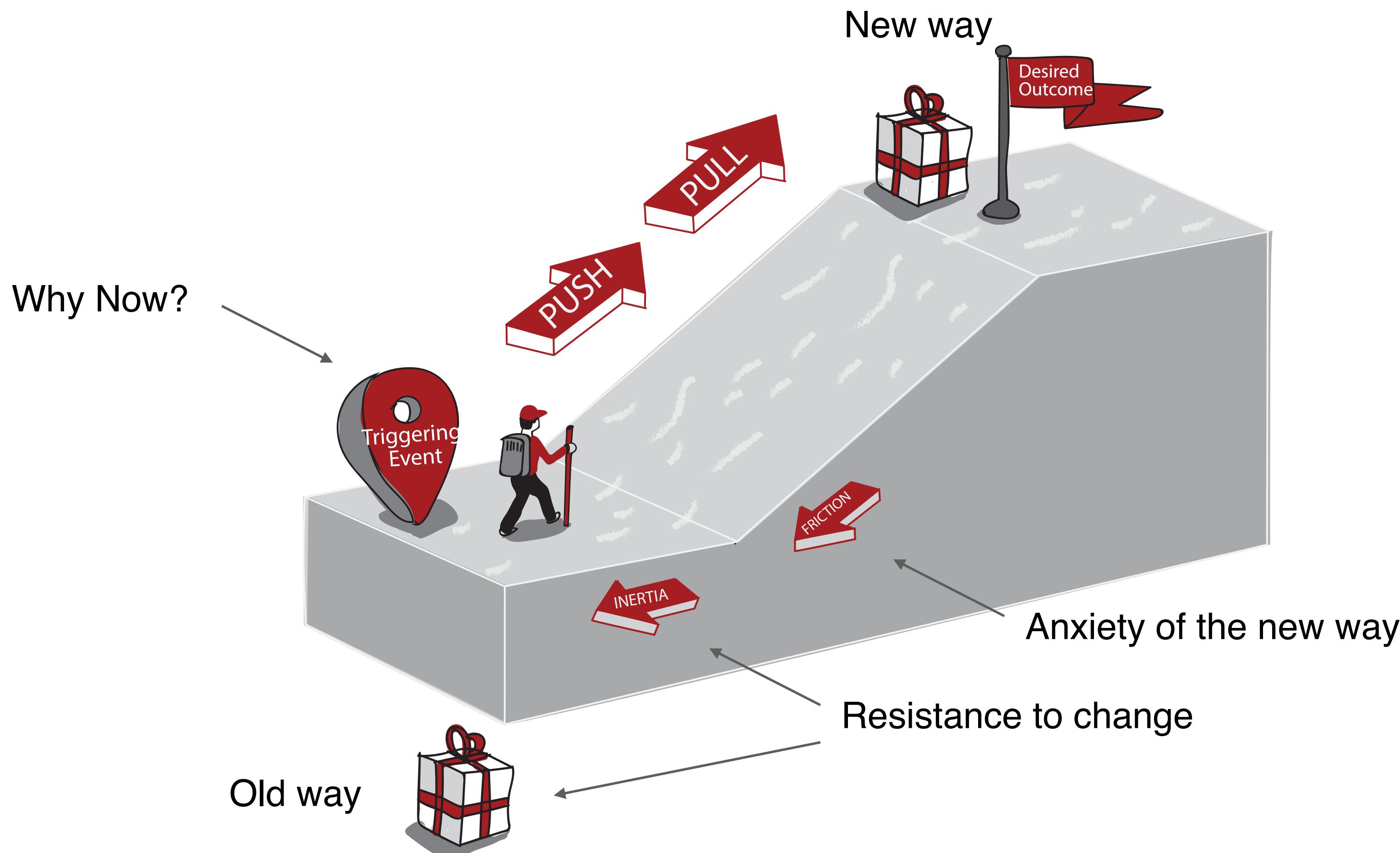
# US Stock Market Since 1871 [Gray Lines = Recessions]

These companies started in recessions to become market leaders



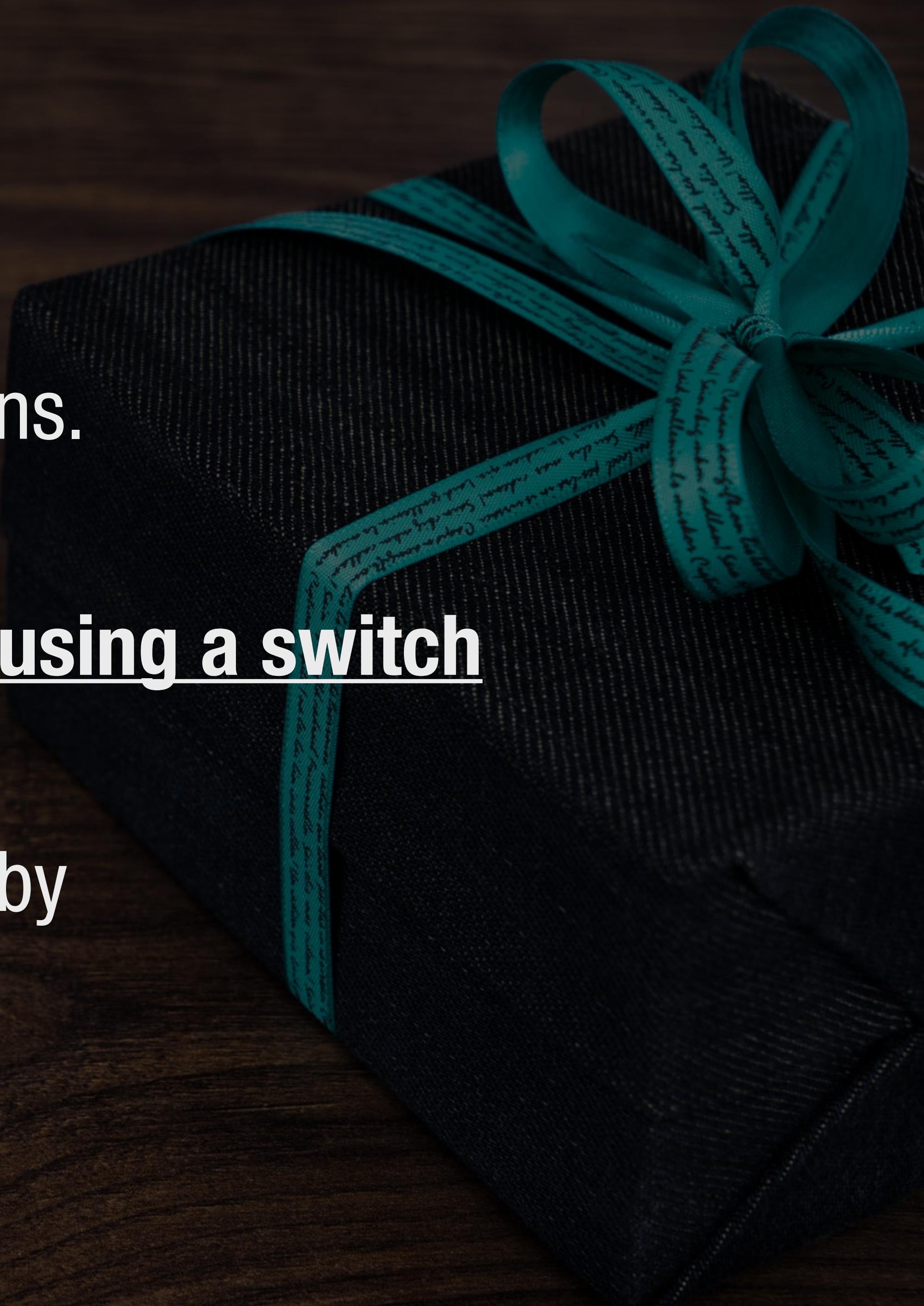
Source: <https://kintmarketing.com/>

# Innovation is **causing** a switch from an old way to a new way.



# THE INNOVATOR'S GIFT

1. New problems come from old solutions.  
There is always an old way.
2. Innovation is fundamentally about causing a switch  
from an **old way** to a **new way**.
3. The best way to cause this switch is by  
breaking the old way.



Challenge Question: Is there **always** an old way?

# Challenge Question: Is there **always** an old way?



# Challenge Question: Is there **always** an old way?

**What's it for?**



**How did people do this before?**



# Challenge Question: Is there **always** an old way?

**What's it for?**



Transportation

**How did people do this before?**



# Challenge Question: Is there **always** an old way?

**What's it for?**



Transportation

**How did people do this before?**

Horse-drawn carriage

Walking



# Challenge Question: Is there **always** an old way?

## What's it for?



Transportation

## How did people do this before?

Horse-drawn carriage

Walking



Transportation

Carts, Chariots

Construction/Agriculture

Labor

Crafts (pottery)

Hand-formed



# Challenge Question: Is there **always** an old way?

## What's it for?



Transportation

## How did people do this before?

Horse-drawn carriage

Walking



Transportation

Carts, Chariots

Construction/Agriculture

Labor

Crafts (pottery)

Hand-formed



Food

Eat raw foods

Warmth

Caves, Fur

Lighting

Moon light, limit mobility when dark

Protection

Spears, Tribes

# US Stock Market Since 1871 [Gray Lines = Recessions]

These companies started in recessions to become market leaders



Source: <https://kintmarketing.com/>

# SPEED OF LEARNING IS THE NEW UNFAIR ADVANTAGE



Build what  
customers want



Stay relevant  
to customers



Grow your  
business model

PART 1 of 2

# WHY ISN'T EVERYONE DOING THIS?



Build what  
customers want



Stay relevant  
to customers

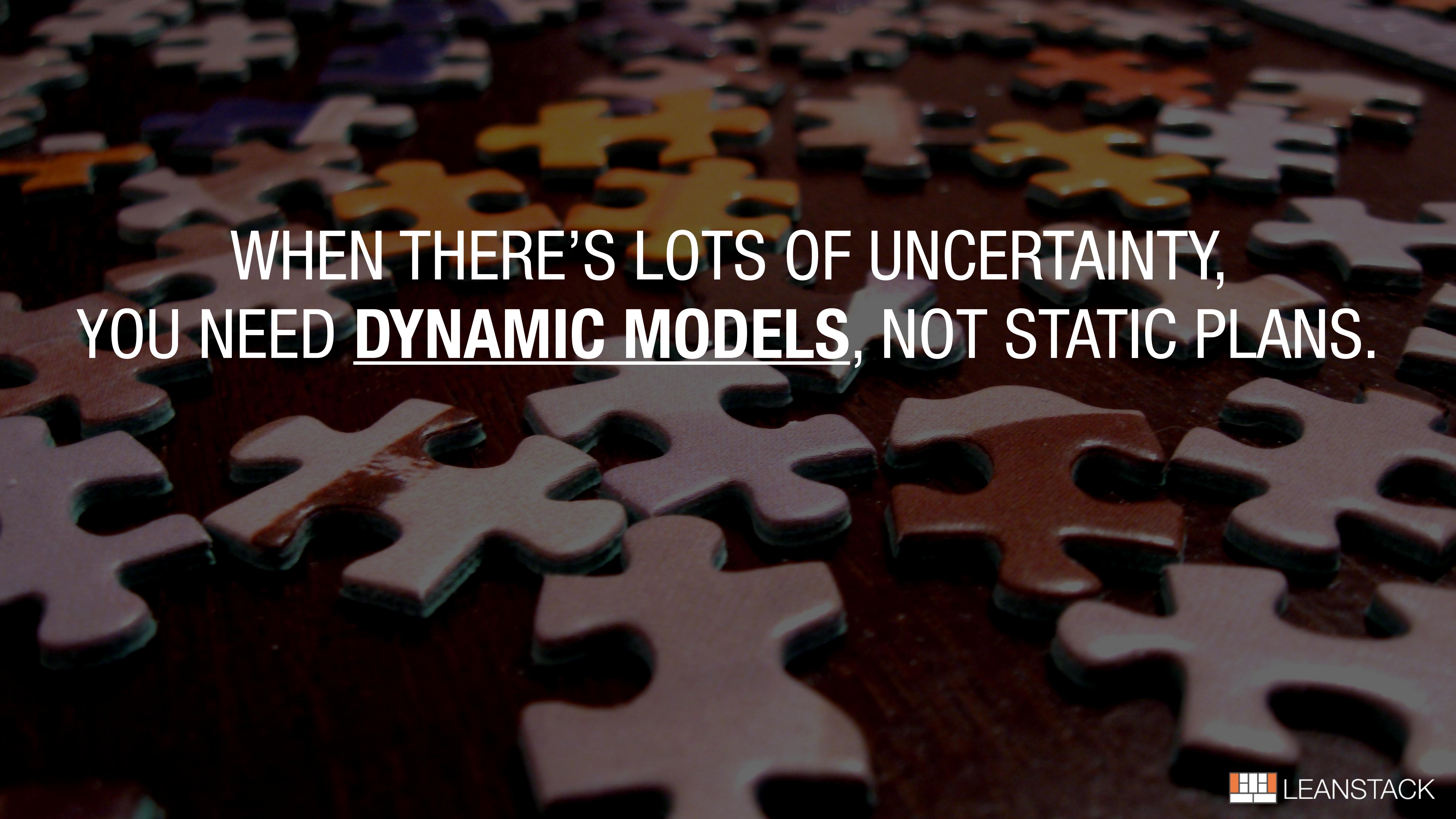


Grow your  
business model

PART 1 OF THE PROBLEM

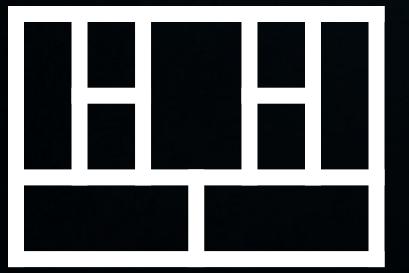
# THE WAY WE BUILD PRODUCTS HAS FUNDAMENTALLY CHANGED





WHEN THERE'S LOTS OF UNCERTAINTY,  
YOU NEED DYNAMIC MODELS, NOT STATIC PLANS.

