



“Startup success can be engineered by following the *process*” - Eric Ries



**“Write code or go out and get users,**  
because those are the only things you need at first.” - Paul Graham



“The company that consistently makes and implements **decisions** rapidly gains a tremendous, often decisive, competitive advantage.” - *Steve Blank*

# *The Vision*



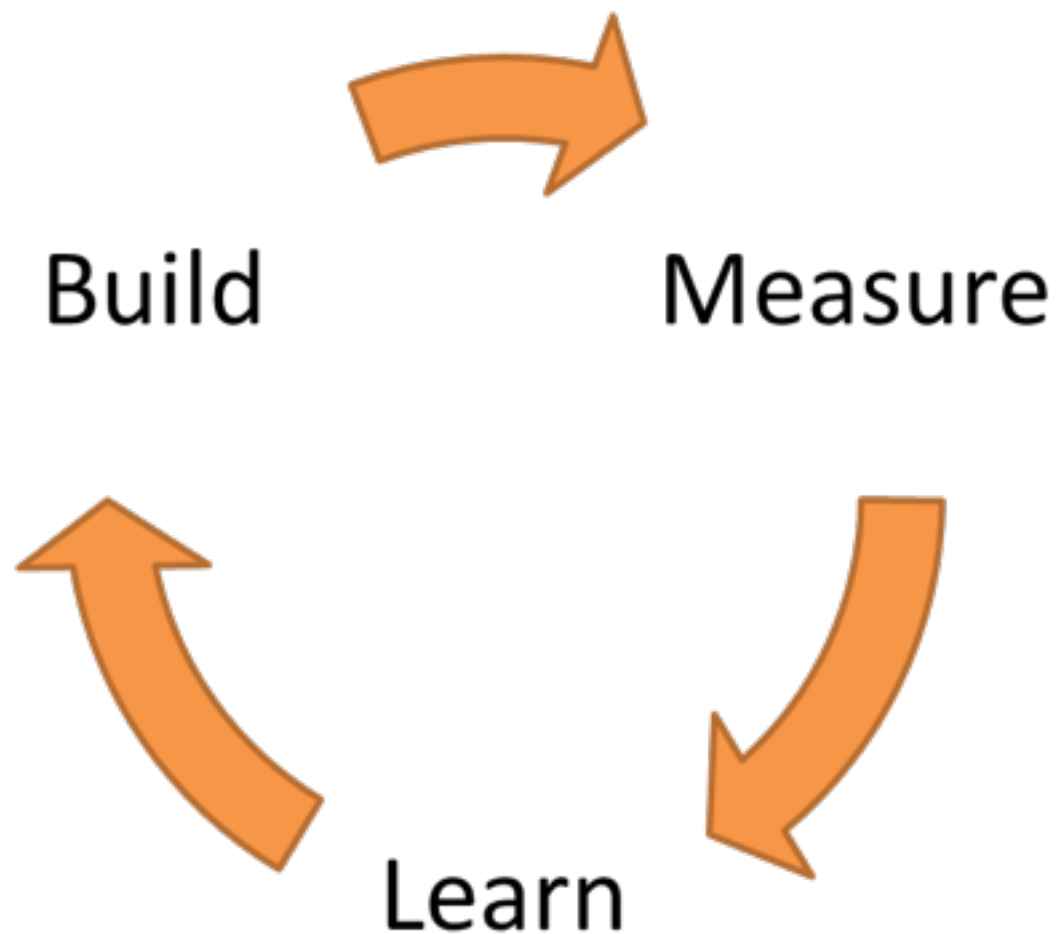
**"I'm interested in optimizing worldwide access to entrepreneurship."** - Steve Blank

Sounds great. But *how?*

# The Lean Startup Hypothesis

Can startups be **systematized**?

# The Process



- Build a test.
- Measure the response.
- Learn from the results.

