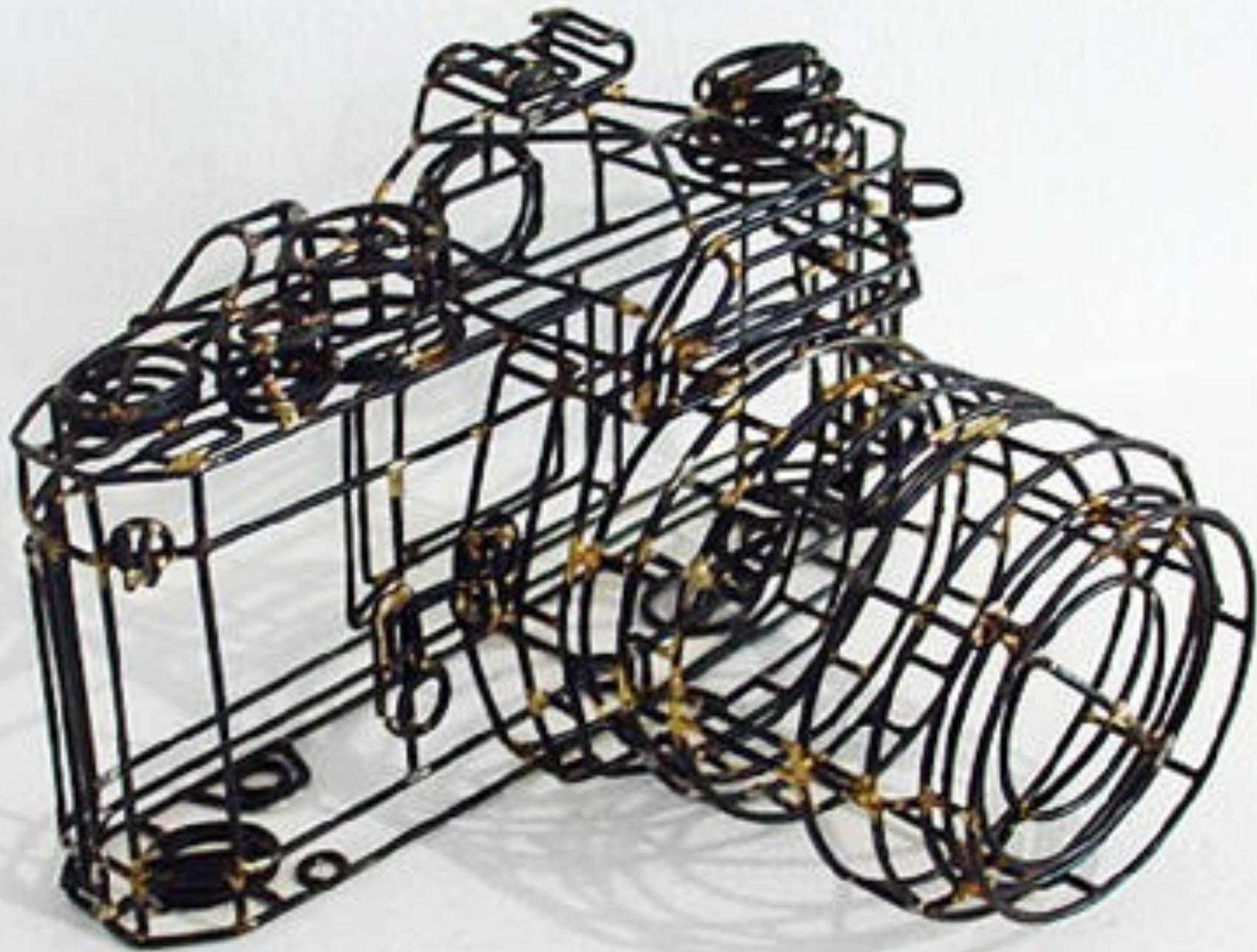


Wire frames



A Web Page

Startup-o-matic

Airbnb

for

Cats

☺ Hot

☹ Not

1,573 Votes Counted so far.

Zero successful startups launched using this method.