# THE ENTREPRENEURIAL METHOD



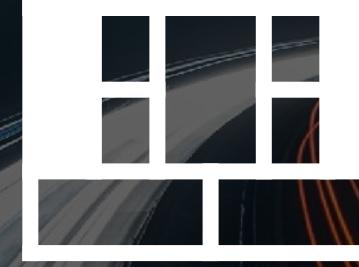
Start with a  
business model

<b>PROBLEM</b>  List your customers top 3 problems	<b>SOLUTION</b>  Outline possible solution for each problem	<b>UNIQUE VALUE PROPOSITION</b>  Single, clear, compelling that turns an unaware visitor into an interested prospect	<b>UNFAIR ADVANTAGE</b>  Something that can't be easily copied or bought	<b>CUSTOMER SEGMENTS</b>  List your target customers and users
<b>EXISTING ALTERNATIVES</b>  List how these problems are solved today	<b>KEY METRICS</b>  List key numbers telling how your business is doing today	<b>HIGH LEVEL CONCEPT</b>  List your X for Y analogy (e.g. YouTube = Flickr for videos)	<b>CHANNELS</b>  List your path to customers	<b>EARLY ADOPTERS</b>  List characteristics of your ideal customer
<b>COST STRUCTURE</b>  List your fixed and variable costs		<b>REVENUE STREAMS</b>  List your sources of revenue		

# THE ENTREPRENEURIAL METHOD



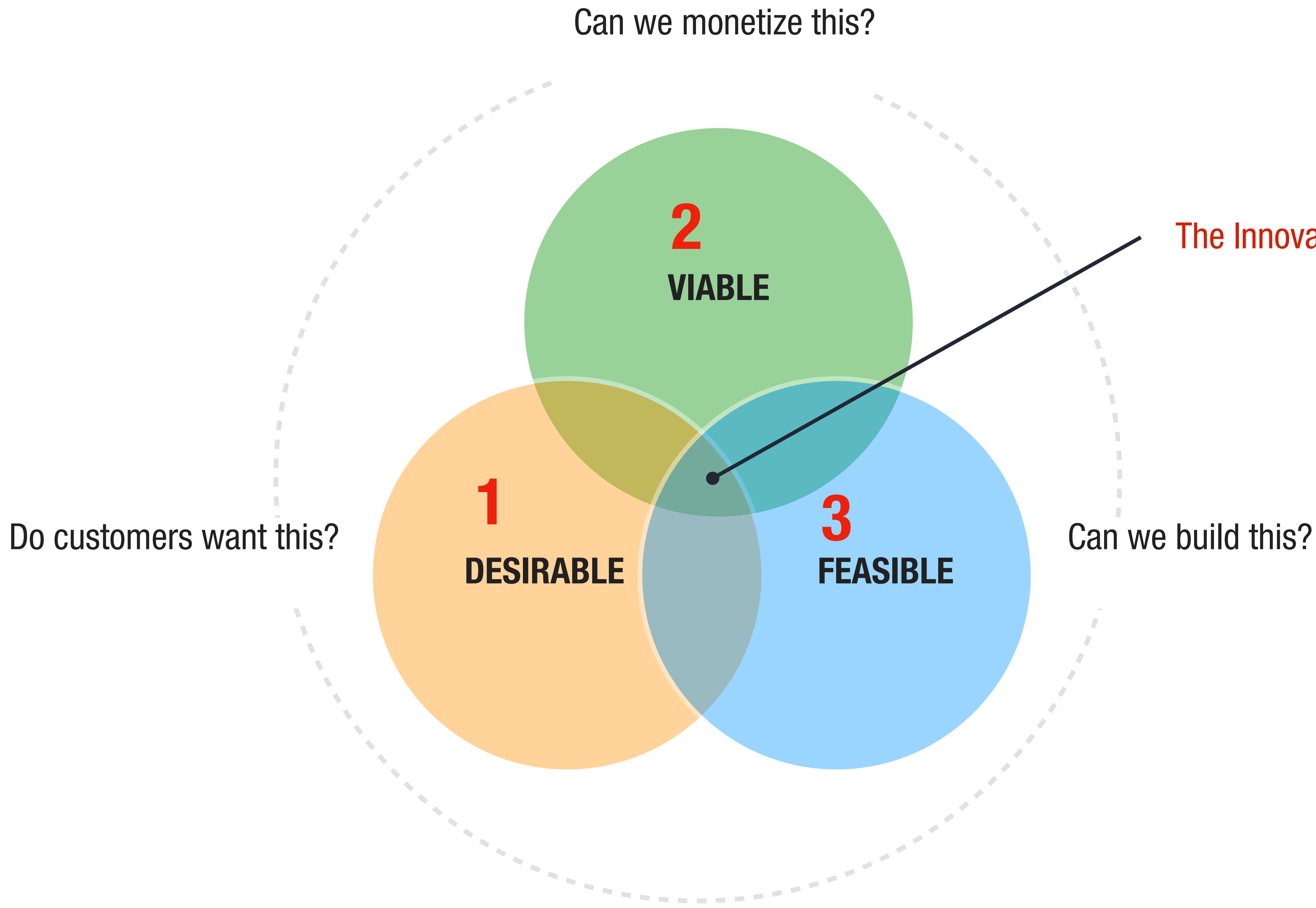
Start with a  
business model



Identify what's  
riskiest

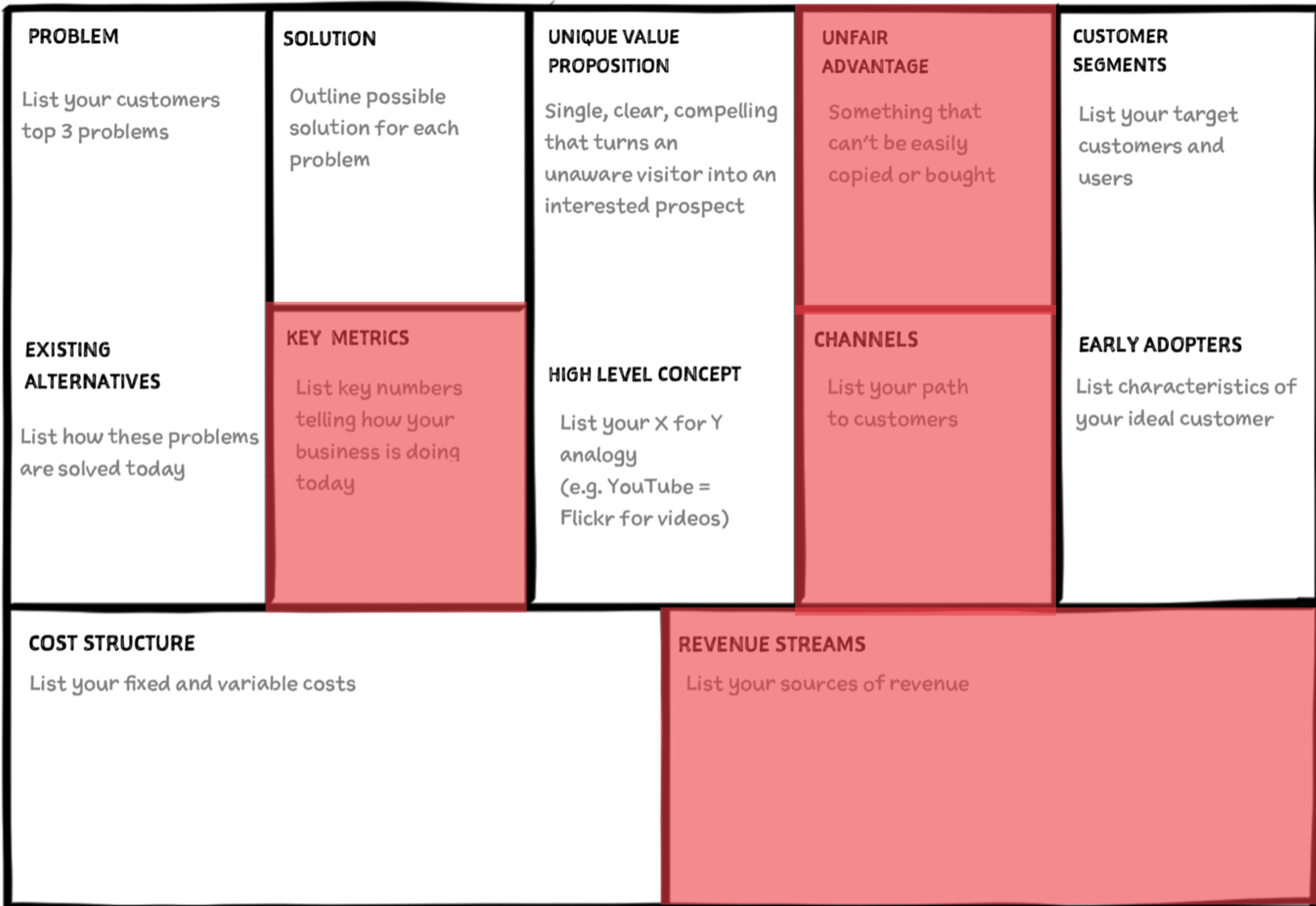


## The Innovation Trinity

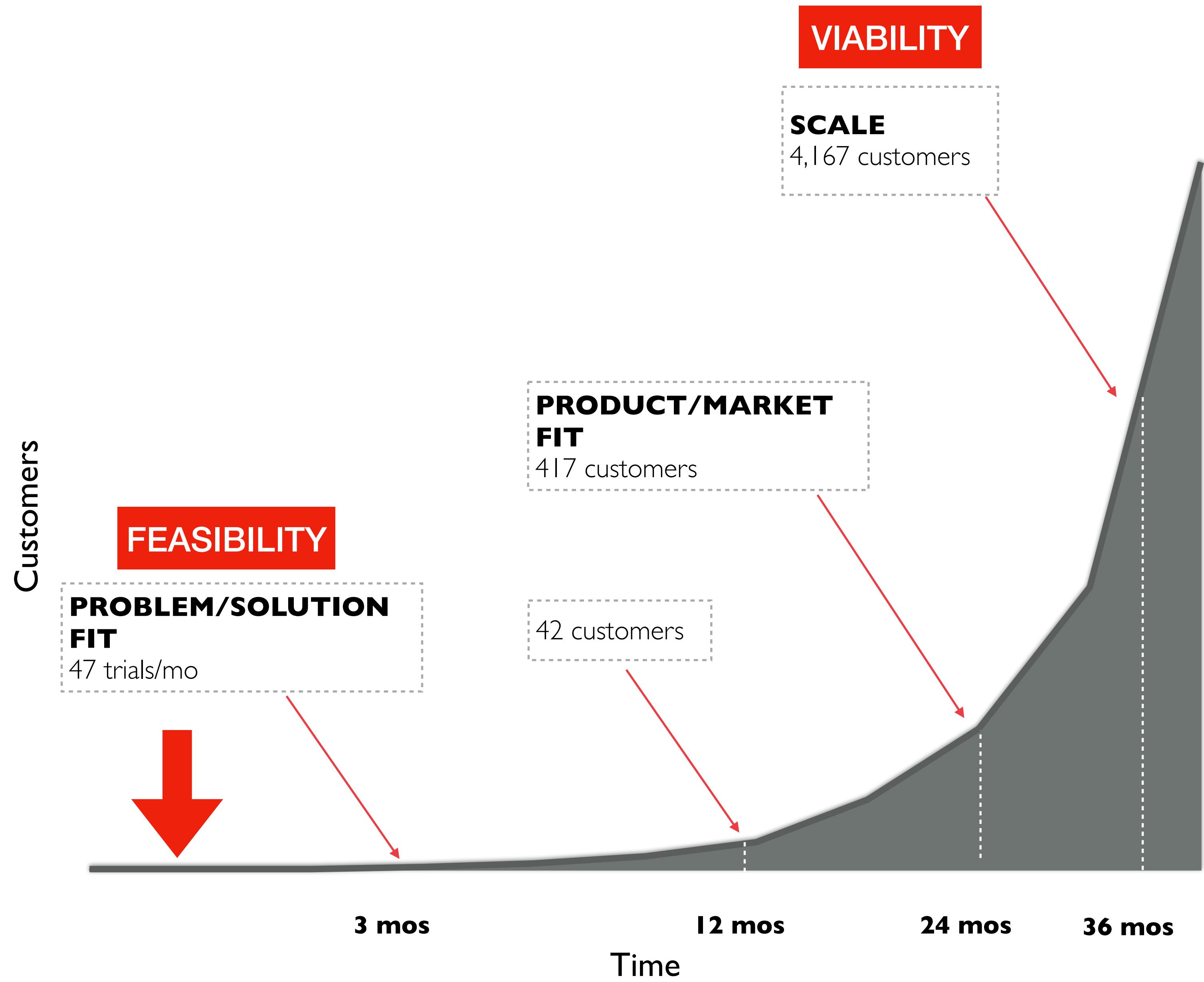


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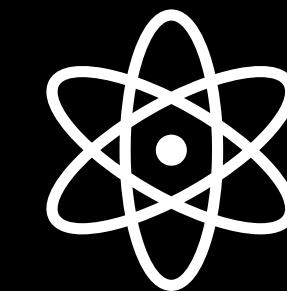
# THE ENTREPRENEURIAL METHOD



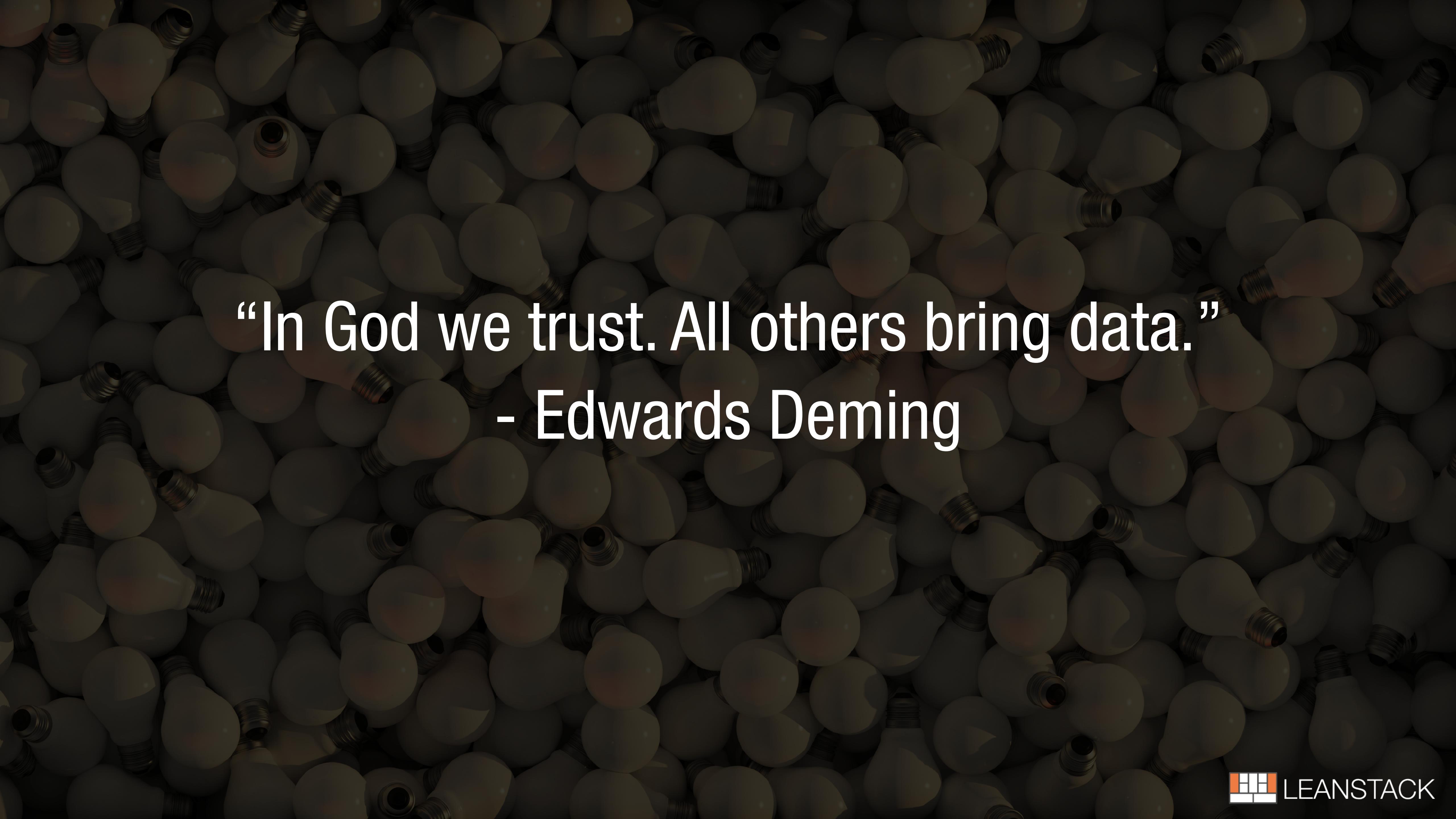
Start with a  
business model



Identify what's  
riskiest



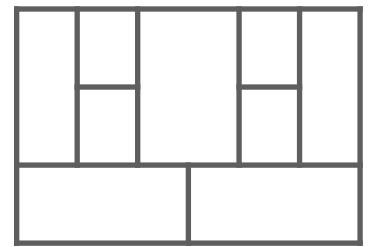
Test & refine  
the model



“In God we trust. All others bring data.”