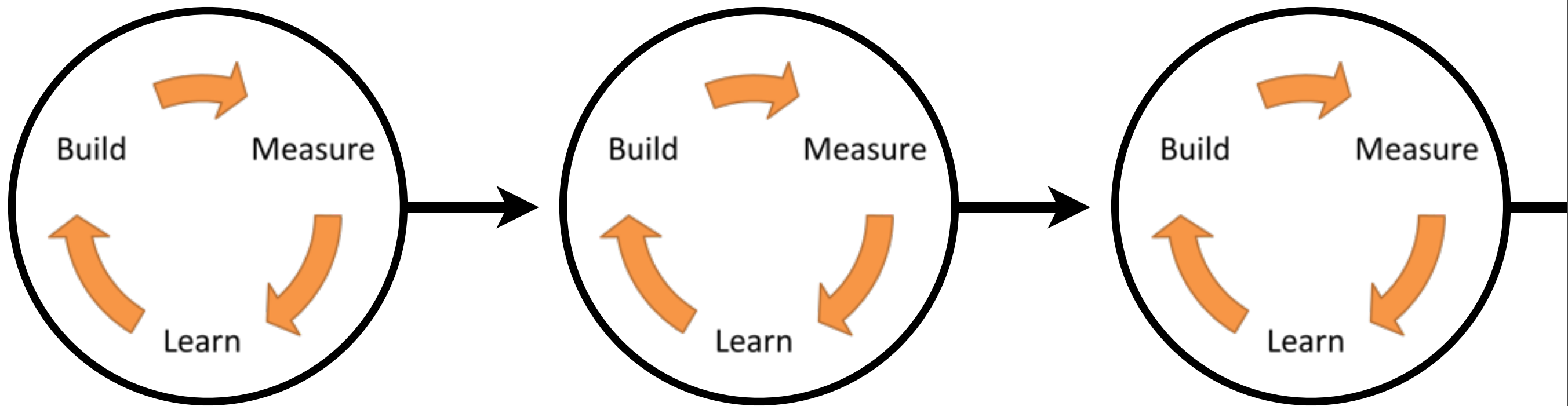
# The Guide

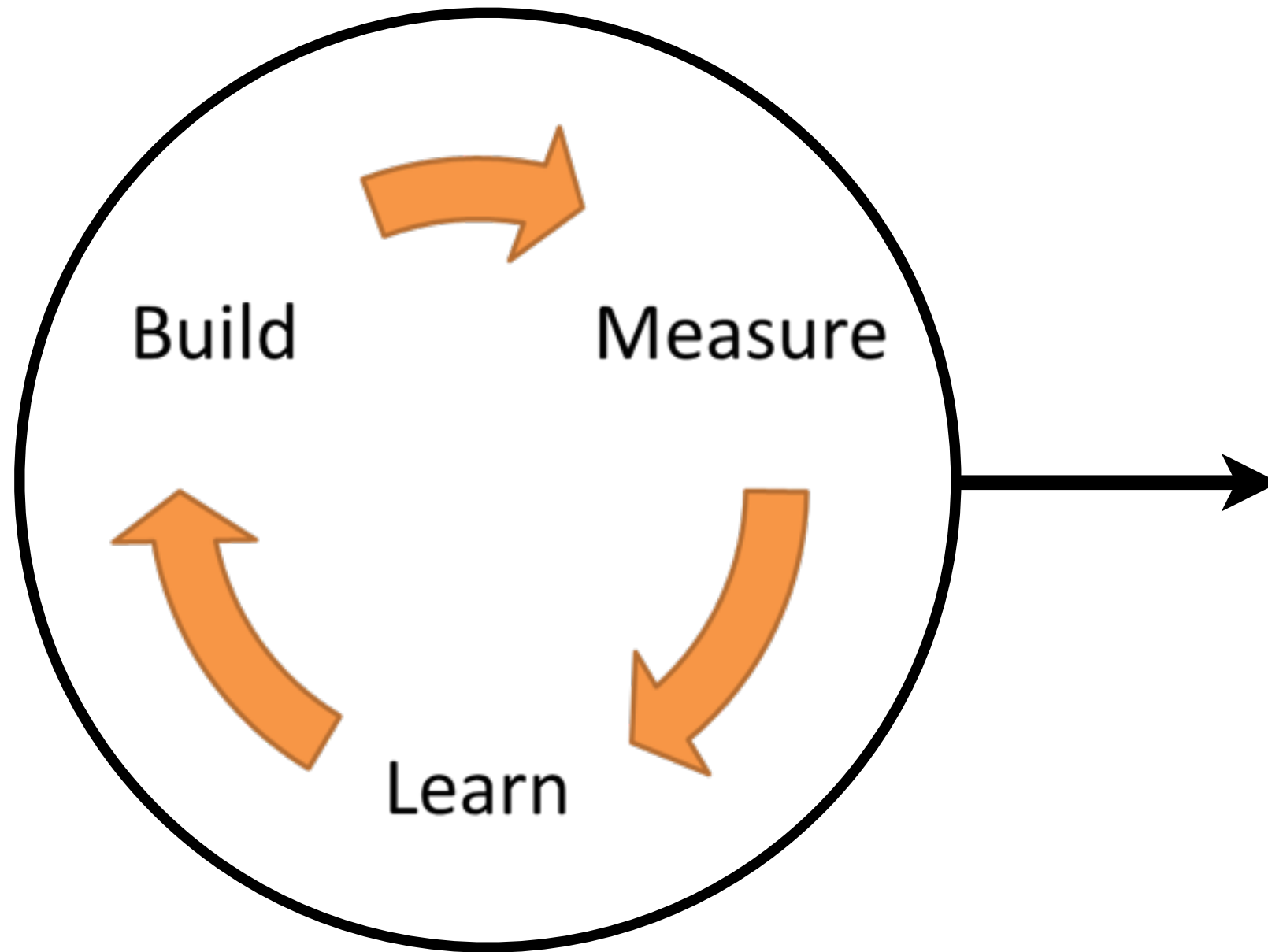


“The *step-by-step guide* for building a great company using the tested and proven Customer Development process”



# *Step-by-step*





*Each step requires that a startup know:*  
***what to test, how to test it, how to measure  
and analyze the results.***

# PROBLEM

Startups want to use lean practices however get lost in the process.

Startups don't know:

- **Where** are they currently in the process?
- **What** are the next steps to move forward?

# I have been researching.

- Talked to entrepreneurs.
- Working on user research project full-time as part of UX course at General Assembly.



# Startups & Founders

- Paper hater / Canada / business app
- Rbutr / Australia / community driven app
- Bestexplainers / USA / video marketplace
- Jogabo / France & Morocco / social app
- Local guiding / Germany / tour marketplace
- Uofskills / UK / private b2b video library
- Arriendas.cl / Chile / car rental p2p marketplace
- Trovali / USA & Chile / p2p marketplace for tasks

## EXPLORATORY RESEARCH GOAL:

“Find pain points of early-stage entrepreneurs.”

# Research I

I asked 15 entrepreneurs to answer these questions via email:

1. Which challenges are you facing at the moment?

2. How are you dealing with them?

# Challenges

- “Trying to **find company customers**, instead of fundraising. They pay more, hence I can pay the bill by selling to them instead of by fund raising.” German, Founder of Arriendas.

## Their way to deal with it

*Calling. Proving the value of the system (cars at half price, located near by).*



# Challenges

- *“**Cash.** It's simple... we have everything we need to get shit done, just need a little cash to give us time to push it out.” Jeremy, Founder of Jogabo.*

## **Their way to deal with it**

*Being super stingy, finding easy/cheap ways to make cash on side, getting as much free shit as possible, co-founders staying to live at home not in SF*

# Challenges

- *“Prioritizing many ideas, but **limited resources**. If I had more money, I could hire people that help me to do the tasks” Robert, Founder of Local Guiding.*

## **Their way to deal with it**

*Prioritization :)*

# Challenges

- *“Latin Market is more closed off than we would have liked. It is **difficult to find talented employees** who fully invest their blood, sweat, and tears into something....that doesnt already exist. Keeping freelancers isnt as easy as we had thought as they are looking for more long-term work opportunities. **Taxation issues in LatAm** are forcing me to be somewhat furtive in my invoicing practices” Noah, Founder of Trovali.*

