Portfolio
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The one product / service I would love to take a crack at transforming:

"Lean innovation methodology"

BACKGROUND:

In 2011 co-founded an internet startup named Chef Surfing. Since that time I have been surrounded by entrepreneurs due mostly to Chef Surfing's participation in Startup Chile [1]. During this time I have learned about "Lean methodology" as it applies to startups. I have observed that while many entrepreneurs are following the methodology, most get stuck in the customer development process. Specifically they have trouble understanding and executing on the idea "get out of the building". Unfortunately understanding customers and iterating based on market feedback to reach success while executing a new innovation is not as common as I think it could be. Entrepreneurs find accessible and applicable techniques in the Lean methodology however they have trouble deciding when to test, what to test, how to execute test and how to measure the results. Simply put: Entrepreneurs want to be able to build a feedback loop and scale it as soon as possible but they just don't know how.

PROPOSAL:

I would like to help entrepreneurs choose the right metrics and learn how to test and validate their hypothesis on their road through failure toward success.

After many participatory-observations and interviews with entrepreneurs my first good idea is to build an "Experiment Dashboard" that can serve as a guide to, visual representation and account of, the entrepreneur's process.
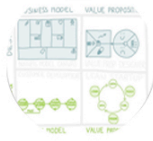
LEAN ROAD MAP

HOME   ABOUT   CONTACT US

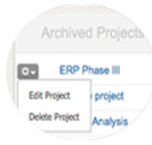## VALIDATE YOUR BUSINESS IDEA WITH DATA DRIVEN FACTS BASED ON LEAN METHODOLOGY.

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

Time consuming   Expensive   Inefficient and risky

Building a startup without a clear understanding of your customers is garantee 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

" I think it is a great product for entrepreneurs to systematize and measure their experiments and make data driven decisions.

ERIC RIES

" I love the product because it empowers entrepreneurs with the right tools needed at the right time.

VISUAL DESIGN PROTOTYPE

Brand personality: young, entrepreneur, cool but professional.
Color: green and grey