- Edwards Deming

# BUSINESS MODEL DESIGN

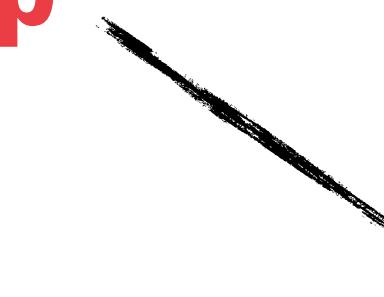


LEAN CANVAS



TRACTION ROADMAP

**The first significant  
milestone of a startup**



PROBLEM/SOLUTION FIT

3 MONTHS

PRODUCT/MARKET FIT

21 MONTHS

SCALE

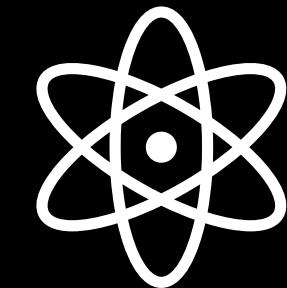
# THE ENTREPRENEURIAL METHOD



Start with a  
business model



Identify what's  
riskiest



Test & refine  
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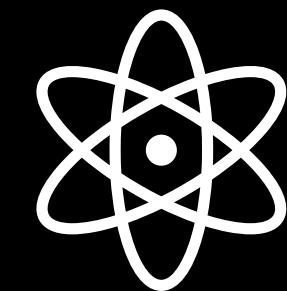
# THE ENTREPRENEURIAL METHOD



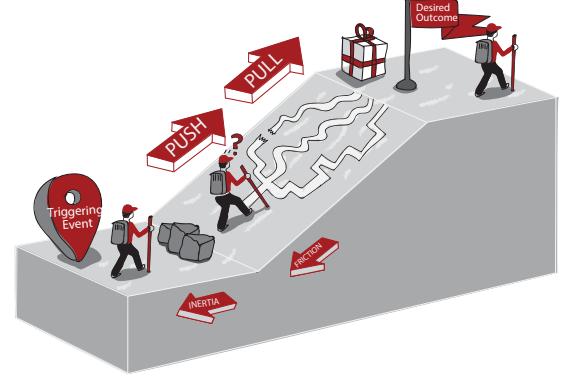
Start with a  
business model



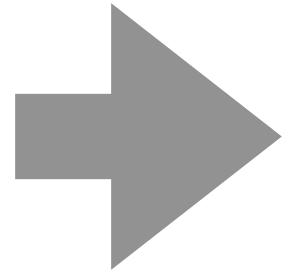
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riskiest