## Their way to deal with it

*We are rethinking our markets and the way we sell (to whom and how) focusing more on an on-demand mobile application. Also pushing more for a volunteer network of tasks. Lavishing my developer with everything other than \$ (and some of that too) to continue to build innovative, beautiful stuff. Probably should pray a bit more ;)*

# Challenges

- **“Improving conversion rate** on sales for piehole.tv” .  
*James, Founder of Best Explainers.*

## **Their way to deal with it**

*Implementing "the entrepreneurial operations system" - <http://www.amazon.com/Traction-Get-Grip-Your-Business/dp/1936661837>*

# Challenges

- *"There are many high priority items so they all need to get done quickly. I do my best to do it all and outsource as necessary. My product requires multiple disciplines to work. So I have to **work on things that I'm not an expert in**. I have gotten positive responses regarding it but **no negative constructive responses**. My customers are retailers so I need to talk to them." Ashley, Founder of Paper Hater.*

## **Their way to deal with it**

*Working long hours and delaying the launch of my product. I can't do that forever though, I have to launch at some point.*

# Challenges

- *"Not as many people are submitting rebuttals as we would like, and the **drop off rate of our users is higher** than we would like" Shane, Founder of Rbtur.*

## **Their way to deal with it**

*To get more user engagement, we are removing all stumbling blocks, making it possible for anyone to submit rebuttals without even registering. This will hopefully bring in more rebuttals, and when we push out to a larger audience, the higher levels of activity will hopefully also help retain our users longer as rbutr is doing more for them.*

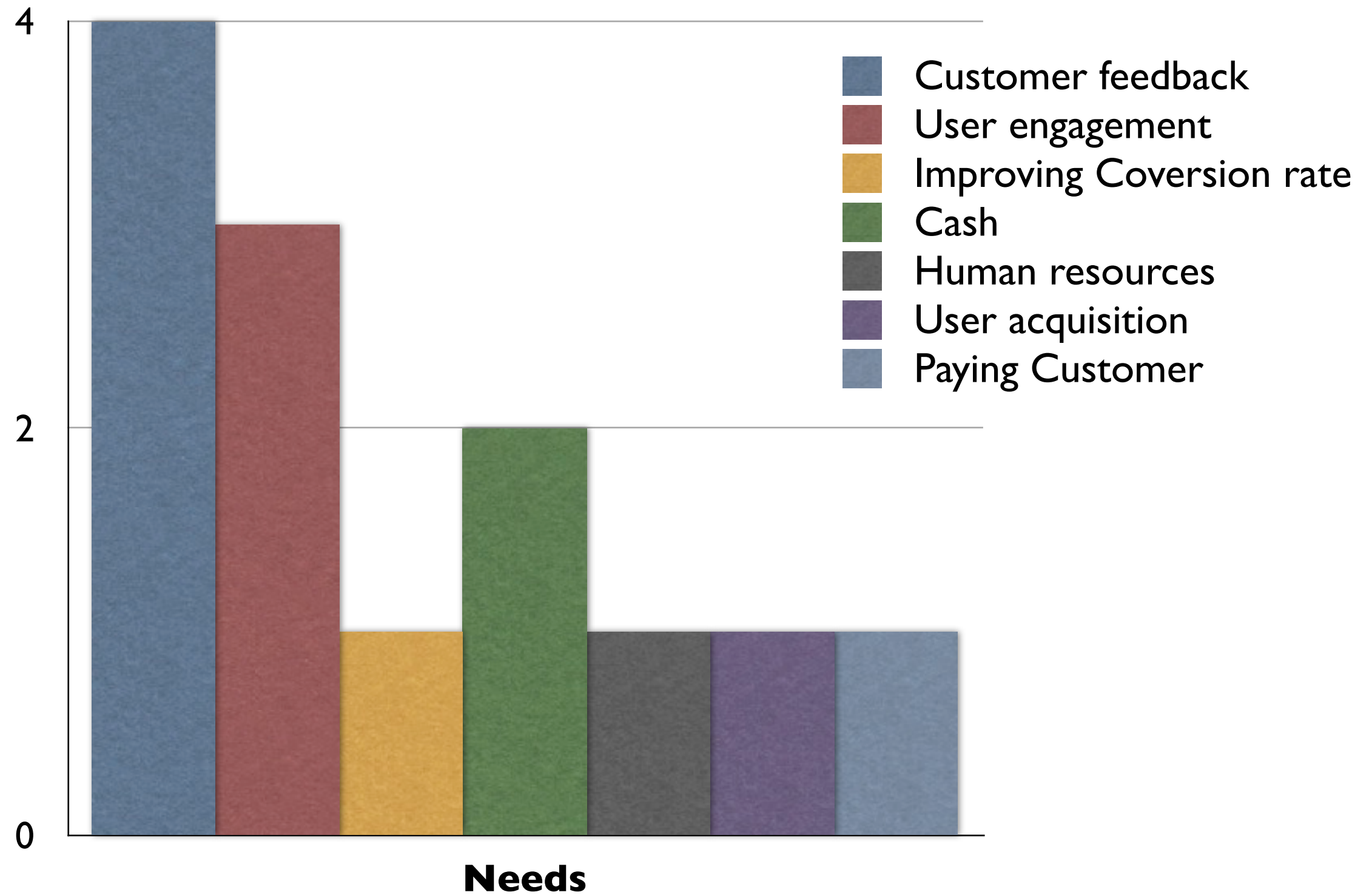
# Challenges

- “Our main challenge is to **get our first paying customers** and 2nd challenge is that we need **feedback to make our product better**” George, Founder of UofSkills.

## Their way to deal with it

*We are approaching SMBs via our personal networks and offering them free trials, hoping that some of them will convert to paying customers*

# What do startups say they need?





I need your  
help with  
the next  
step!