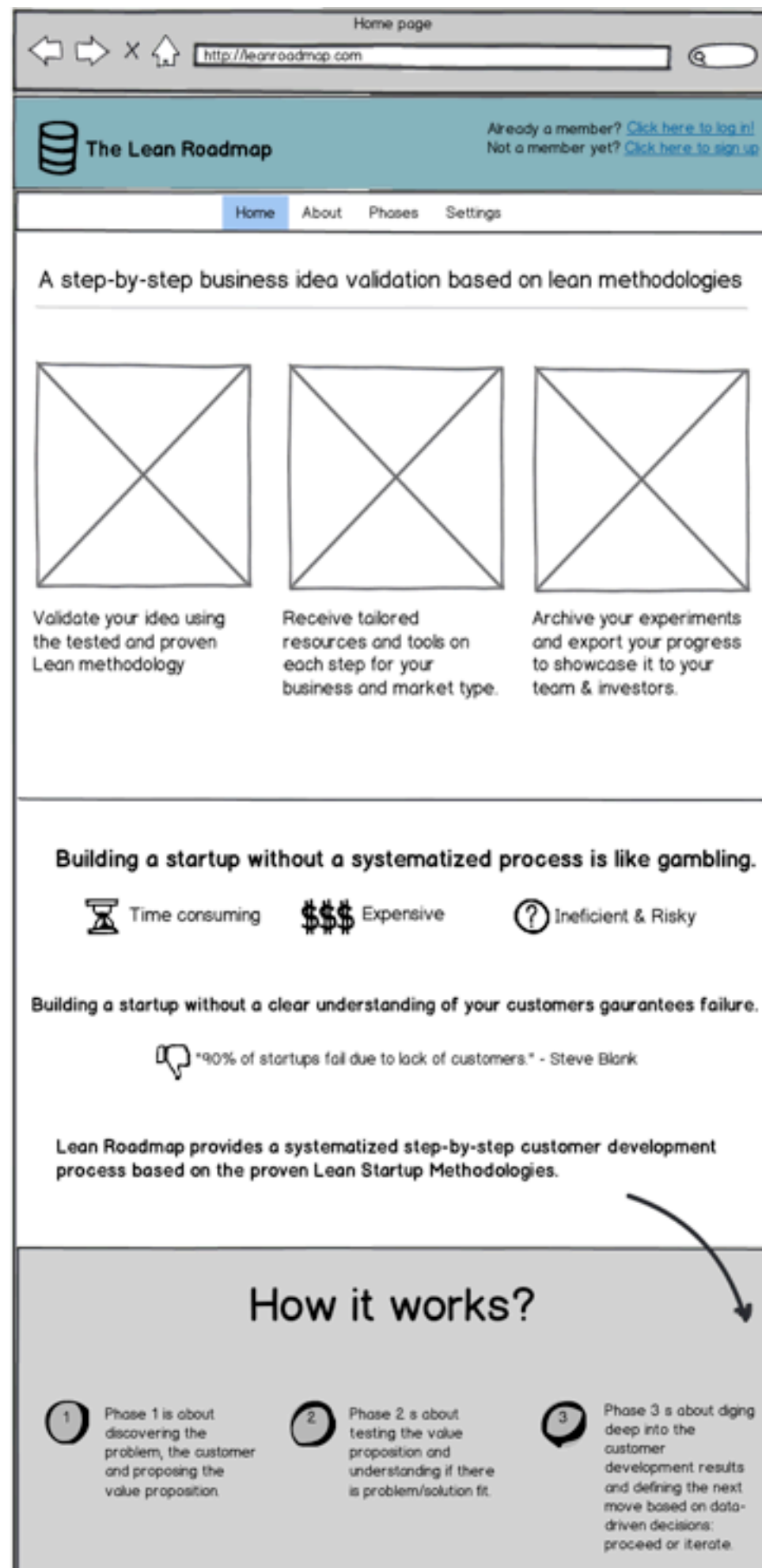
We are working on a better tool using the lean startup methodologies.

Sign up and we will keep you up-to-date on our launch plans.

Email:

⚡ Go!

viernes 17 de mayo de 13



A Web Page

http://leanroadmap.com

The Lean Roadmap

Log in

SIGN UP

Connect with facebook

or

Username

Email

Password

Confirm password

Sign up

☒ By signing up you accept the terms of service

A Web Page

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The Lean Roadmap

Home About Phases Settings

Profile Change Password Share a Project Archive

Name Bio Startup type Collections Background Lean Score

80% completed 20%

☒ Name
☒ Background
☐ Startup type
☒ Collections

Clara Gonzalez

Bio

Startup type

☐ Saas
☐ Marketplace
☐ mobile app
☐ payment

Collections

☒ Startup Chile
☐ YC
☐ Tech stars
☐ San Francisco
☐ Entrepreneurs

Background



☒ tech
☐ business
☐ design
☐ sales

Badges

3G
mobile hacker
(assigned by Eric)

Lean expert (assigned by Tom)

A Web Page
http://leanroadmap.com


The Lean Roadmap


Home
About
Phase 1
Phase 2
Phase 3
Settings

Phase 1: Define problem
Phase 2: Test problem/solution
Phase 3: Measure results

1)What is your market type?
2)Who is your team?
3)What's the problem?
4)Who is your customer?
5)What is your market size?
6)What is your value prop?
7)What's your vision?