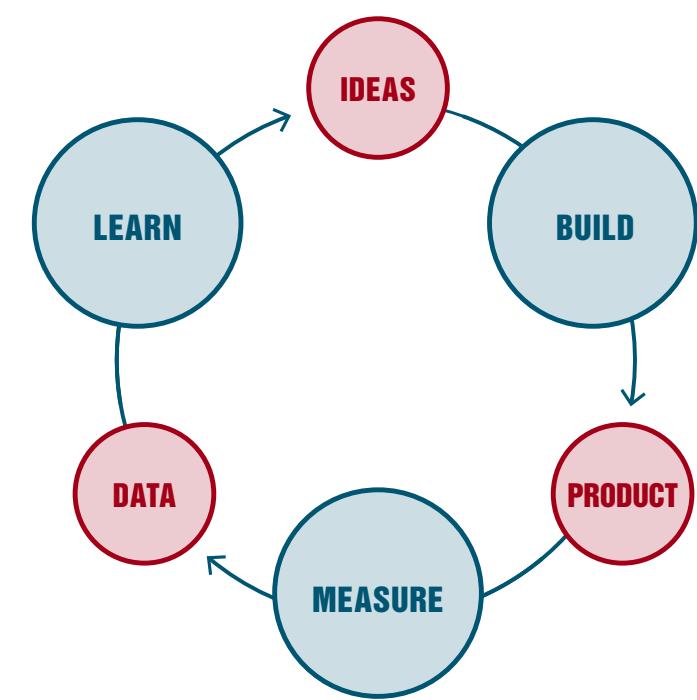
Test & refine  
the model



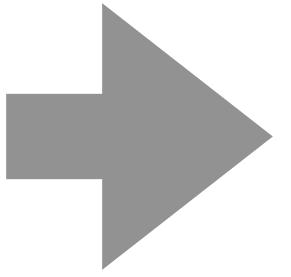
**DISCOVERY**



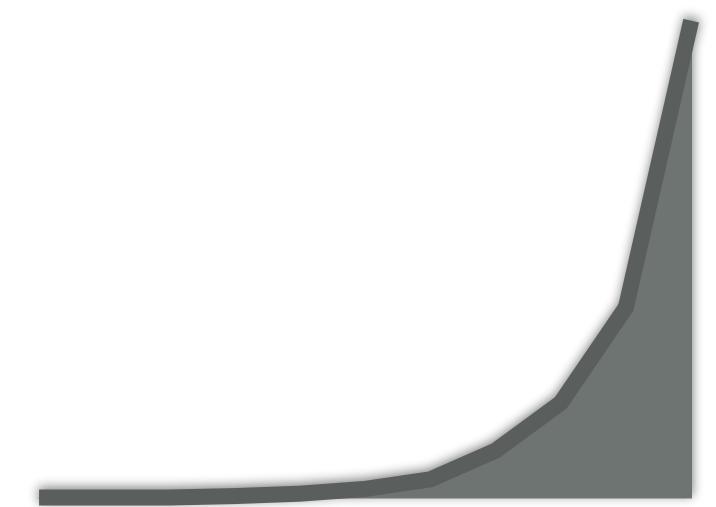
**INSIGHTS**



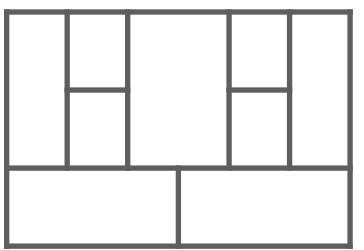
**EXPERIMENT**



**TRACTION**



## BUSINESS MODEL DESIGN



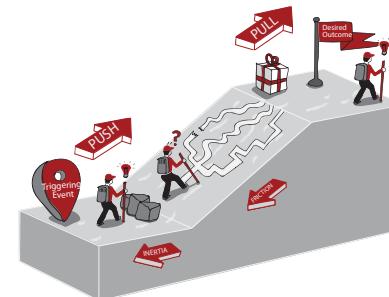
LEAN CANVAS



TRACTION ROADMAP

## CUSTOMER/PROBLEM FIT

1  
Understand Problem



PROBLEM DISCOVERY

## PROBLEM/SOLUTION FIT

2  
Define Solution



SOLUTION DESIGN

3  
Test Offer



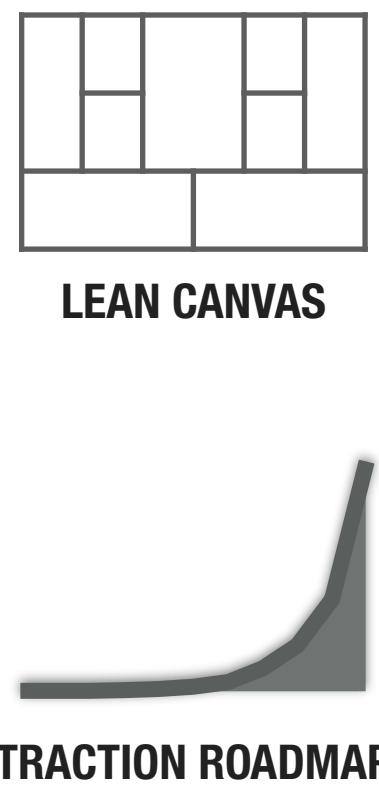
MAFIA OFFER

Business Model Design



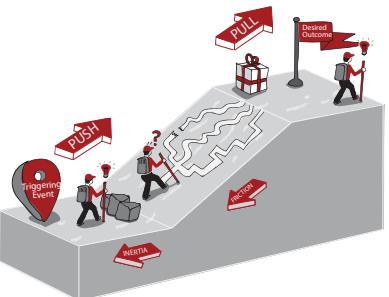
Where the rubber hits the road

## BUSINESS MODEL DESIGN



## CUSTOMER/PROBLEM FIT

1  
Understand Problem



PROBLEM DISCOVERY

2  
Define Solution



SOLUTION DESIGN

3  
Test Offer



MAFIA OFFER

Business Model Design



Launch MVP



MVP

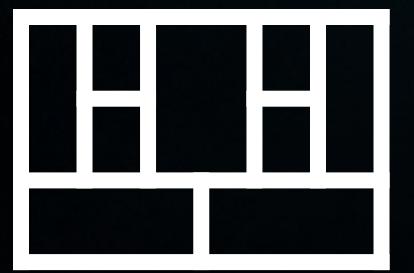
## PROBLEM/SOLUTION FIT

## SOLUTION/CUSTOMER FIT

Where the rubber hits the road

# THE ENTREPRENEURIAL METHOD

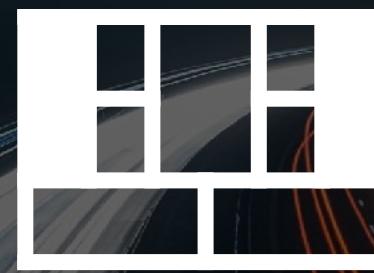
MODEL



Start with a  
business model



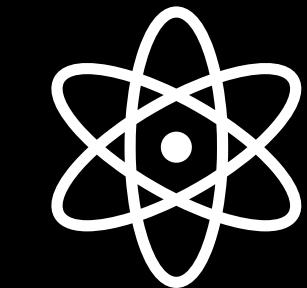
PRIORITIZE



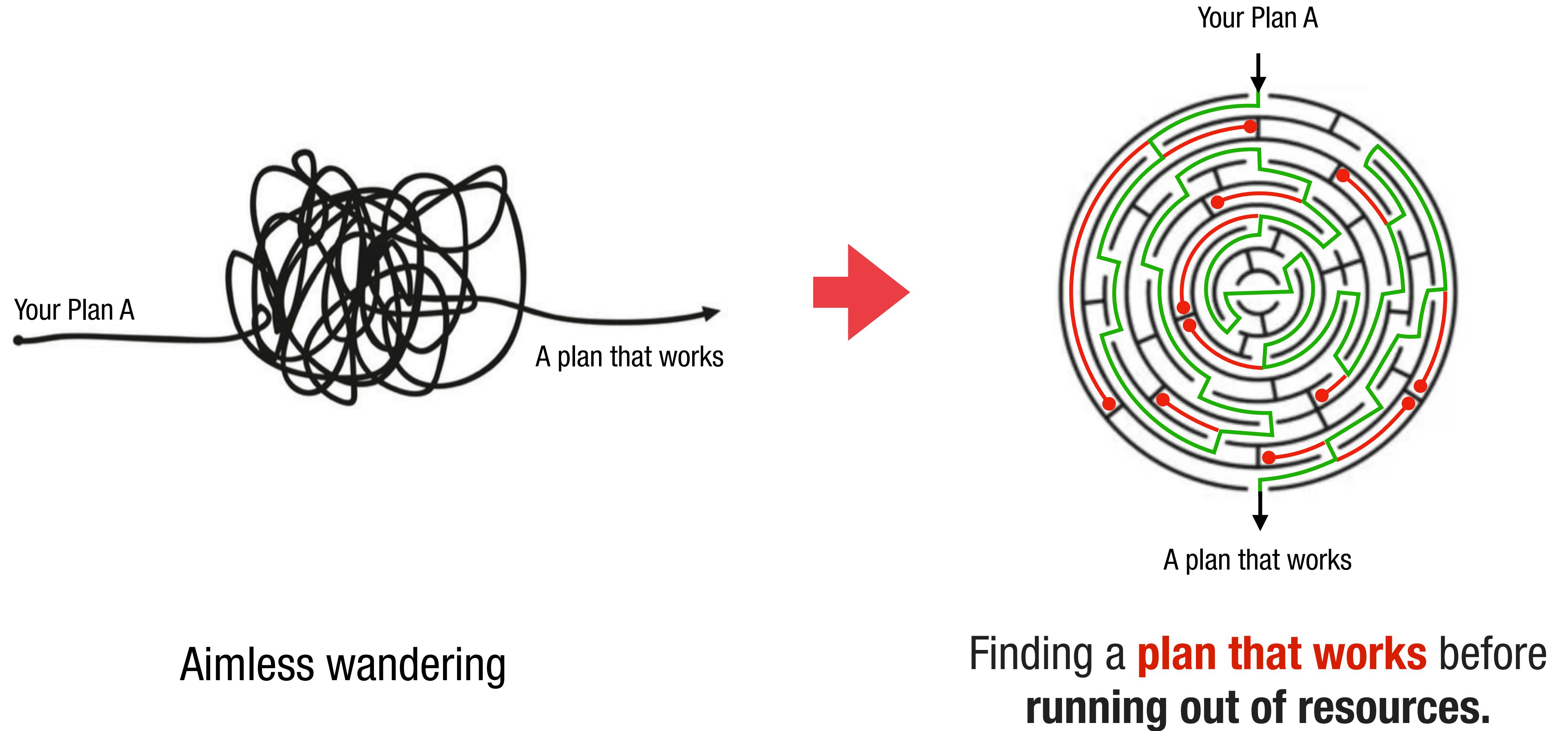
Identify what's  
riskiest

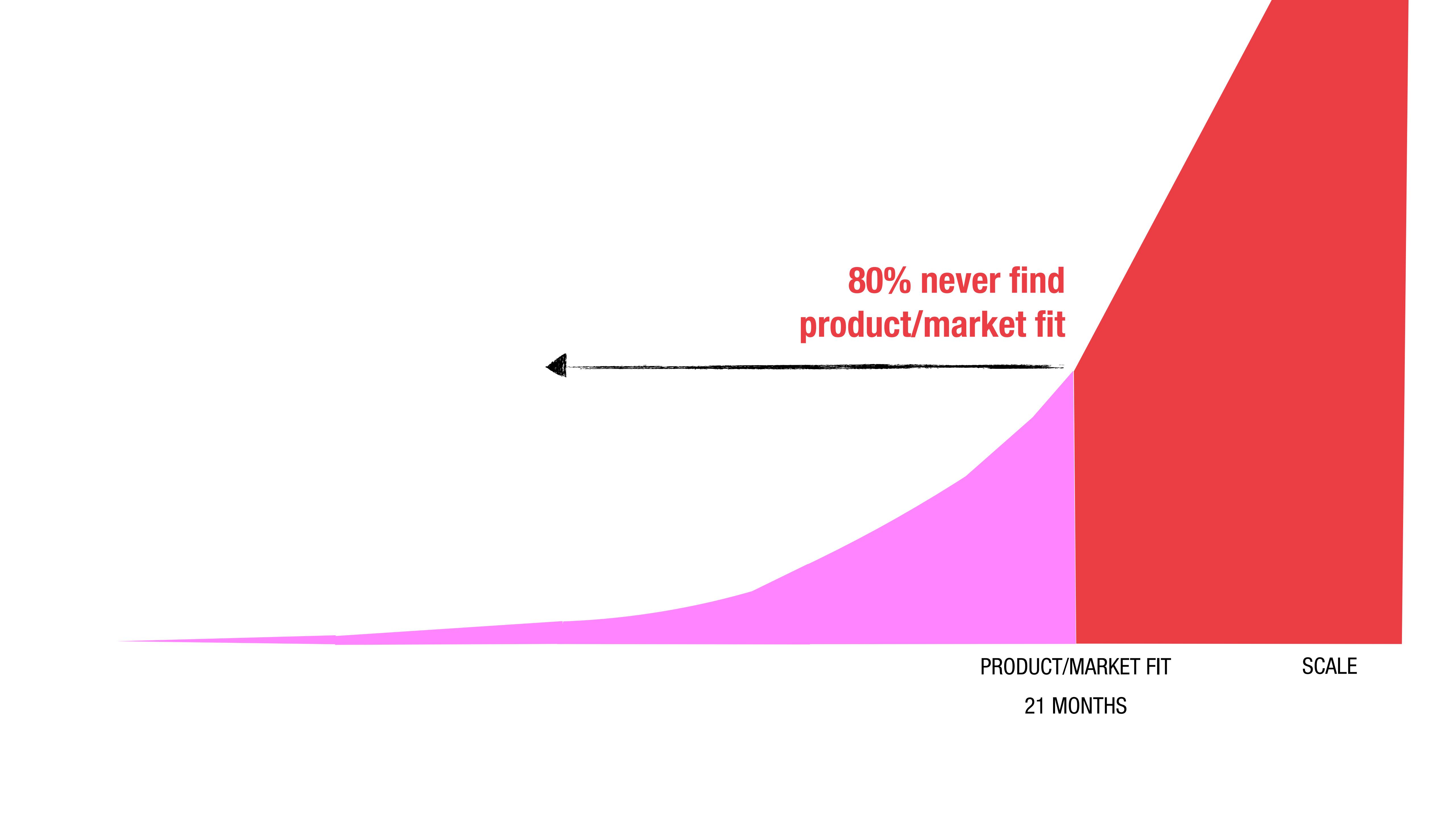


TEST



Test & refine  
the model





**80% never find  
product/market fit**

PRODUCT/MARKET FIT

21 MONTHS

SCALE

# CONTINUOUS INNOVATION PLAYBOOKS

Stage-based curriculum + tools

Fire your growth rocket

GROWTH ACCELERATION  
PLAYBOOK

Make happy customers

VALUE DELIVERY  
PLAYBOOK

Build and launch your MVP

PRODUCT LAUNCH  
PLAYBOOK

Establish repeatable sales

DEMAND VALIDATION  
PLAYBOOK

Systematically test your business model

90-DAY  
CYCLE

Pitch your idea clearly and concisely

BUSINESS MODEL  
DESIGN

FOUNDATIONS  
CI MINDSETS

Learn the framework

PROBLEM/SOLUTION FIT

3 MONTHS

SOLUTION/CUSTOMER FIT

9 MONTHS

PRODUCT/MARKET FIT

21 MONTHS

SCALE

36 MONTHS

BUSINESS MODEL DESIGN

BUSINESS MODEL VALIDATION

BUSINESS MODEL GROWTH

AGENDA

Key Takeaways

**Moving Forward**

Questions



Anonymous

<0 ↗

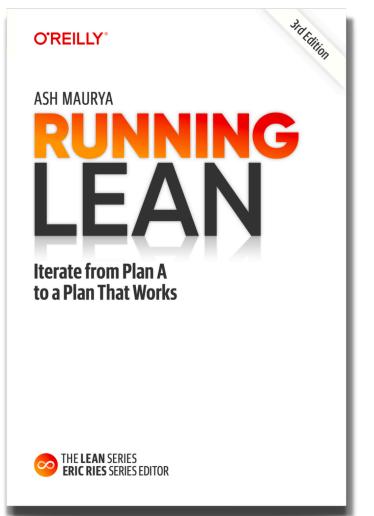
Are the playbooks discussed in one of your books?

# MOVING FORWARD

## OPTION 1: RUNNING LEAN 3E DIY

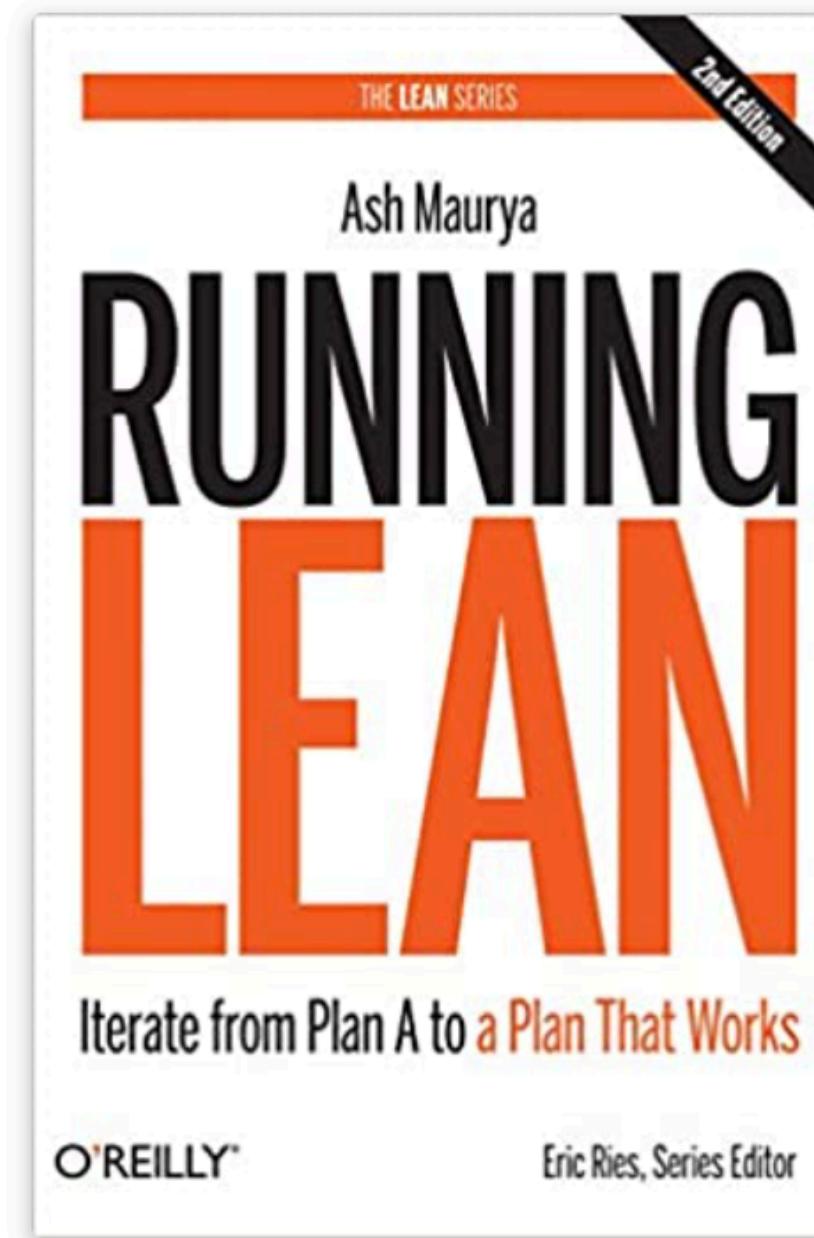
### WHAT YOU GET?

1 Book



---

\$20-40  
+ shipping



Listen



See all 3 images

#### Follow the Author



Ash Maurya

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# Running Lean: Iterate from Plan A to a Plan That Works (Lean Series) 2nd Edition



by [Ash Maurya](#) (Author)

4.5 out of 5 stars 1,056 ratings

Part of: Lean (O'Reilly) (1 books)

[See all formats and editions](#)



\$0.00

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**\$16.21** ✓prime

73 Used from \$1.67

4 New from \$37.46



\$18.49

You Earn: 37 pts

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**There is a newer edition of this item:**

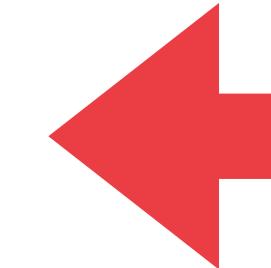


[Running Lean: Iterate from Plan A to a Plan That Works](#)

\$19.29

4.5 out of 5 stars (57)

In Stock.



We live in an age of unparalleled opportunity for innovation. We're building more products than ever before, but most of them fail--not because we can't complete what we set out to build, but because we waste time, money, and effort building the wrong product.

What we need is a systematic process for quickly vetting product ideas and raising our odds of success.

That's the promise of *Running Lean*.

[Read more](#)

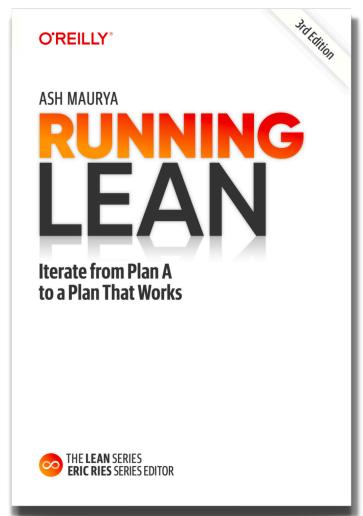
[Report incorrect product information.](#)

# MOVING FORWARD

## OPTION 1: RUNNING LEAN 3E DIY

### WHAT YOU GET?

1 Book



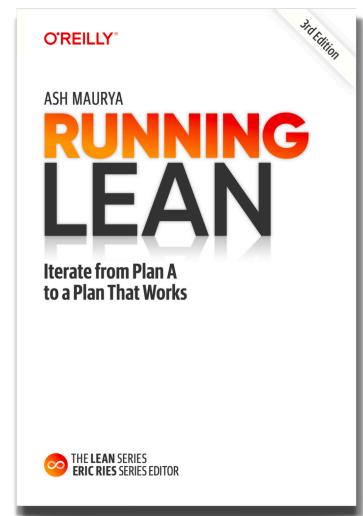
*Books have a dismal 1% follow-through rate.*

# MOVING FORWARD

## OPTION 1: RUNNING LEAN 3E DIY

### WHAT YOU GET?

- 1 Book



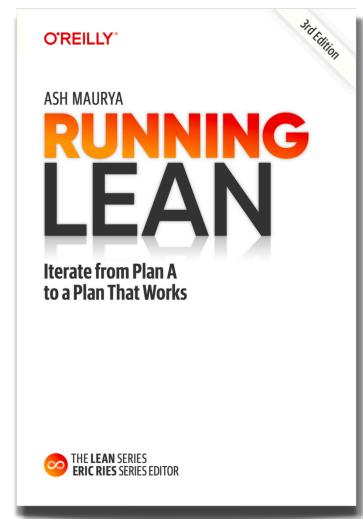
## OPTION 2: ACADEMY MEMBERSHIP Tools, content, and community

# MOVING FORWARD

## OPTION 1: RUNNING LEAN 3E DIY

### WHAT YOU GET?

- 1 Book



## OPTION 2: ACADEMY MEMBERSHIP Tools, content, and community

### WHAT YOU GET? Everything in option 1 plus:

- 2 Step-by-step playbooks



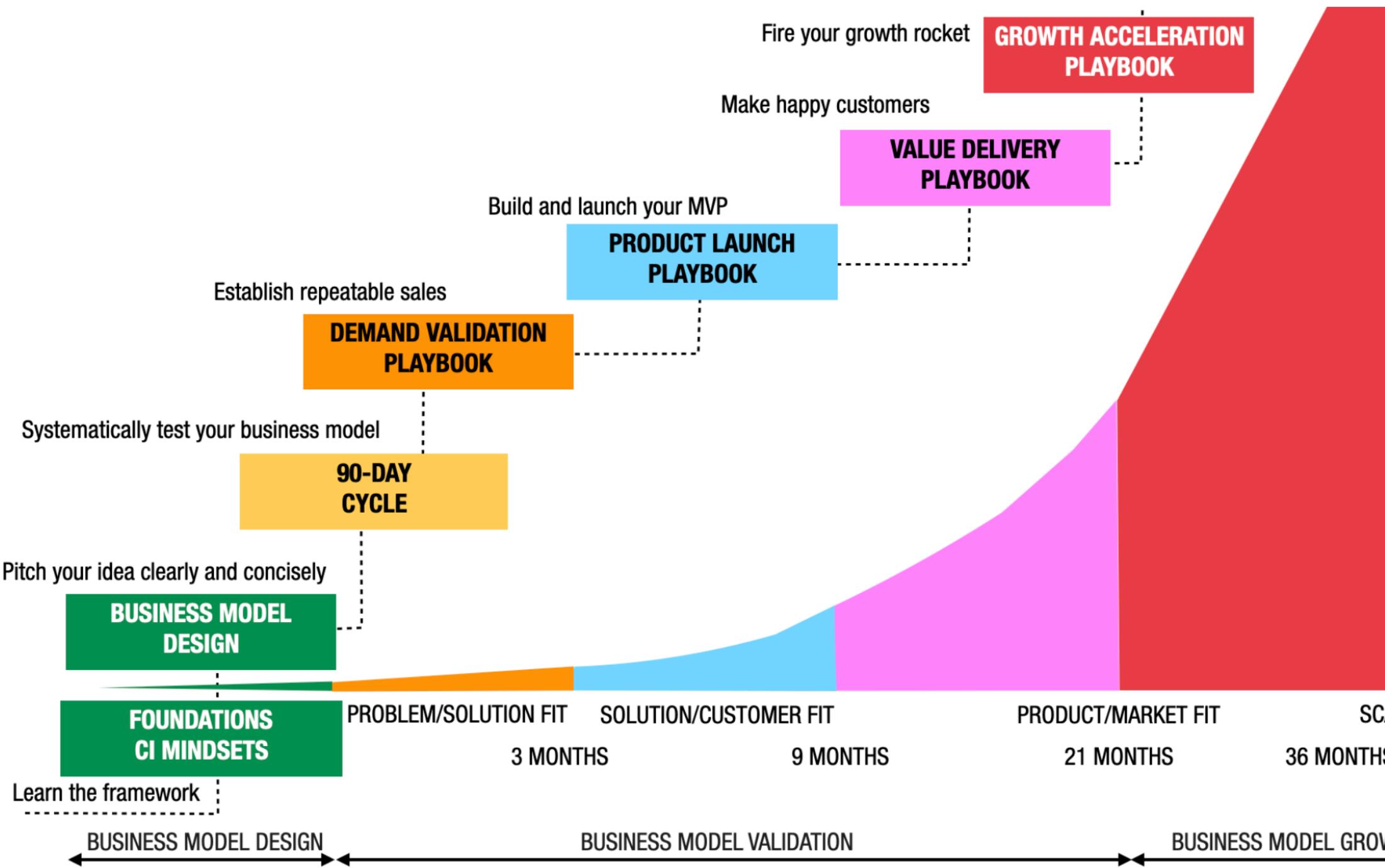
# Continuous Innovation Playbooks

v8, 2023 edition

Stop Wandering Aimlessly and Systematically Design, Validate, and Grow Your Next Big Idea.