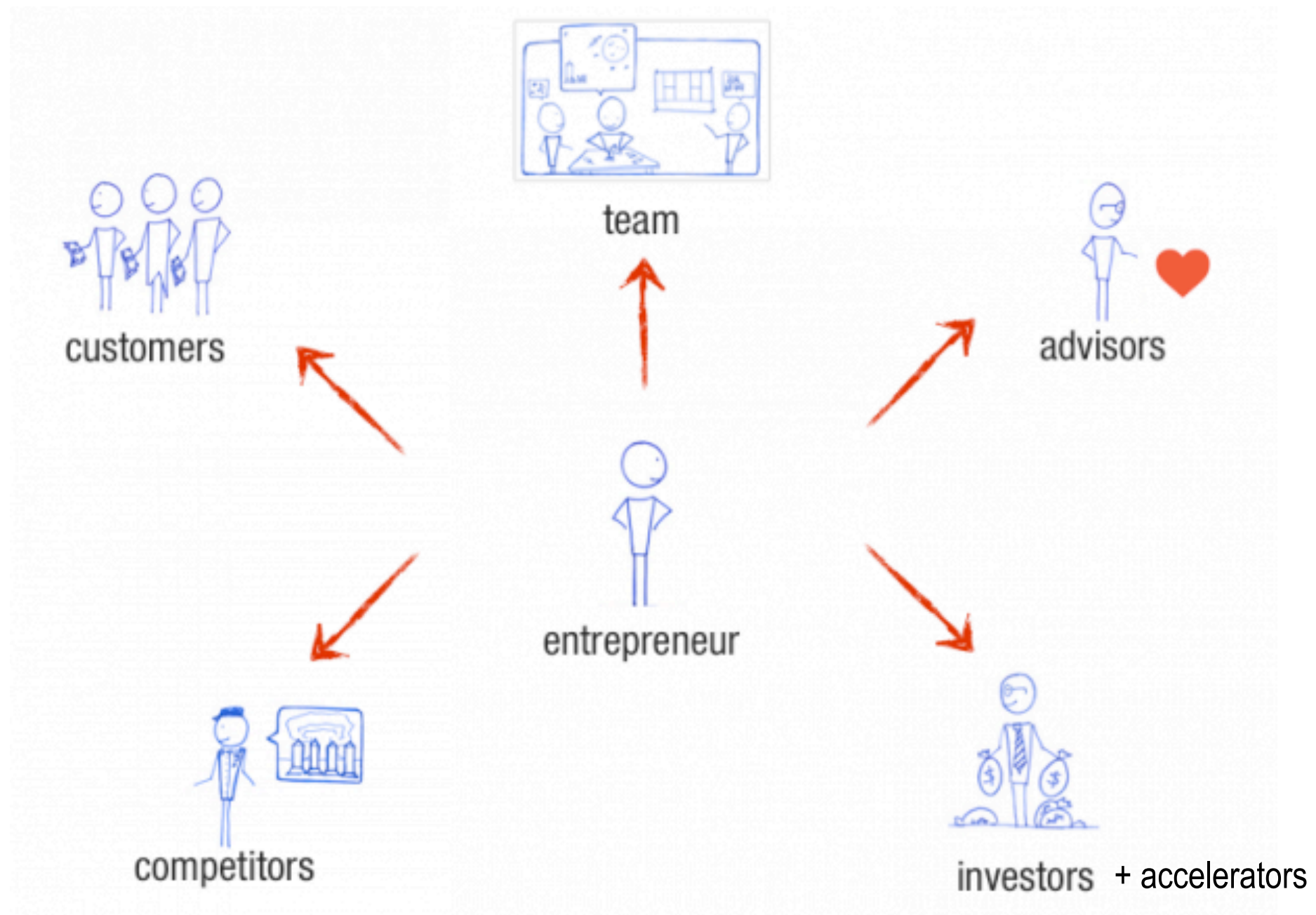


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# Some entrepreneurial PAIN POINTS:

- List of to-do's that never seems to get smaller.
- A lot of decisions to make as they move along.
- Don't have a standard way to define, measure, and communicate the progress the startup is making.
- Struggling on how to most intelligently use the scarce resources they have.
- Hard to be disciplined about experiments and it is hard to understand and follow up on the results.

# Where do startups focus?



# SOLUTION

- Help startups figure out **where** they are in the customer and product development process.
- Help startups figure out **what** they can do next.
- Track and host the startups history to show **progress**.