Phase 1: Define Problem / Solution
10% completed

What is your market type?


The market type changes and influences everything a company does. Strategy and tactics that works for one market type seldom work for another. It determines the startups customer feedback and acquisition activities and spending. It changes customer needs, adoption rates, product features and positioning. In sum, different market types require different discovery, MVP's and marketing strategies.

[Learn more](#)


What is your market type?
☐ NEW
☒ CLONE
☐ RESEGMENTED
☐ EXISTING

[Submit](#)

Comments


Robert wrote


I feel a bit confused about which our market type is


Richard wrote

I feel we might enter a new market with a new need we are creating

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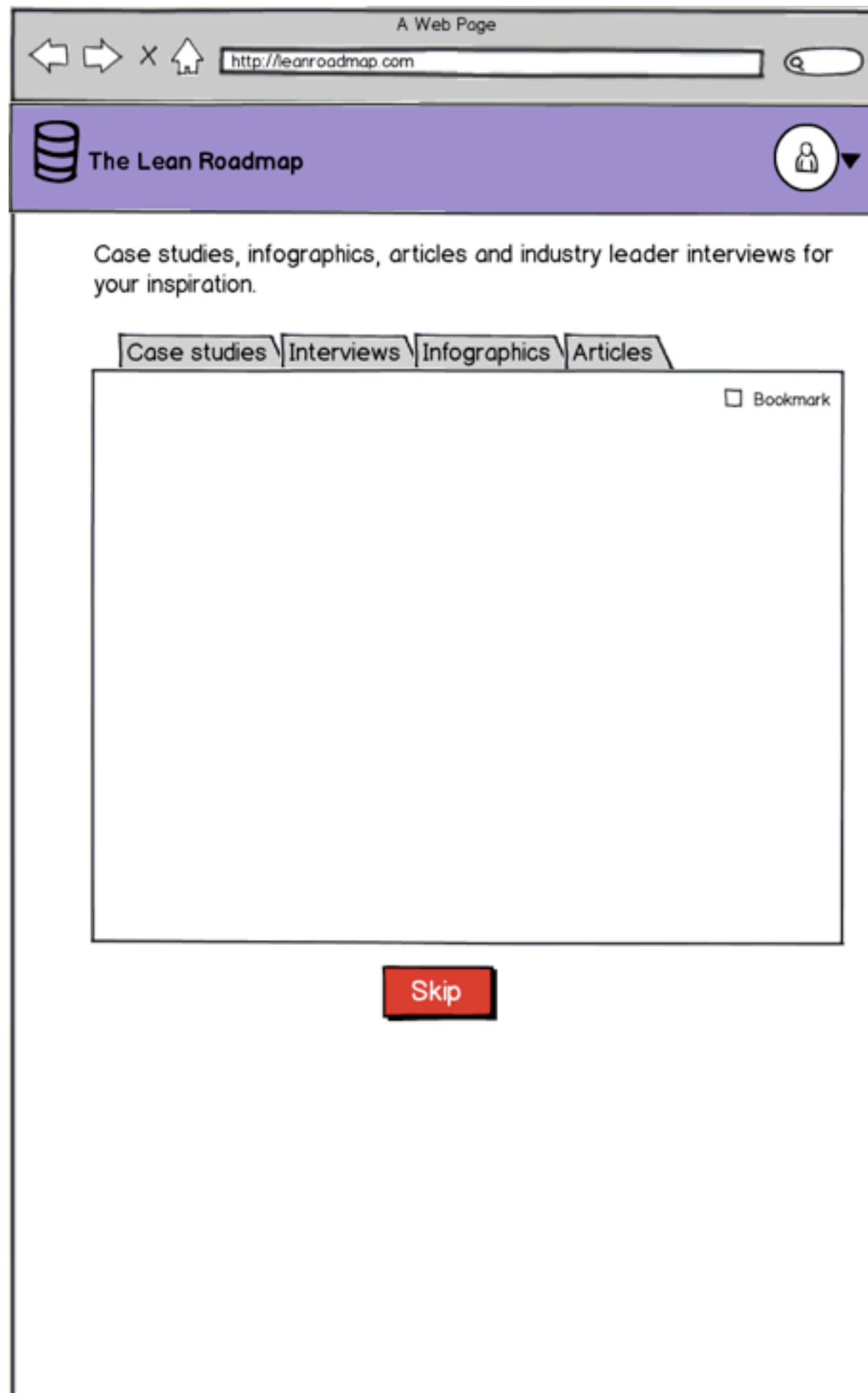
Resources & Tools