## TABLE OF CONTENTS

- [Business Model Design \(Mission De...\)](#)
- [Business Model Validation \(Achieve...](#)
- [Business Model Growth \(Fire Your ...\)](#)
- [Additional References](#)



## Business Model Design (Mission Design)

### Foundations

Learn the key mindsets for building products that matter.

### Business Model Design

Communicate your idea clearly and concisely.

## Business Model Validation (Achieve Escape Velocity)

### The 90-Day Cycle

Systematically test your business model.



## 1. Deconstruct Your Big Idea on a Lean Canvas

Create Your First Lean Canvas in 20 minutes

1. Customer Segments
2. Problem
3. Unique Value Proposition
4. Solution
5. Channels
6. Revenue Streams
7. Cost Structure
8. Key Metrics
9. Unfair Advantage

Refine Your Big Idea Canvas into One or More Business Model Variants

### TABLE OF CONTENTS

- [0. Introduction](#)
  - [1. Deconstruct Your Big Idea on a L...](#)
  - [2. Stress Test Your Business Model...](#)
  - [3. Stress Test Your Business Model...](#)
  - [4. Stress Test Your Business Model...](#)
  - [5. Pitch Your Business Model](#)
- [What's Next?](#)

## 2. Stress Test Your Business Model For Desirability

Defining Better With the Innovator's Gift

Unpacking the Innovator's Gift - JTBD

Apply the Innovator's Gift to Stress Test Desirability

1. Why Now - Switching Trigger
2. Who's It For - Early Adopters
3. What Do They Currently Use - Existing Alternatives
4. What's Broken With the Old Way - Problems
5. How Will You Cause a Switch - UVP

Craft Your Elevator Pitch

## 3. Stress Test Your Business Model For Viability

Don't Create a Financial Forecast. Use a Fermi Estimate Instead

Use a Fermi Estimate to Stress Test Viability

1. Ballpark Your Escape Velocity - Goal Sizing

 R

Roy Jay

2 

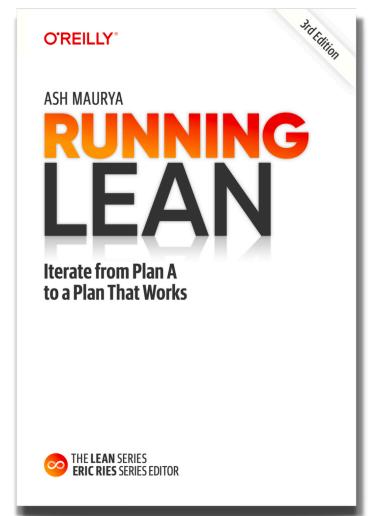
The Academy content is full of great examples of completed Lean Canvases for successful companies. Do you have an examples for completed Customer Forces Canvases for same?

# MOVING FORWARD

## OPTION 1: RUNNING LEAN 3E DIY

### WHAT YOU GET?

- 1 Book



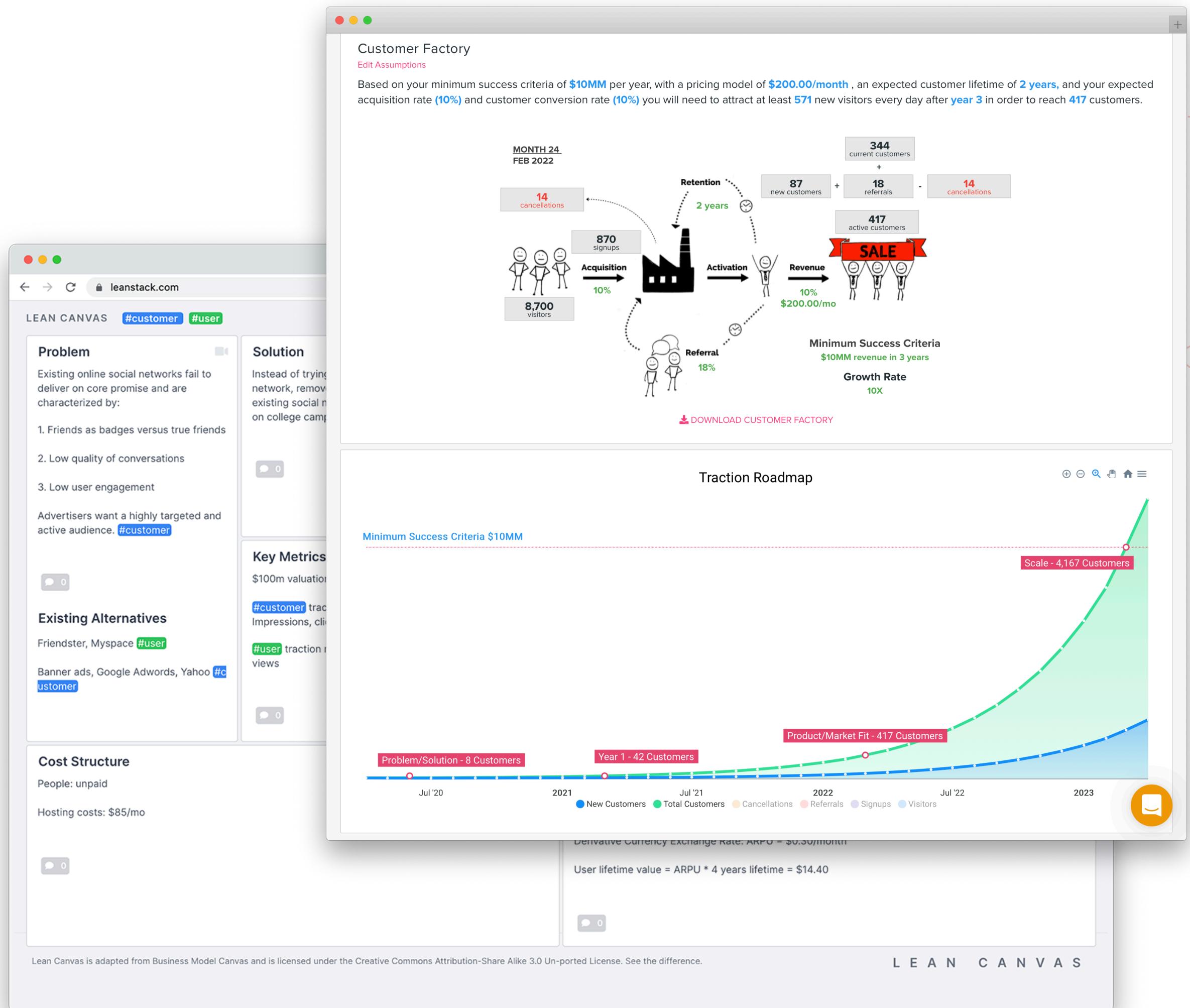
## OPTION 2: ACADEMY MEMBERSHIP

Tools, content, and community

### WHAT YOU GET?

Everything in option 1 plus:

- 2 Step-by-step playbooks
- 3 Online tools



**Transcript**

**Sarah** 19m Yeah, that one was more specifically a laptop. So it had kind of like the cushioned area to put the laptop in, and it had some positive reviews on the site. So I went try that one out. The problem with that one I found was that it was really stiff, and so while you could get the laptop in, there wasn't really give if I needed to carry extra paperwork or something like that home from work. And it was square and boxing, so it wasn't something I would carry as a purse.

**Chris** 19m Sure. Got it. Okay.

**Sarah** They

**Chris** 19m Okay, got it. So you

**Sarah** Prob

**Chris** 20m Okay.

**Sarah** They

**LEANSTACK / Projects / LEANSTACK / Models / Accelerators**

**LEANSTACK**

LEANSTACK • Ash Maurya • Project Owner

**LEAN CANVAS TRACTION ROADMAP GOALS LEAN SPRINTS DIAGNOSTICS**

**Accelerators**

Achieve \$1M ARR in < 12 mont

- Sign-up 8 customers/month
- Average pricing: \$834/mo
- Conduct 80 calls/month

Updated about 1 month ago

**Sprint 2**

Active • 14 Days Left • Complete Sprint

**VALIDATION PLANS**

- Validate/refine mafia offer
- Outbound prospecting campaign
- Paid Ads campaign
- Organic campaign

**BUILD**

- Validate/refine mafia offer
- Launch a Video Sales Letter (VSL) funnel

**MEASURE**

- Paid Ads campaign
- Run a \$50/day Facebook ad campaign

**LEARN**

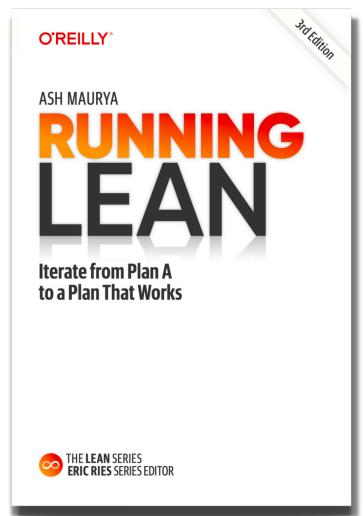
+ New Validation Plan + New Build + New Measure

# MOVING FORWARD

## OPTION 1: RUNNING LEAN 3E DIY

### WHAT YOU GET?

- 1 Book



## OPTION 2: ACADEMY MEMBERSHIP

Tools, content, and community

### WHAT YOU GET?

Everything in option 1 plus:

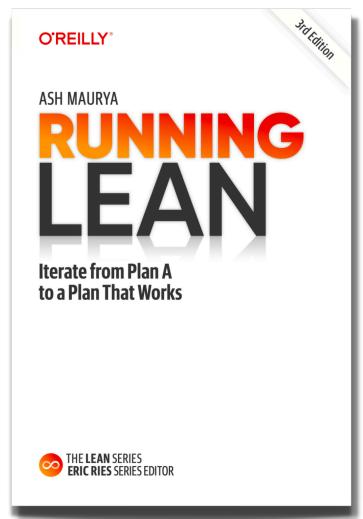
- 2 Step-by-step playbooks
- 3 Online tools
- 4 Team access

# MOVING FORWARD

## OPTION 1: RUNNING LEAN 3E DIY

### WHAT YOU GET?

- 1 Book



---

\$20-40  
+ shipping

## OPTION 2: ACADEMY MEMBERSHIP

Tools, content, and community

### WHAT YOU GET?

Everything in option 1 plus:

- 2 Step-by-step playbooks
- 3 Online tools
- 4 Team access
- 5 Community

---

\$1,188 / year  
-or- \$120 / mo



## Newsletter, posts, announcements

Events →

Discussion Channels →



- COHORT • ADMIN
- Academy
  - Home
  - Diagnostics 23
- COMMUNITY
  - Events 10
  - Forum 43
  - # Dailies 63
  - # Water Cooler 17
- PEOPLE
  - Teams 203
  - Participants 356
  - Mentors 16
- ANALYTICS
  - Statistics
  - Funnel Metrics
  - Series Progress
- CONFIGURATION
  - Settings

### Extending the Job Story to a Customer Forces Story

Practice Trumps Theory • Ash Maurya • Nov 10 1:08PM CST

#### A 3 act story structure for capturing jobs-to-be-done

I have previously shared the motivation and backstory behind Customer Forces Stories [here](#) and [here](#).

*A Customer Forces Story describes the causal forces that shape a customer's journey as they hire a specific product to get a job done and move from an initial triggering event to some resolution event, like acquisition, activation, or cancellation.*

Note:

Hiring a product isn't limited to buying. Think of it as choosing a specific product for a specific job. A product could be chosen for the first time or the hundredth time. This chosen product could be...

[Read More ↴](#)

No emails have been sent.



Add Comment

### Pondering Launching a Startup in 2023?

LEANSTACK Blog • Ash Maurya • Nov 10 6:50AM CST



### Forum

- Stress Testing Feasibility Part 3  
...  
Roy Jay • Dec 05 7:08AM CST
- Is there a way to sort the Varia... 3  
Roy Jay • Nov 30 12:38PM CST
- Stress Testing Desirability 2  
Roy Jay • Nov 29 5:27PM CST
- Avoiding group think while build... 3  
Roy Jay • Nov 29 5:47AM CST
- How to create a Traction Roadmap... 2  
Jonas Österle • Nov 15 5:56AM CST

### Workshops

The upcoming workshops below are open for registration. Please refer to each individual workshop for details and pricing.