# Like a compass and map for startups.

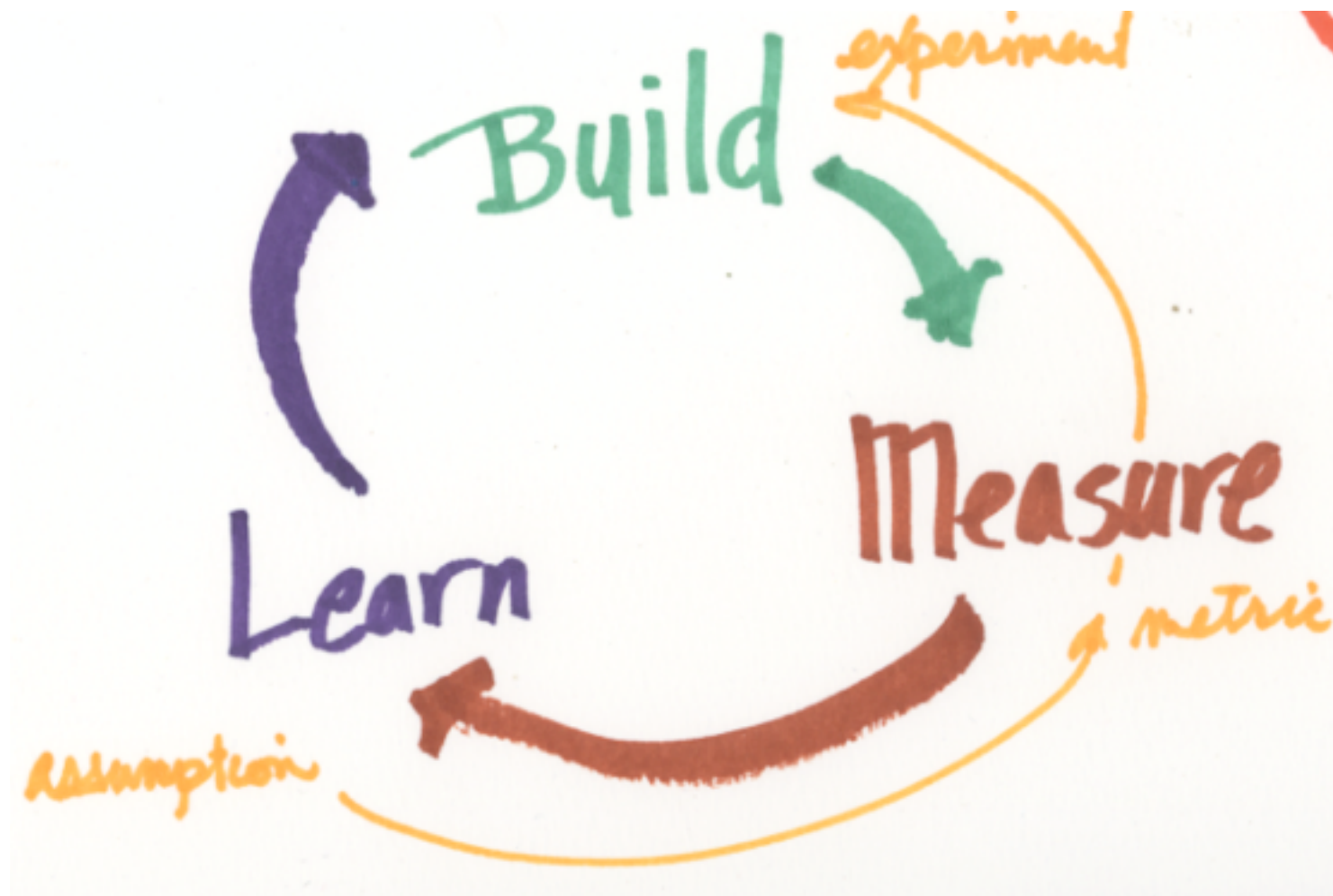


- **Orientation** answers the question: “Where am I?”
- **Markers** answers the question: “Where to go next?”

# The Goal

- Guide early-stage entrepreneurs through a step-by-step process from idea to MVP with **actionable** and **data-driven** feedback using the framework outlined in Steve Blank's book "The Startup Owner's Manual"
- Build a dashboard that will **host the customer discovery and development process** for each startup.





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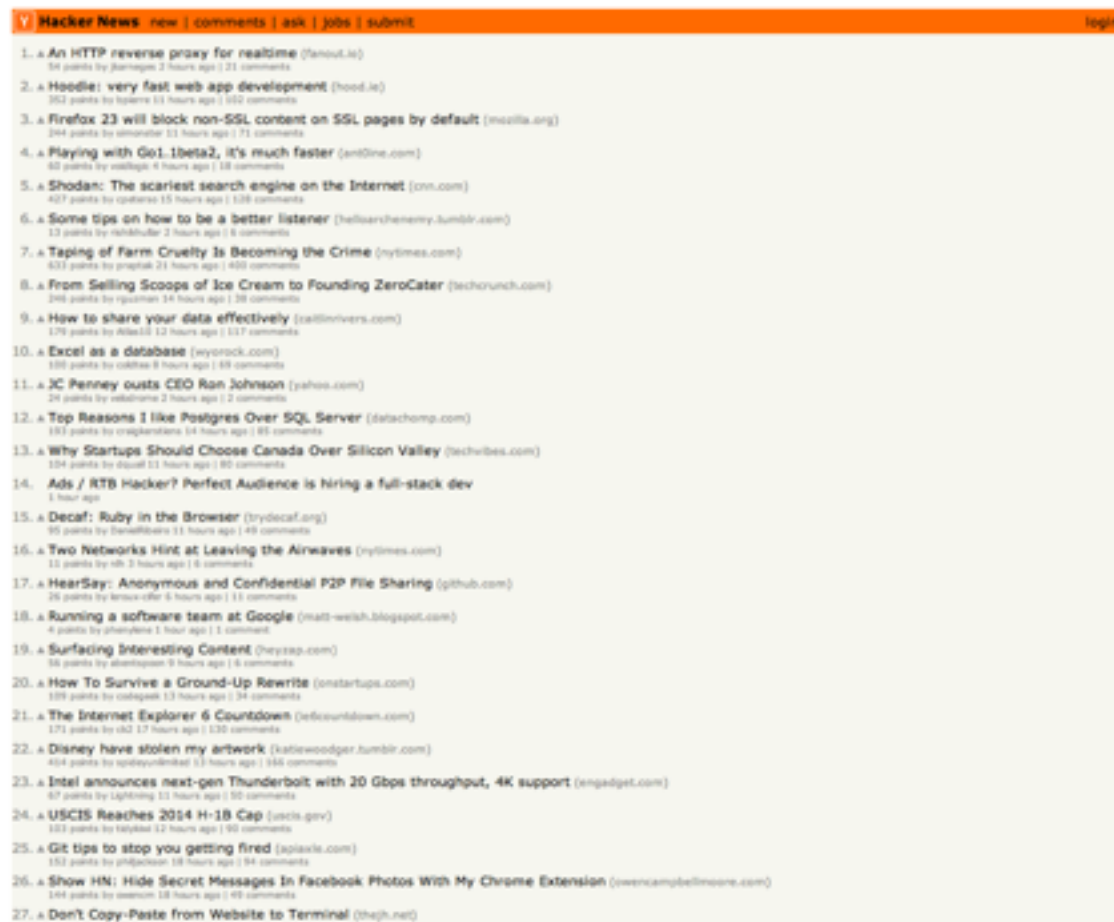
# Current solutions





- Does not help visualize the flow and progress of work.
- It requires you defining all of 9 aspects of Business Model Canvas while it **should be a step by step** process.

# Hacker news



- Resources are valuable but you need to know **WHERE** you are in the process in order to apply the resources at the right time.

# AngelList

- AngelList is great for pitching where a startup is at currently but does not accurately reflect the progress a startup has made over time.