[What is your market type](#) | [Resources & Tools](#)

Title: The Manual Owners's
Author: Steve Blank
Short description: Step-by-step guide for building a great company.
Cost: usd 10
LINK: <http://steveblank.com/2009/03/26/supermac-warstory4-repositioning-supermac-market-type>

Title: What is a market type?
Author: Bob Gower
Short description: This is part of an ongoing series of concept definitions from "The Entrepreneur's Guide to Customer Development" by Brant Cooper & Patrick Vlaskovits.
Cost: free
LINK: <http://www.youtube.com/watch?v=lJkrTMpa4x4>

Title: How to Build a Startup L3 Customer Segments 14 Market Types Introduction
Author: Steve Blank
Short description: This is part of an ongoing series of Lean Startup methodology available in udemy.
Cost: free
LINK: <http://www.youtube.com/watch?v=O3h-jffcO08>



A Web Page
http://leanroadmap.com

The Lean Roadmap

Home About Phase 1 Phase 2 Phase 3 Settings

2) Reach out to customers
3) Develop a reference story
4) Schedule meetings with customers
5) Define customer types
6) Build archetypes
7) Build a Low fidelity MVP
8) Build a landing page
1) Test your assumptions

Phase 2: Test Problem/ Solution
30%

Reach out to potential customers

You have to qualify your hypothesis. Contact potential customers they don't know you, persuade them to give you some time and look them in their eyes.

Tell me more

Autosave

Gather a customer list

1. Gather a list of 50 potential customers
a) people you know
b) cofounders or employees friends
c) user conference attendee list, trade shows
2. Build an innovative list

Input list

Name	Compan	Email	Phone
Giacomo	CEO	G@gmail.co	99008673

Submit

Autosave

A Web Page
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The Lean Roadmap

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3) Develop a reference story
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8) Build a landing page
1) Test your assumptions
2) Reach out to customers

Phase 2: Test Problem/
30%

Develop a reference story

A reference story emphasizes the problems you are trying to solve, why it is important to solve them and the solution you are building.

Autosave

Develop a reference story

Hi, this is at I was referred by who said you were the smartest person in the industry I am starting a company to solve and we are building I would like to speak to you for 20 min to learn from your experience.

Next

Autosave

Comments

Robert wrote
I would like to test this again to validate it over and over.

Richard wrote
I would like to test this again to validate it over and over.

About | Contact Us | Ego | Privacy Policy | Site map

http://leanroadmap.com

The Lean Roadmap

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5)Define customer type

6)Build archetypes

7)Build a Low fidelity MVP

8)Build a landing page

1)Test your assumptions

2)Reach out to customers

3)Develop a reference story

4)Schedule meetings with customers

Phase 2: Test Problem/ Solution

30%

Define customer types

The customer analysis starts with an understanding of what types of customers to approach. Customer types includes several types:
1. end users
2. influencers
3. recommenders
4. economic buyers
5. decision makers
6. saboteurs

Tell me more

Autosave

Gather a customer list

Add types to customers in contact list:

Name	Company	Email	Type
Giacomo Guili	CEO	G@gmail.com	saboteur

Submit

Autosave

Display Comments

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6)Build archetypes

7)Build a Low fidelity MVP

8)Build a landing page

1)Test your assumptions

2)Reach out to customers

3)Develop a reference story

4)Schedule meetings with customers

5)Define customer types

Phase 2: Test Problem/ Solution

30%

Build customer archetypes

Customer archetypes help the team visualize who will buy or use the product and helps crystalize product strategy, customer adquisition, etc