- 30-Day Business Model Design  
Mon, Jan 16, 2023 - Mon, Feb 13, 2023  
Stress-test your business model before getting outside the building

Forums →

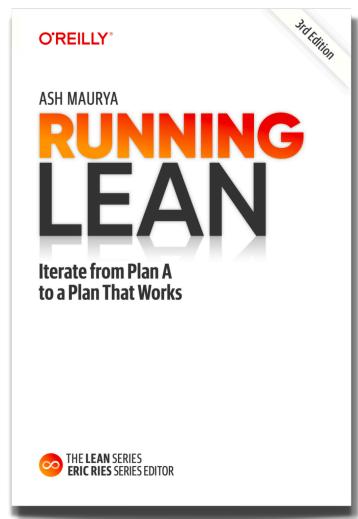
Workshops →

# MOVING FORWARD

## OPTION 1: RUNNING LEAN 3E DIY

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- 5 Community

→ *MOOCs have a dismal 6-7% completion rate.*

PART 2/2

# WHY ISN'T EVERYONE DOING THIS?



Build what  
customers want



Stay relevant  
to customers



Grow your  
business model

# PART 2 OF THE PROBLEM EASY TO UNDERSTAND, HARD TO PUT INTO PRACTICE

MODEL



Start with a  
business model



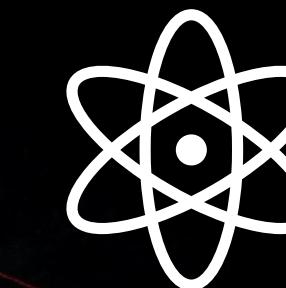
PRIORITIZE



Identify what's  
riskiest



TEST



Test & refine  
the model

01

Requires learning new skills and unlearning old skills.

You go from being an **expert in the old way** to a  
**beginner in the new way.**

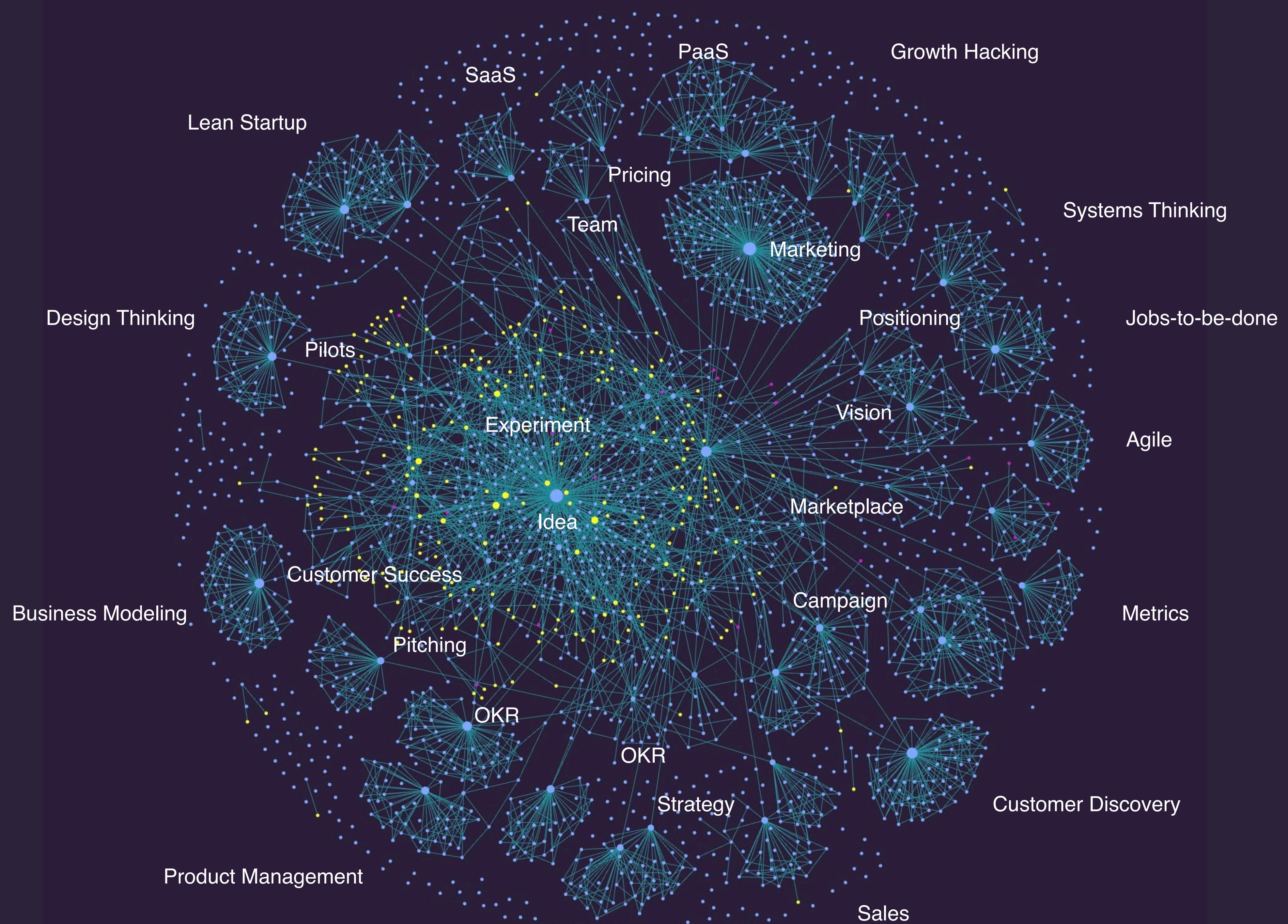






02

## Information overload.



**Objection:**

I can see how this can work for X.

But it won't work for me because I do Y.

03

## External accountability.



Anonymous

1

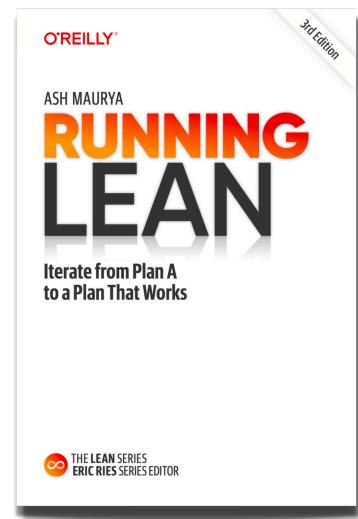
Sometimes its exhausting to be doing endless iterations of problem discovery, solution fit and customer identification. What advice do you have for first time founders on when to grit and pursue Entrepreneurial path & when to quit/ pause?

# MOVING FORWARD

## OPTION 1: RUNNING LEAN 3E DIY

### WHAT YOU GET?

- 1 Book



## OPTION 2: ACADEMY MEMBERSHIP Tools, content, and community

### WHAT YOU GET? Everything in option 1 plus:

- 2 Step-by-step playbooks
- 3 Online tools
- 4 Team access
- 5 Community

## OPTION 3: 120-DAY STARTUP Cohort-based workshop

A unique workshop + bootcamp experience where you **go from idea to traction (paying customers) in 120-days.**



120-DAY STARTUP

## Go From Idea to Early Traction Without a Product

120-Day Startup is a cohort-based workshop, designed by Ash Maurya, for aspiring entrepreneurs, innovators and product managers who want to level-up and build the next generation of products that matter.

*Products that matter = Products that go on to achieve product/market fit.*

# **Three Paths to Expertise**

# Three Paths to Expertise

## 1 Deliberate practice



# Three Paths to Expertise

## 1 Deliberate practice



Get outside the building

Get outside your comfort zone

Start talking to customers

Learn as you go

Get better

# Three Paths to Expertise

## 1 Deliberate practice



10,000 hours rule



1,000 days



2.7 years

# Three Paths to Expertise

## 1 Deliberate practice



## 2 Psychological safety



# Three Paths to Expertise

## 1 Deliberate practice



## 2 Psychological safety



Practice with a **safety net** before flying



# Three Paths to Expertise

## 1 Deliberate practice



## 2 Psychological safety



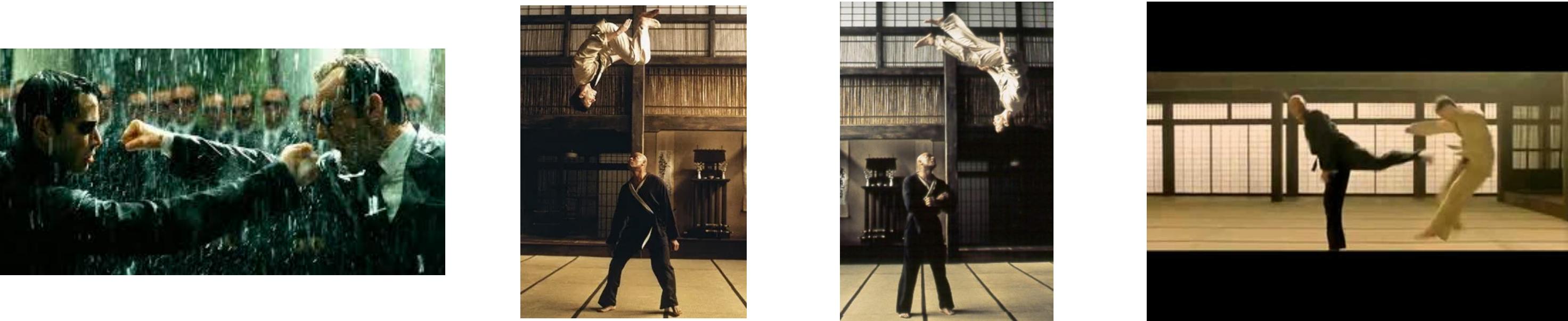
Take the time to understand the theory before practice

Level-up your practice incrementally

Create a learning-practice sandbox

# Three Paths to Expertise

## 1 Deliberate practice



## 2 Psychological safety



## 3 Perceptual learning



# Three Paths to Expertise

## 1 Deliberate practice



## 2 Psychological safety

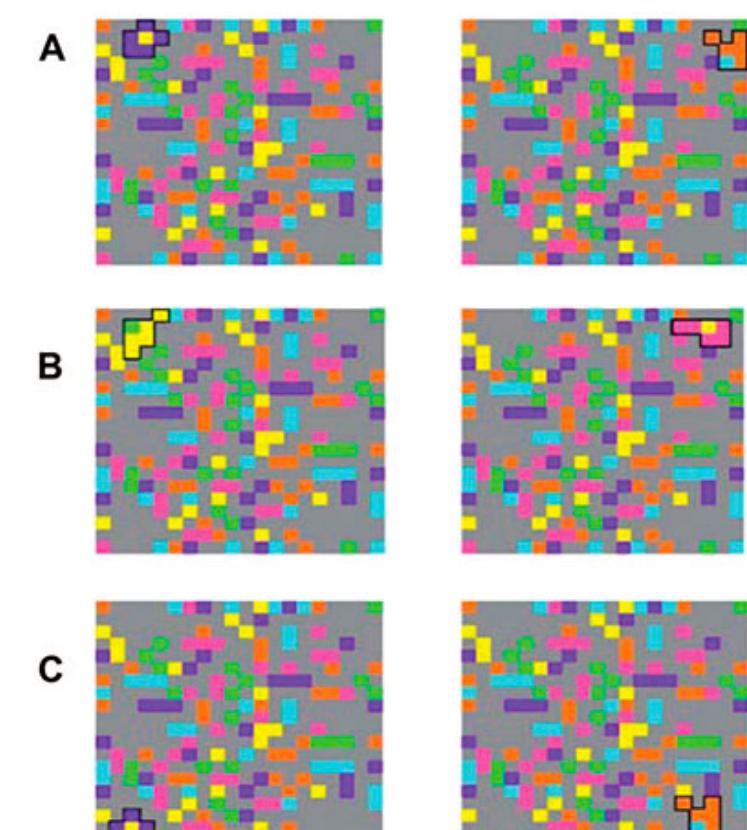
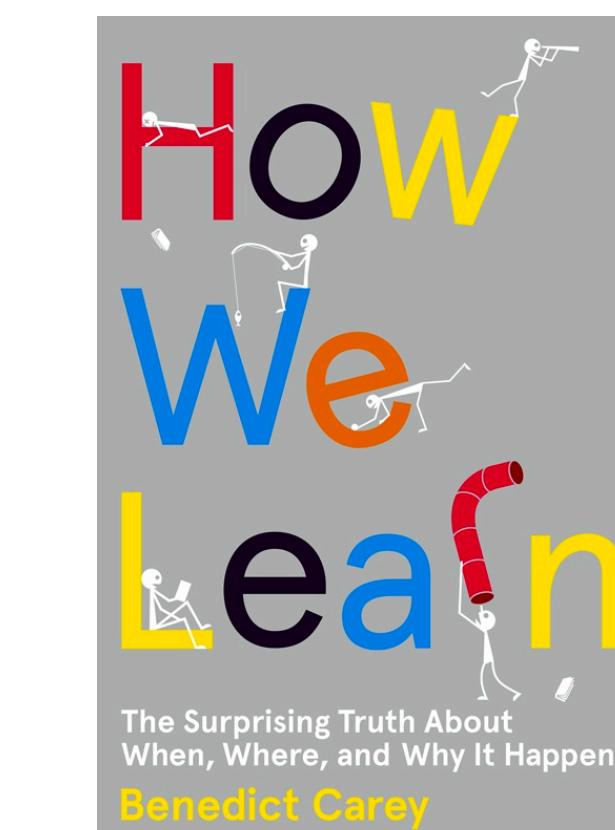


Learning **without thinking**

## 3 Perceptual learning



Use simulations

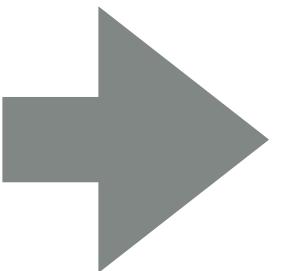


# Three Paths to Expertise

1 Deliberate practice

+

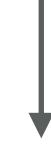
2 Psychological safety



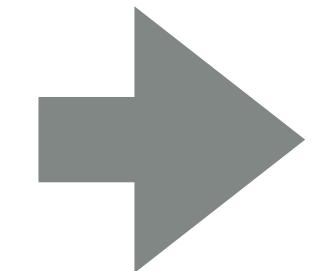
10,000 hours rule



1,000 days



2.7 years



1,000 hours



100 days



4 months

3 Perceptual learning

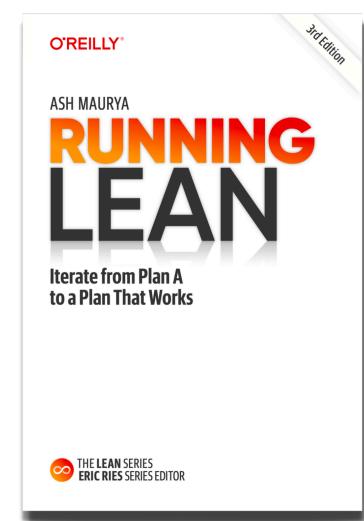
+

# MOVING FORWARD

## OPTION 1: RUNNING LEAN 3E DIY

### WHAT YOU GET?

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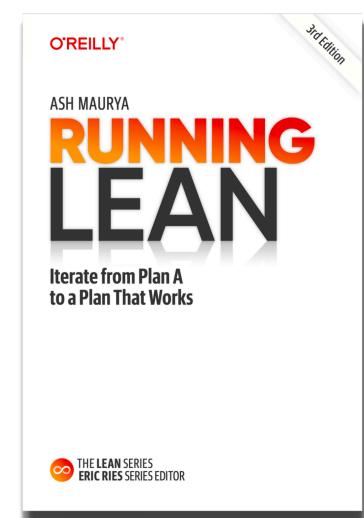
## OPTION 3: 120-DAY STARTUP Cohort-based workshop

# MOVING FORWARD

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### WHAT YOU GET?