# **The end goal**

## **Transparency in Startup Ecosystem**

# Investors

- Investors may be tired of companies who craft vanity metrics. There is no easy way for investors to review progress and history of each startup. Investors are in pursuit of measurable information when considering pulling out the checkbook and learning about the step-by-step customer development process startups executed from day one might give them that relevant information.
- Lean roadmap will help measure the progress, but also continually justify the venture's existence to investors.

# Accelerators

- There is no area in the selection platforms for startups to upload or showcase their history progress of “how” and “why” they arrived at their current state. There is no “github” to host their customer development history.

# Startups

- Startups will increase their chances of success by tracking their progress and learn faster when to iterate or proceed as well as increase their chances for funding or increasing the startup/incubator fit.

# Research II

I asked 30 entrepreneurs to answer these questions via email in order to build personas:

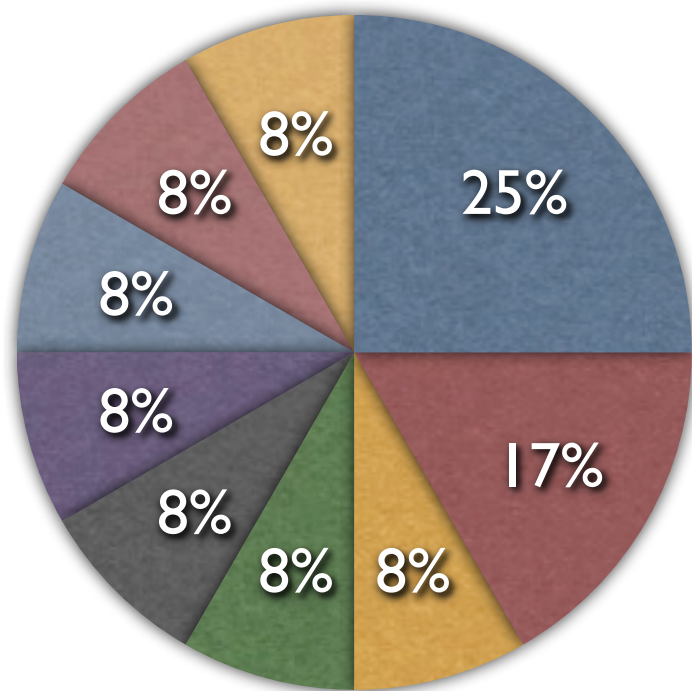
1. What is your story? (place of birth, family constitution, education)
2. How did you end up being an entrepreneur?
3. What was your deep motivation for starting a business?
4. What is success and failure?
5. Who is an awesome entrepreneur? why?



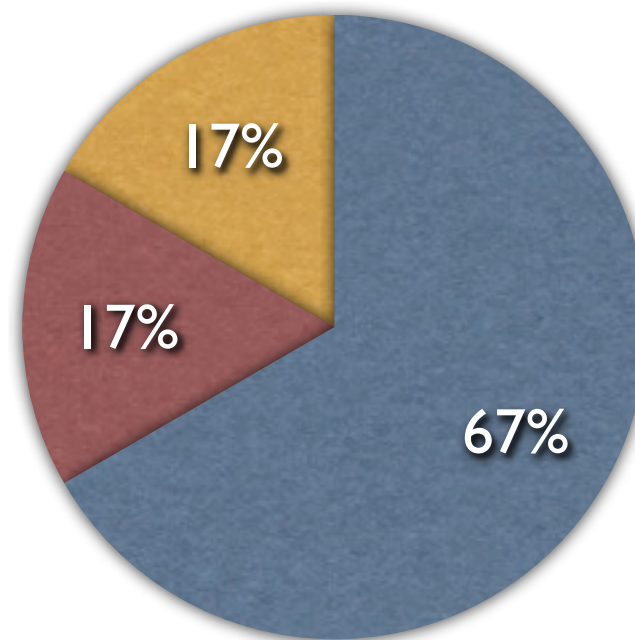
- United States
- Argentina
- Australia
- Singapore
- England
- Sweden
- Uruguay
- Iran
- Finland

- Single
- Married
- In a relation

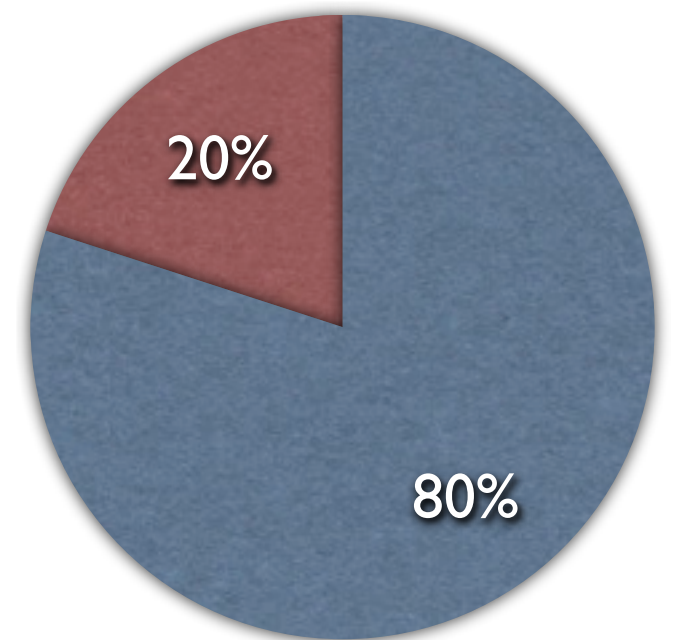
- male
- female



Average age is 31 years old



All entrepreneurs have a college degree of some kind



# Reasons to start this **Journey**

- Having a **bad manager, bad job**
- Being an **expat**: forced to start on your own
- **Joining a collage** in a venture with a similar vision
- Being **inspired by** a professor
- **Growing up in SV**, working for a tech startup that grew to a big business
- Father entrepreneur
- Having an **entrepreneurial personality**

# Motivations to start a Business

- **Control of my destiny.**
- **Ownership.**
- **Change the world.**
- **Freedom.**
- **Pride**, prove it is possible.
- **Adrenaline**, ups and down are exciting.
- Gain **independence**
- Have **fun**
- **Be known**, create a company that millions of people know and use
- **Disrupt the status quo.** Fight inefficiency.