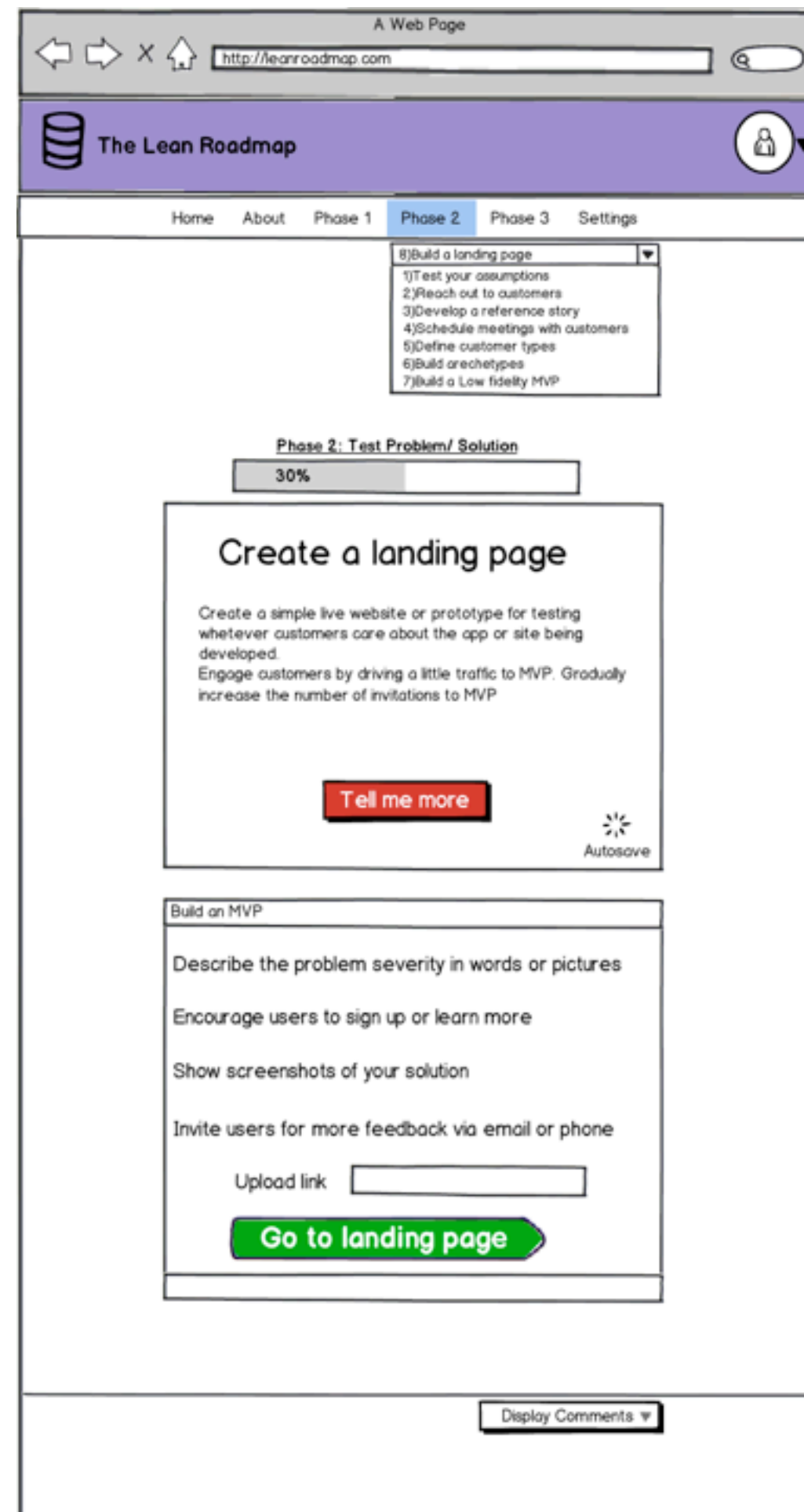