- 1 Book



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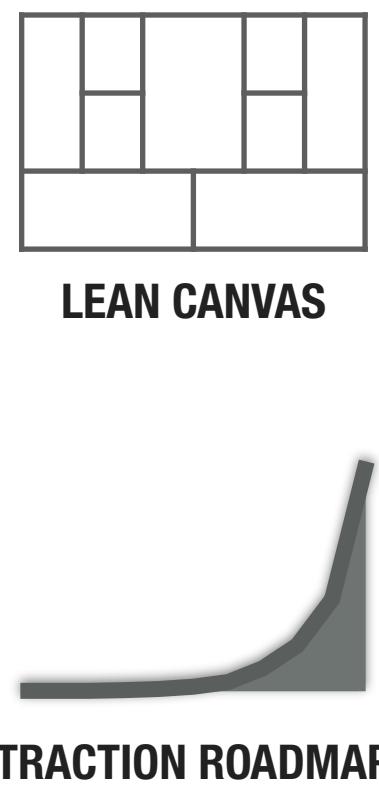
## OPTION 3: 120-DAY STARTUP Cohort-based workshop

### WHAT YOU GET?

Everything in option 2 plus:

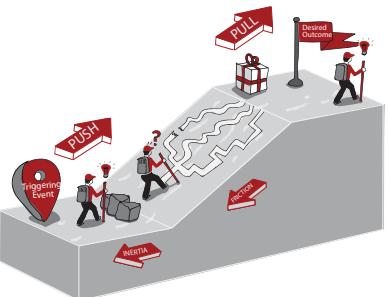
- 6 1 year Academy membership
- 7 Bi-weekly workshops
- 8 Coaching
- 9 External accountability
- 10 Self-paced learning by doing

## BUSINESS MODEL DESIGN



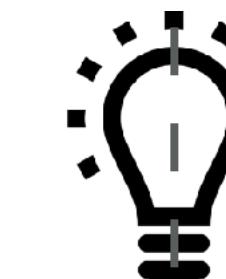
## CUSTOMER/PROBLEM FIT

1  
Understand Problem



PROBLEM DISCOVERY

2  
Define Solution



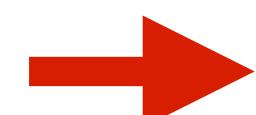
SOLUTION DESIGN

3  
Test Offer

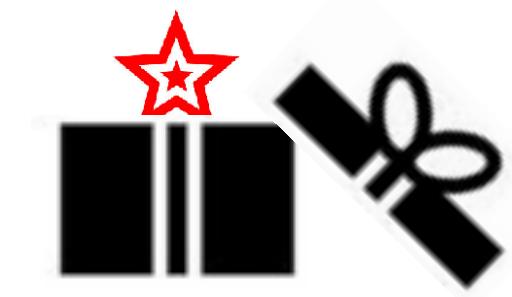


MAFIA OFFER

Business Model Design



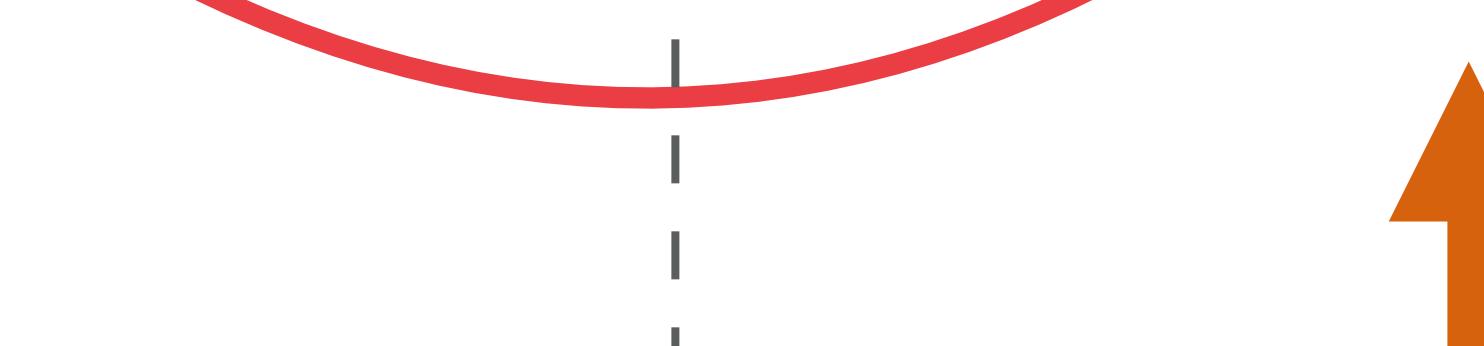
Launch MVP



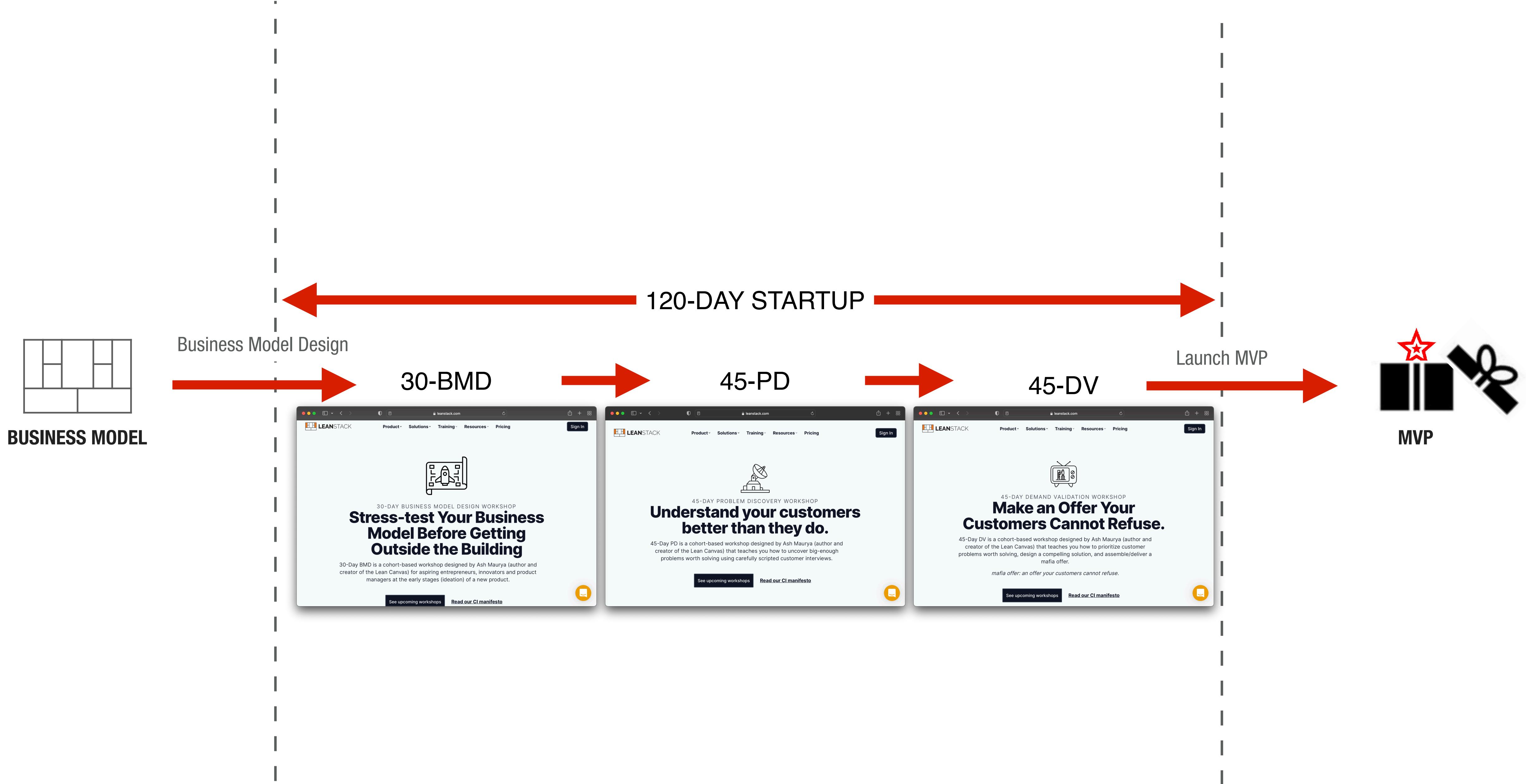
MVP

## PROBLEM/SOLUTION FIT

## SOLUTION/CUSTOMER FIT



Where the rubber hits the road



# 120-DAY STARTUP

A horizontal double-headed arrow at the top spans the first 120 days of the startup timeline.