# The multiple faces of success

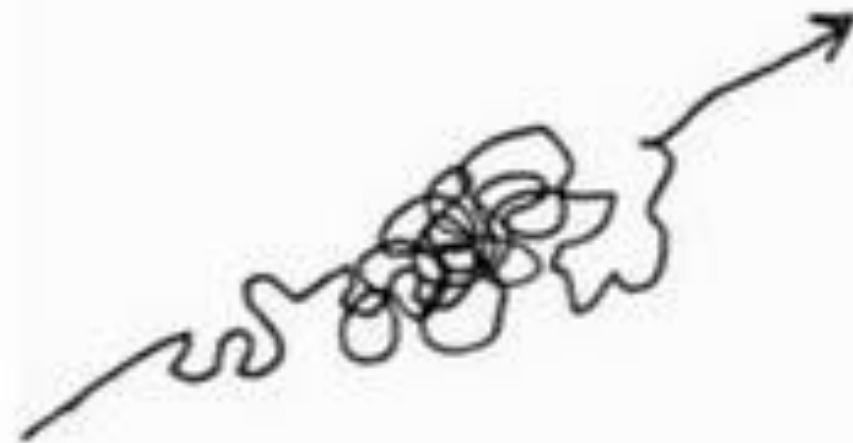
Success	Failure
To find clarity and be true to your values	Failing to learn from past failures.
Happiness and serenity of mind.	Giving up on your dreams or goals.
Building a profitable company	Embracing mediocracy.
Living based on your experience and getting smarter with every new thing you do.	Learn to live with failure. If you don't fail enough, you are not being creative.
Freedom to travel and work anywhere	Thinking that will change the world with innovation
Impact on people's life	Failure is giving up and moving on to a better direction.
Being able to express yourself in whatever you are passionate about.	Selling your soul
Be proud of something	Lack of persistence.
Appreciative fans.	Angry fans

Success



what people think  
it looks like

Success



what it really  
looks like



# Role Models



Wenceslao Casares. The one south american entrepreneur that talks about business practices, instead of the art of raising money.



Elon Musk. He's tackling some unbelievably complex problems faced by humanity that very few will even think of. His guts, drive, passion, are admirable and an inspiration.



Steve Blank



He enjoys a lot what he does and is really inspiring and supportive for other's to help them fulfill their dreams and make the world a better place



Started with something narrow and branched out and evolved abd branched out



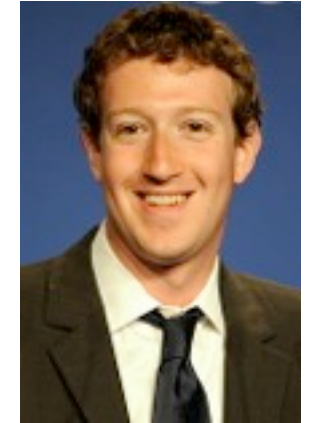
He is young, energetic and understands his business and company inside and out. He is able to get the most out of his employees and from what I've read has an awesome company culture



Steve Jobs, Bill Gates. They both changed the way we think and live. Jobs made design and ux first and built vertical product that consumers loved and Gates tricked ibm, very clever.



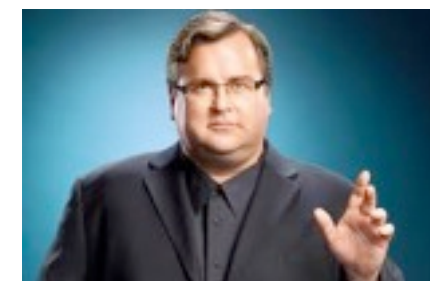
Ingvar Kamrad, founder of Ikea



Had the vision of creating and changing the world as a simple student, adapting to different situations.



Johan Stael von Holstein, Author and co-founder of [dot-com companies](#) such as [Icon Medialab](#) and LetsBuyIt during the [dot-com boom](#) in Sweden



The way he thinks about problems is like something I've never seen. He's had a great track record of successful investments from Facebook to Zynga and is part of the PayPal Mafia.

# Personas

**“A persona is a user archetype you can use to help guide decisions about product features, navigation, interactions, and even visual design.” - Kim Goodwin, Cooper**

# [ANNE] Entrepreneur at heart

- She is French, 26 years old, architect and single.
- She left her small town in the south of France and moved to Paris to study and work part-time in a non-profit.
- Before finishing college she started a collaborative consumption website with a college.
- Improving peoples life ad and adding value to her life is her main leitmotiv.
- She cares about syncing life values into work
- Success is define in terms of social goals rather than profit.
- She pays for sugarsync, themeforest.net



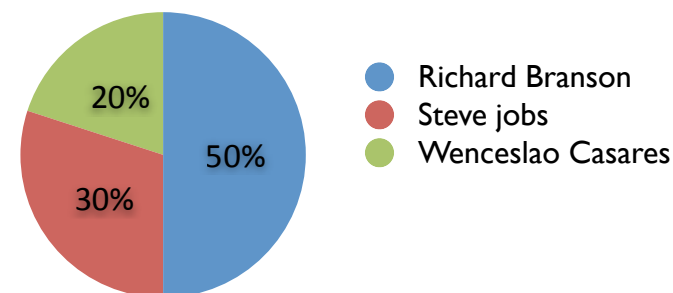
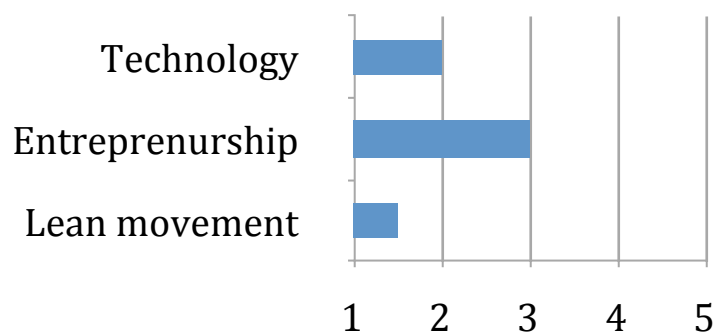
“I want this idea to solve the needs of many people, making their lives a bit easier”

## Key goals & needs

- Staying true to my values
- Learning and getting smarter with new projects
- Happiness and serenity of mind
- Sync life values into work.