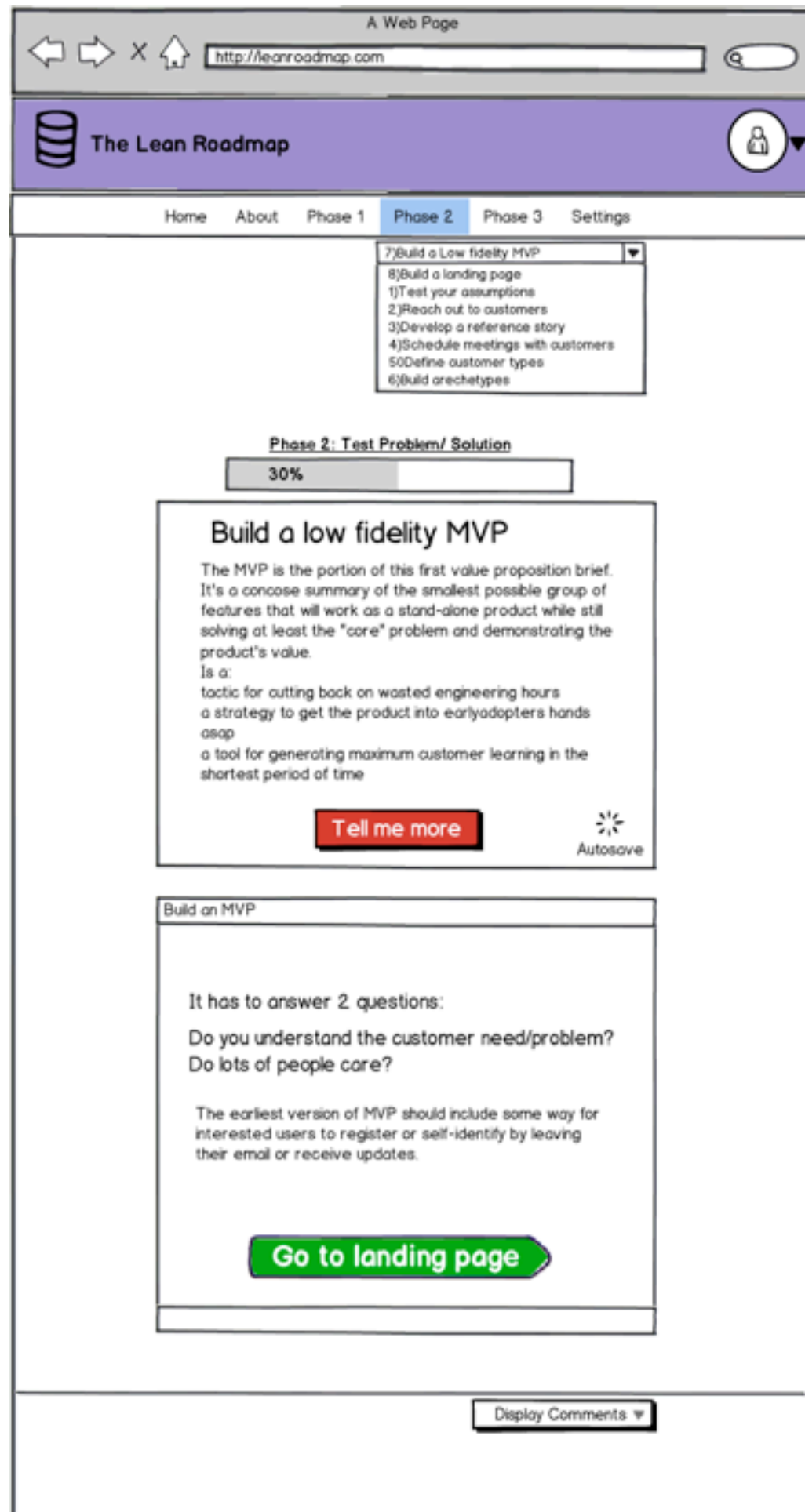
Tell me more