**Build and launch MVP  
(paid pilots)**

**The first significant  
milestone of a startup**

PROBLEM/SOLUTION FIT

3 MONTHS

SOLUTION/CUSTOMER FIT

9 MONTHS

PRODUCT/MARKET FIT

21 MONTHS

SCALE

36 MONTHS

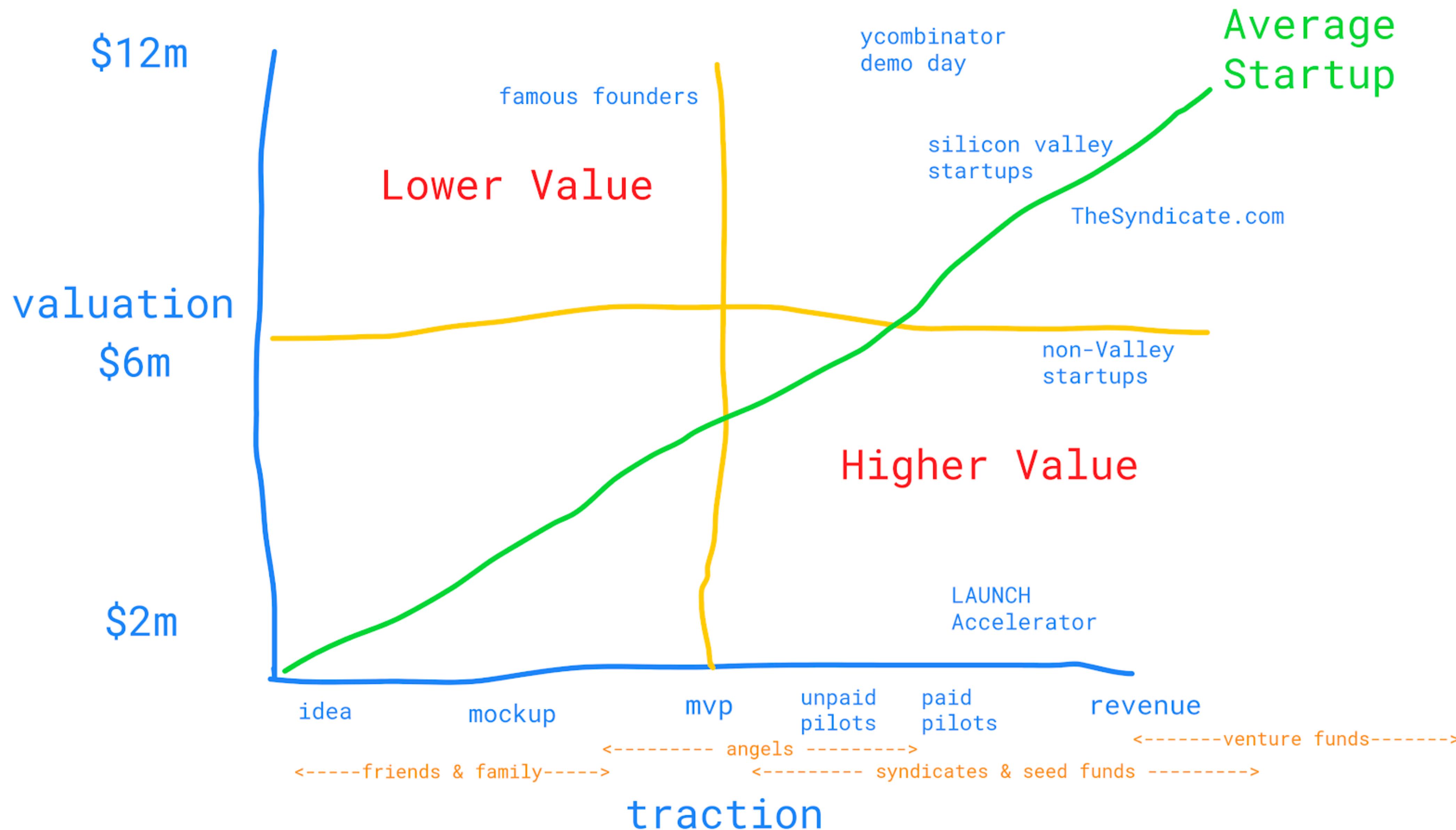
BUSINESS MODEL DESIGN

BUSINESS MODEL VALIDATION

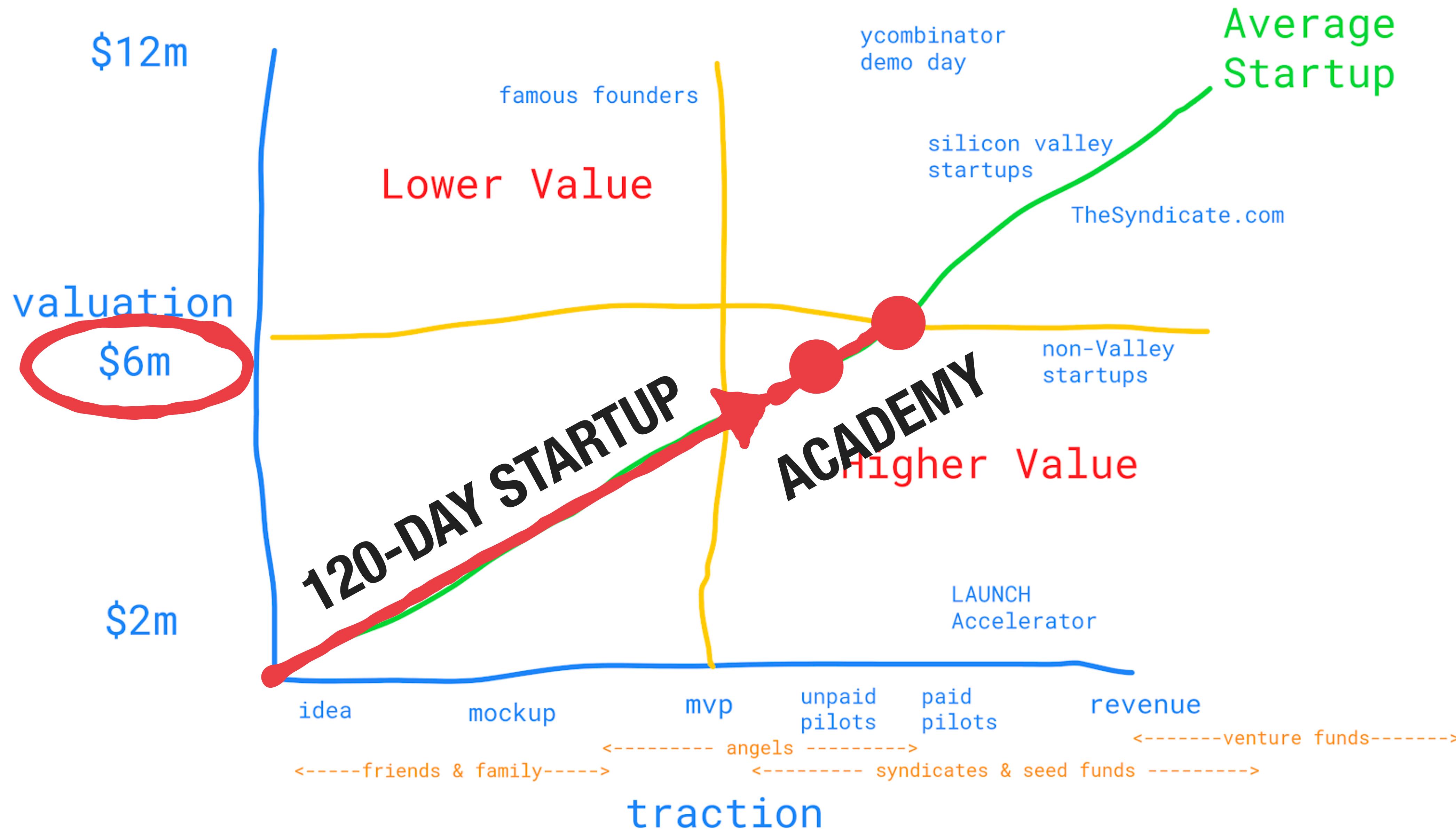
BUSINESS MODEL GROWTH

# PRICING

# The Valuation vs. Traction Matrix



# The Valuation vs. Traction Matrix



# PRICING

Alternative 1

Join an accelerator

# PRICING

Alternative 1

Join an accelerator

Give up 5-7% equity

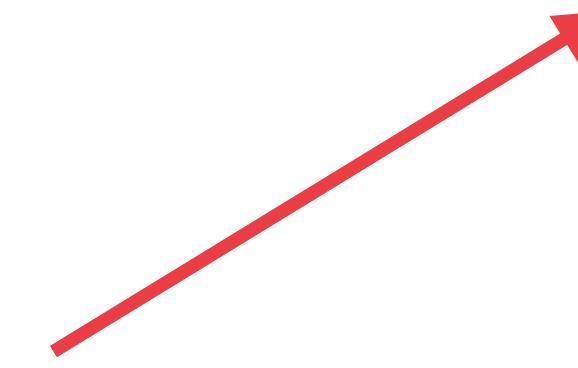
# PRICING

Alternative 1

Join an accelerator

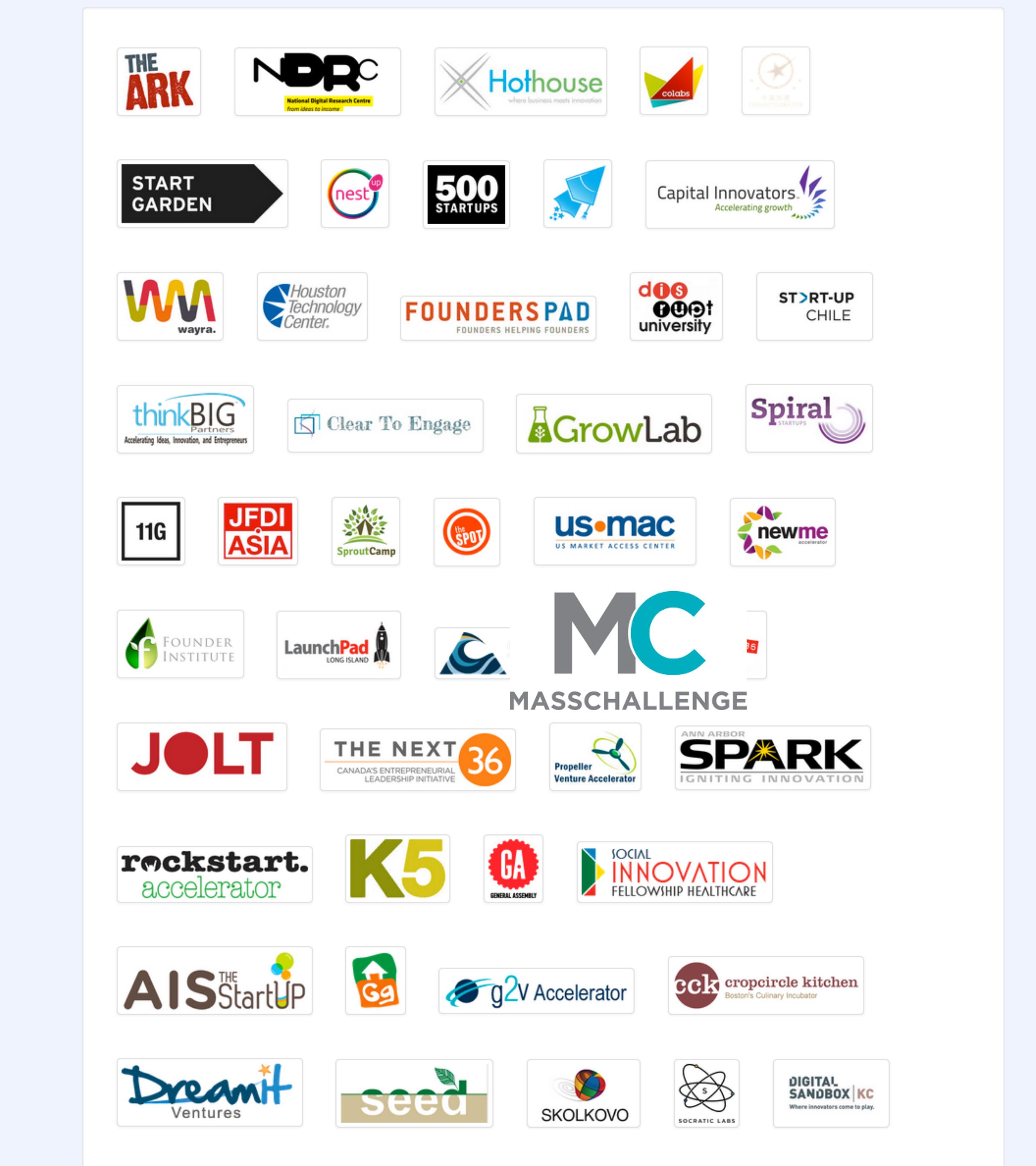
Give up 5-7% equity

Includes \$20-40k in  
program fees / team



# NOVA

# propel



# techstars

# MC MASSCHALLENGE



# PRICING

Alternative 1

Join an accelerator

Give up 5-7% equity

Alternative 2

DIY - Teach yourself

Sweat equity + time

# PRICING

Alternative 1

Join an accelerator

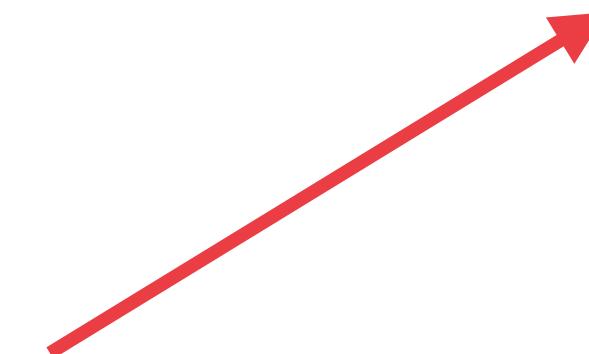
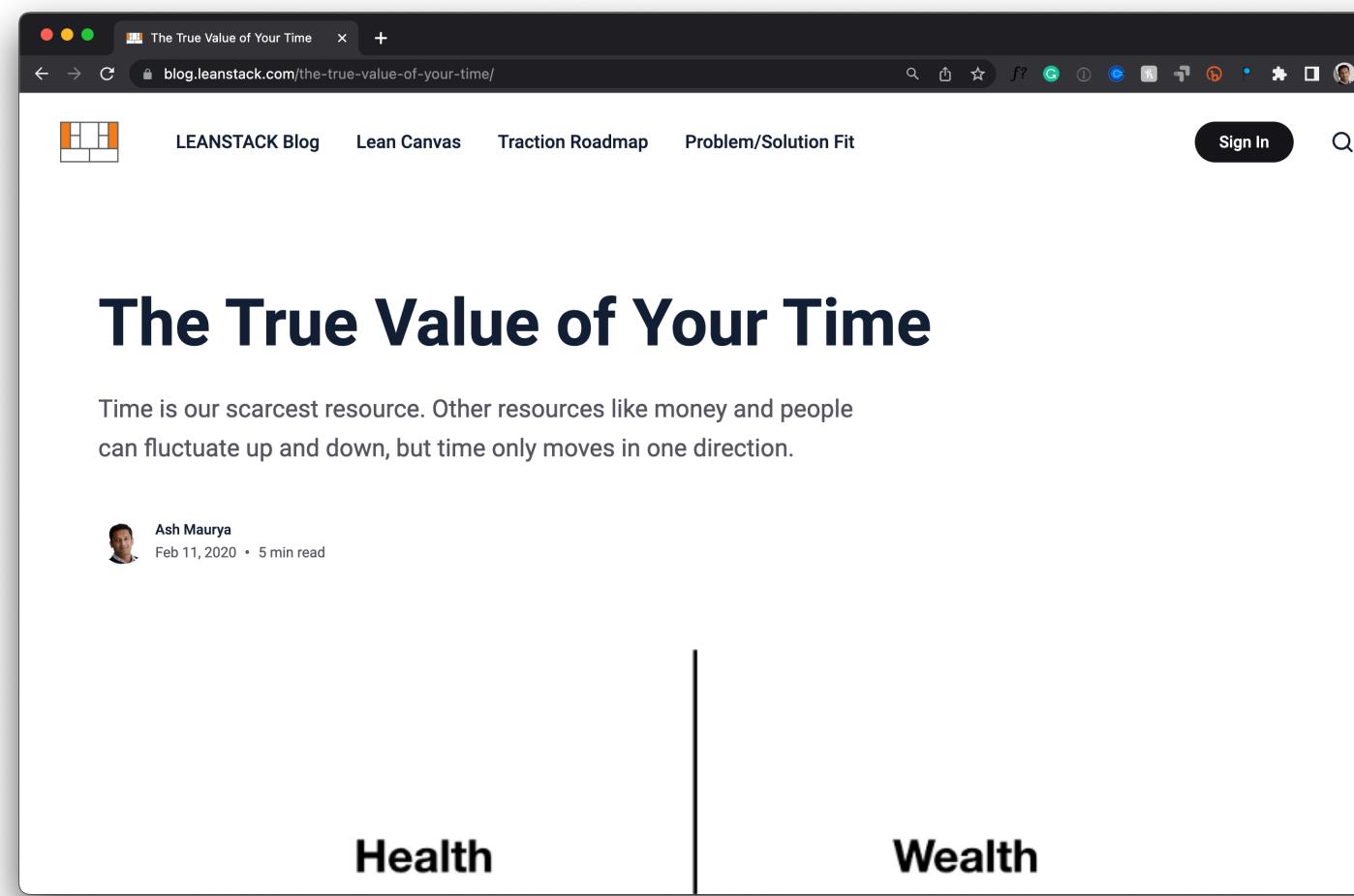
Give up 5-7% equity

Alternative 2

DIY - Teach yourself

Sweat equity + time

\$1,000/hr



# PRICING

Alternative 1

Join an accelerator

Give up 5-7% equity

Alternative 2

DIY - Teach yourself

Sweat equity + time

# ROI

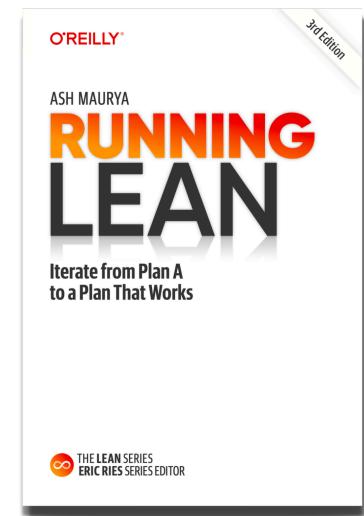
Go from idea to first 10 customers in 120 Days

# MOVING FORWARD

## OPTION 1: RUNNING LEAN 3E DIY

### WHAT YOU GET?

1 Book



2-3 years

\$20-40  
+ shipping

## OPTION 2: ACADEMY MEMBERSHIP Tools, content, and community

### WHAT YOU GET?

Everything in option 1 plus:

- 2 Step-by-step playbooks
- 3 Online tools
- 4 Team access
- 5 Community

1-2 years

\$1,188 / year  
-or- \$120 / mo

## OPTION 3: 120-DAY STARTUP Cohort-based workshop

### WHAT YOU GET?

Everything in option 2 plus:

- 6 1 year Academy membership
- 7 Bi-weekly workshops
- 8 Coaching
- 9 External accountability
- 10 Self-paced learning by doing

4-9 months

\$2,999 / attendee  
-or \$7,499 / team

120-Day Startup | LEANSTACK

leanstack.com/training/120-day-startup

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120-DAY STARTUP  
[Manifesto](#)  
[Who's It For?](#)  
[Why 120-Day Startup?](#)  
[Program Structure](#)  
[Program Calendar](#)  
[What You Learn?](#)  
[Outcomes](#)  
[Tuition](#)  
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[Apply](#)



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**Go From Idea to Early Traction Without a Product**

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*Products that matter = Products that go on to achieve product/market fit.*

Apply for 120-Day Startup

Do you have an idea that is gathering dust?

We offer 120-Day Startup twice a year: spring and winter.  
The W2022 cohort runs from **August 1st - December 12th, 2022**.

The S2023 cohort runs from **January 16th - June 5th, 2023**.

You can choose to take the entire program back-to-back or spread it out over a year.

**Deadline to apply: Dec 31, 2022**  
**<http://120daystartup.io>**

AGENDA

Key Takeaways

Moving Forward

**Questions**

R Roy Jay

3 

What are some recommended methods for finding early adopters for problem discovery interviews for a direct model B2C company when it is difficult to identify which consumers are experiencing or have just experienced a triggering event?

R Roy Jay

3 

Example is hypothesis that consumers using autopay are having overdraft issues as their current solution requires them to manually verify bank balance before autopay. How to identify potential interviewees and qualify if they use autopay?

# Validation Recipes for Problem/Solution Fit

