



Lean Startups I (2020)

Software Startup Cards

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Introduction – Why These Cards?

- Most startups fail.
 - / And on the side of software startups, mostly due to business decisions related to software engineering.
- No recipe for success!
 - / ...although good practices still exist.

-> The cards suggest things that should be done or considered, but how to do so is up to you.



Startup Cards (1)

- A deck of cards containing things to do or things to consider.
- Distributed in parts, supporting you along the way during the course.
 - / E.g. 2-3 cards per week



Startup Cards (2)

- Each card is split into three parts...
 - / Motivation (why this is important)
 - / What to do
 - / Common mistakes
 - And sources where applicable

Activity

Appealing Idea

Motivation: Without an idea there is no business. Business ideas are based on problems or needs. Existing businesses execute business models, startups look for them.

What to do: Choose a problem or need you wish to address. Plan a potential solution to tackle it.

If you do not already have an idea, start thinking about problems you personally face, or a need that you have that no current product can address. For additional inspiration, you may wish to look at new, emerging technologies, demographic or societal shifts, or simply watch other people online or offline.

Common mistakes: Falling in love with your idea and becoming unwilling to change it later on. Being afraid to share your own ideas.

Sources: [1] Alvarez, S. A., and Barney, J. B. (2007). Discovery and creation: alternative theories of entrepreneurial action. *Strategic Entrepreneurship Journal*, 1(1-2), 11-26.
[2] Blank, S. (2013). *Four Steps to Epiphany*. K&S Ranch.
[3] Ries, E. (2011). *The Lean Startup - How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*. Crown Publishing.

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Startup Cards (3)

- Based on...
 - / Scientific literature
 - / Practitioner literature
 - / Our experiences with startups
 - / The Essence Theory of Software Engineering
- Developed iteratively for three years now



Startup Cards (4)

- The cards don't present a recipe for success but rather encourage you to do certain things so that you get a better understanding of how you're doing
 - / E.g. Idea and solution validation should always be carried out!