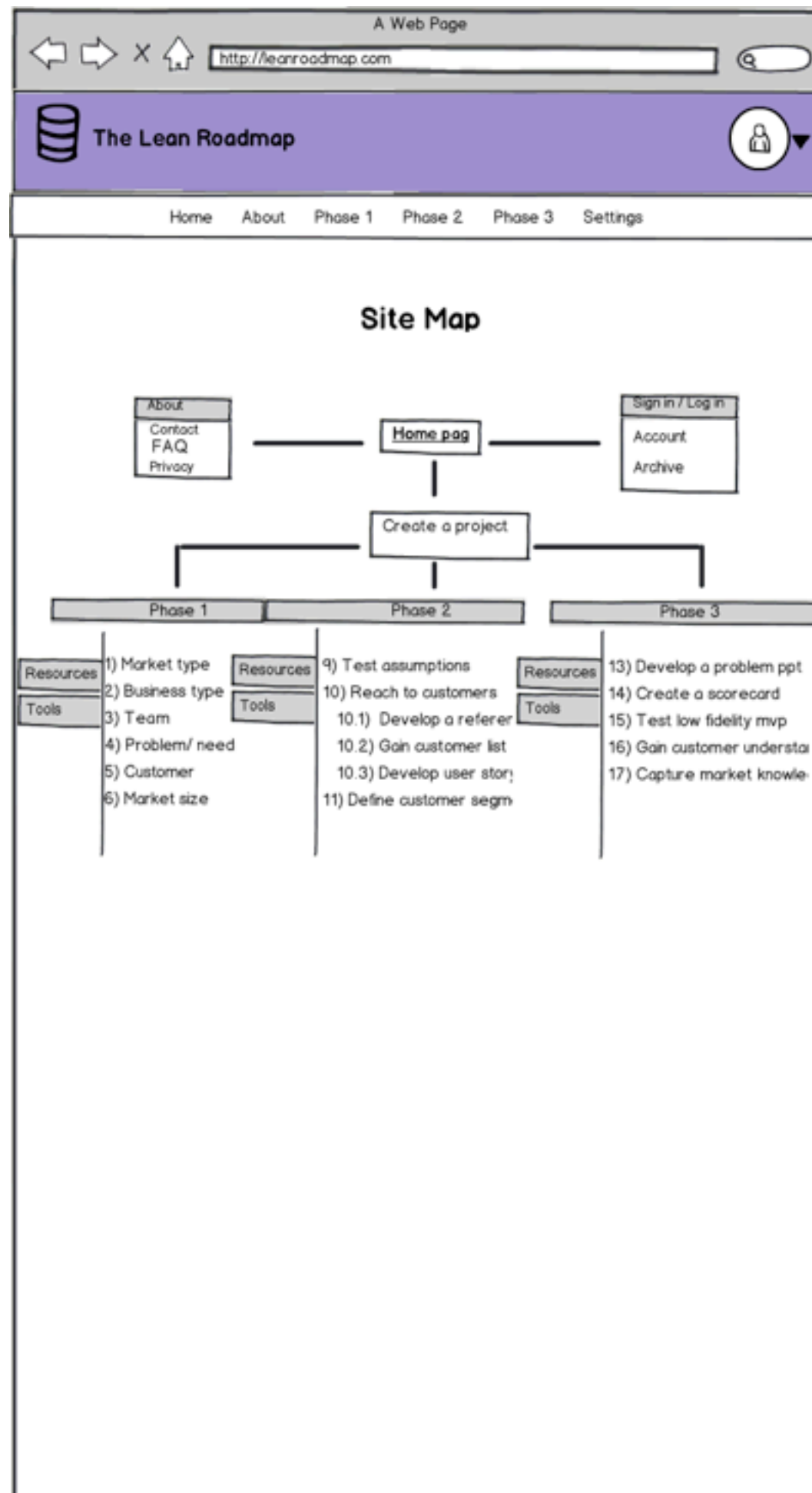
Autosave

Build customer archetypes

Persona 1	Persona 2	Persona 3
Profile		
Age		
Gender		
Location		
Occupation		
Motivations		
Goals		
Frustrations		

Submit







Visual design

VALIDATE YOUR BUSINESS IDEA WITH DATA DRIVEN FACTS BASED ON LEAN METHODOLOGY.

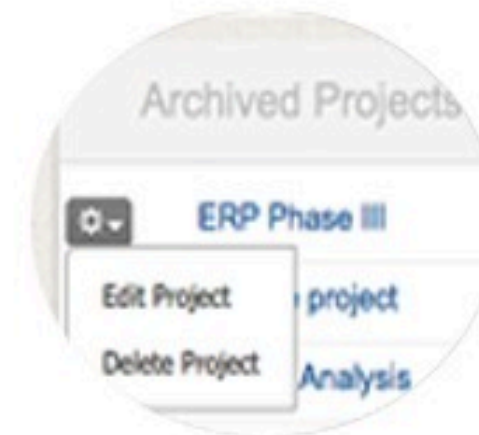
HOW IT WORKS



VALIDATE your idea with the tested and proven Lean methodology



TRACK and COMPARE experiments to scale the ones that perform the best.



ARCHIVE your progress and showcase it to your team & investors

START TRIAL FOR FREE

Building a startup without a systematized process is like gambling

Building a startup without a systematized process is like gambling



Time consuming



Expensive



Inefficient and risky

Building a startup without a clear understanding of your customers is guarantee failure



"90% of startups fail due to lack of customers" Steve Blank

Lean Roadmap is a step-by-step
customer development process
inspired in Lean Methodology.