■ Knowledge

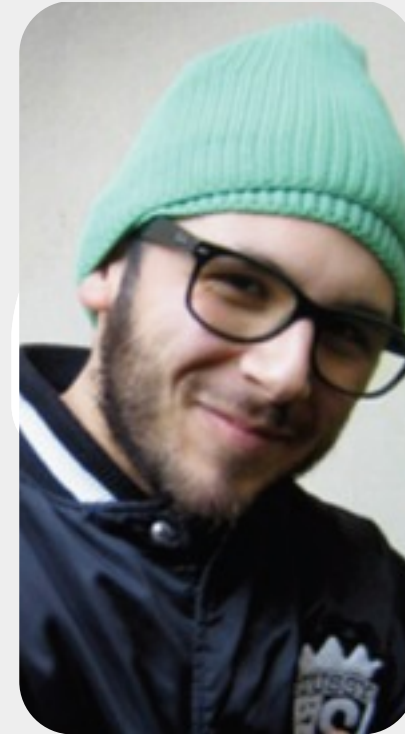
Influencers





# [NICOLAS] Entrepreneur by accident

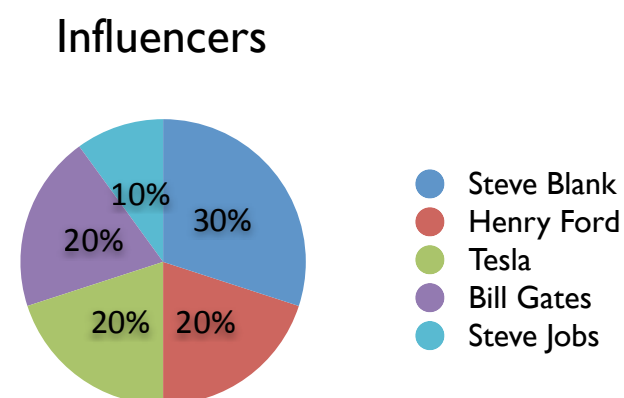
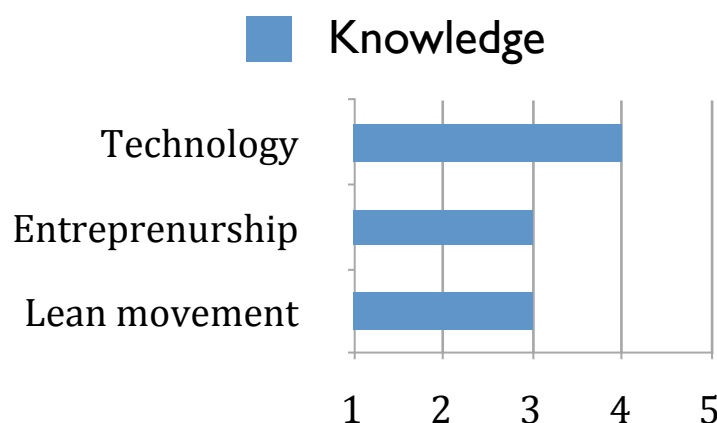
- He is from Texas 33 years old and married with 2 kids
- He travelled the world and worked for a big corporation and realized he needed some freedom and independence.
- He started a freelance career when he moved abroad.
- Experiencing new things and providing love and time to his family is his main leitmotiv.
- He cares about learning and he is self-taught.
- Success is being happy, healthy and free.
- He pays for adobe, heroku and github



“I want to control my direction. Family is my bonus and profit”

## Key goals & needs

- Being independent
- Entrepreneurship is being a freelancer
- Grow small businesses
- Spend time with family and friends.

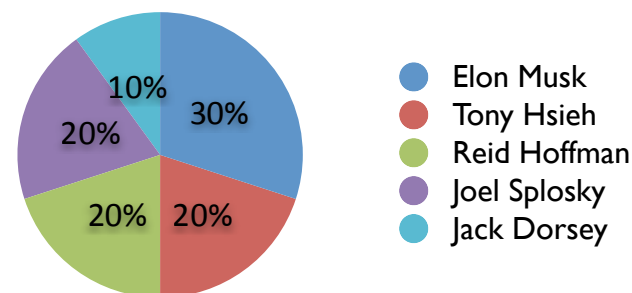
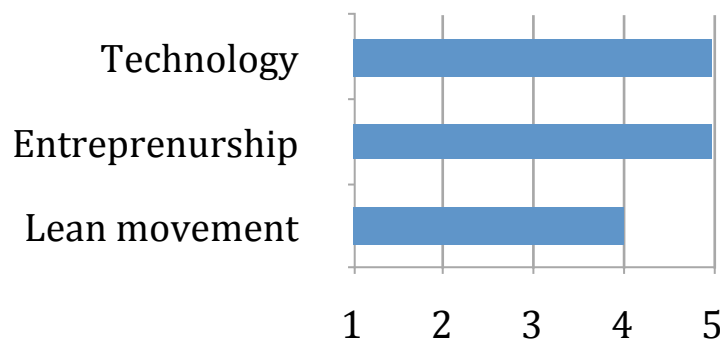


# [MATT] Born entrepreneur

- He is from San Jose. 31 years old, single and engineer.
- He grew up surrounded by entrepreneurs and out of the box thinkers.
- He wanted to contribute in the entrepreneurial environment by leaving a mark for himself.
- He would love to build several startups and be an investor.
- Focusing on solving big problems is his main leitmotiv.
- He cares about building a successful business
- Failure is embracing mediocracy.
- Success is disrupt the way things work.
- He pays for agilezen, github, heroku, dropbox

■ Knowledge

Influencers



“I want to build something unique that has a real big impact”

## Key goals & needs

- Solve big problems
- Risk and think big
- Build a successful business
- Be a reference and inspiration in entrepreneurship