[START TRIAL NOW](#)

Happy Testimonials



STEVE BLANK



ERIC RIES



HOME

PROJECTS ▾

ABOUT

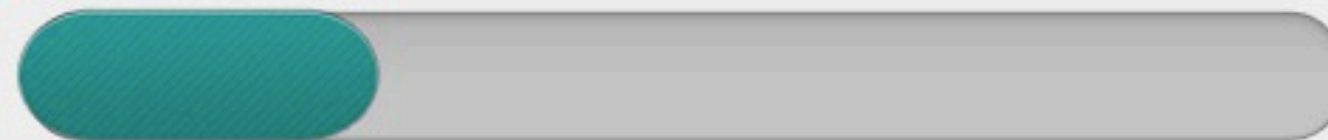
CONTACT

LEAN ROADMAP ✓
UX AGILE

LEAN ROADMAP

1. Define Problem / Solution

This phase is about discovering the problem, understanding the customer and creating a value proposition



0 1 2 **3** 4 5 6 7

You have completed

3 steps

in phase 1

1) What is your market type?

2) Who is your team?

3) What is the problem?

4) Who is the customer?

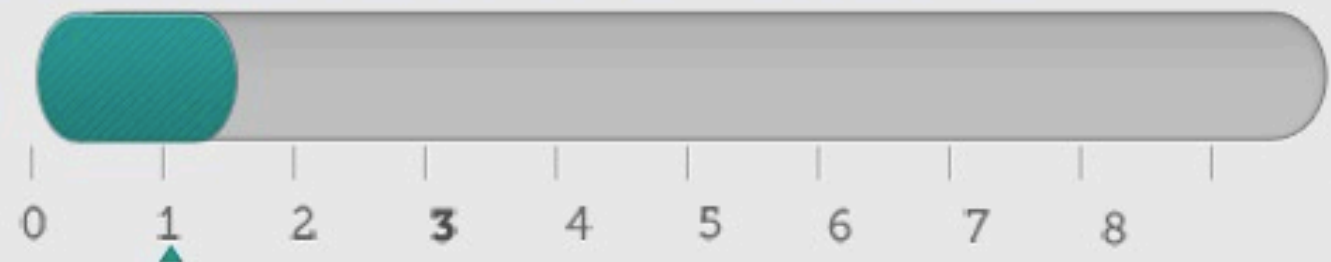
5) What is the market size?

- 4) Who is the customer?
- 5) What is the market size?
- 6) What is the value proposition?
- 7) What is the company vision?

Go to Phase >

2. Test Problem / Solution

This phase is about testing the value proposition and understanding if there is a problem/solution fit.



You have completed

1 step

in phase 2

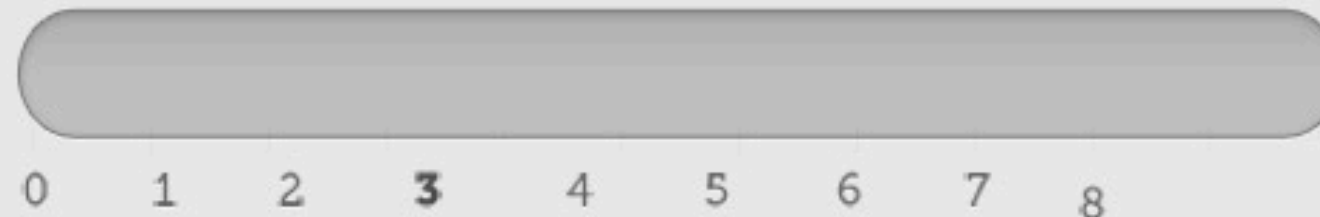
- 1) Test your assumptions
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- 5) Develop customer types
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- 8) Build a landing page

Go to Phase >

3. Measure Problem / Solution

This phase is about digging into the customer development results from phase two and defining the next move : proceed or iterate



You have completed

0 steps

in phase 3

- 1) Develop a problem presentation
- 2) Create a scorecard for results
- 3) Test low fidelity MVP
- 4) Measure responses

SIGN UP TO LEAN ROADMAP

The fun option ↘



LOGIN WITH FACEBOOK

We'll never post to your wall without permission.

or

username

email

password

confirm password

SIGN UP