

# STARTUP CLASS

## 03 : LEAN, MVP & AARRR





# LA PROPOSITION DE VALEUR

## LA PROPOSITION DE VALEUR

L'utilité de votre produit

>

# REMEMBER THAT ?

1. Idée / 2. Produit / 3. Entreprise

# MVP VIDEO



Link : <https://www.youtube.com/watch?v=4YIm3THHNpM>.



MV... WHAT ?

MVP :

Minimum Viable Product

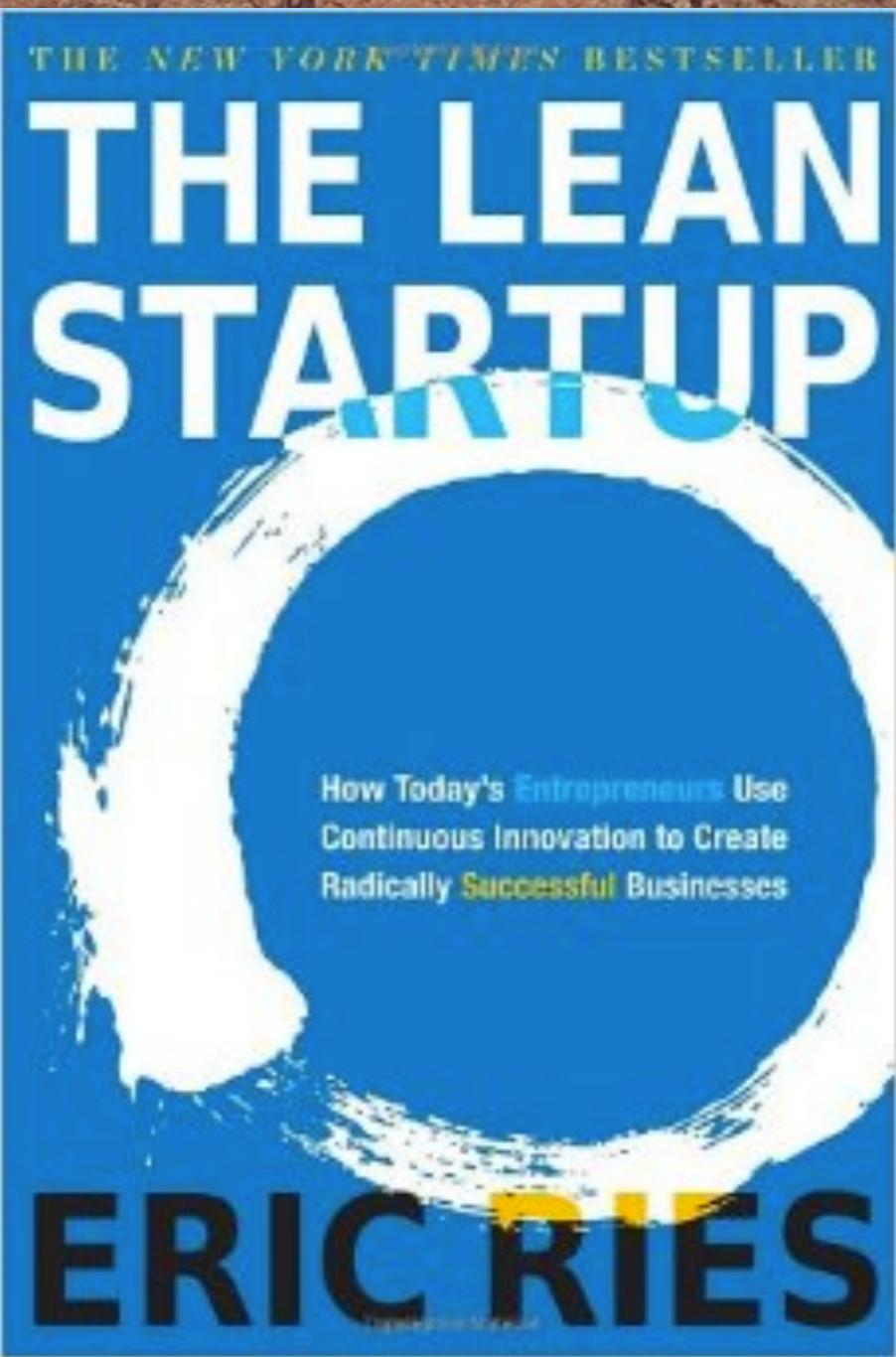
KARL  
WHO?

KARL  
WHO?

# Eric Ries



2011



# Eric Ries



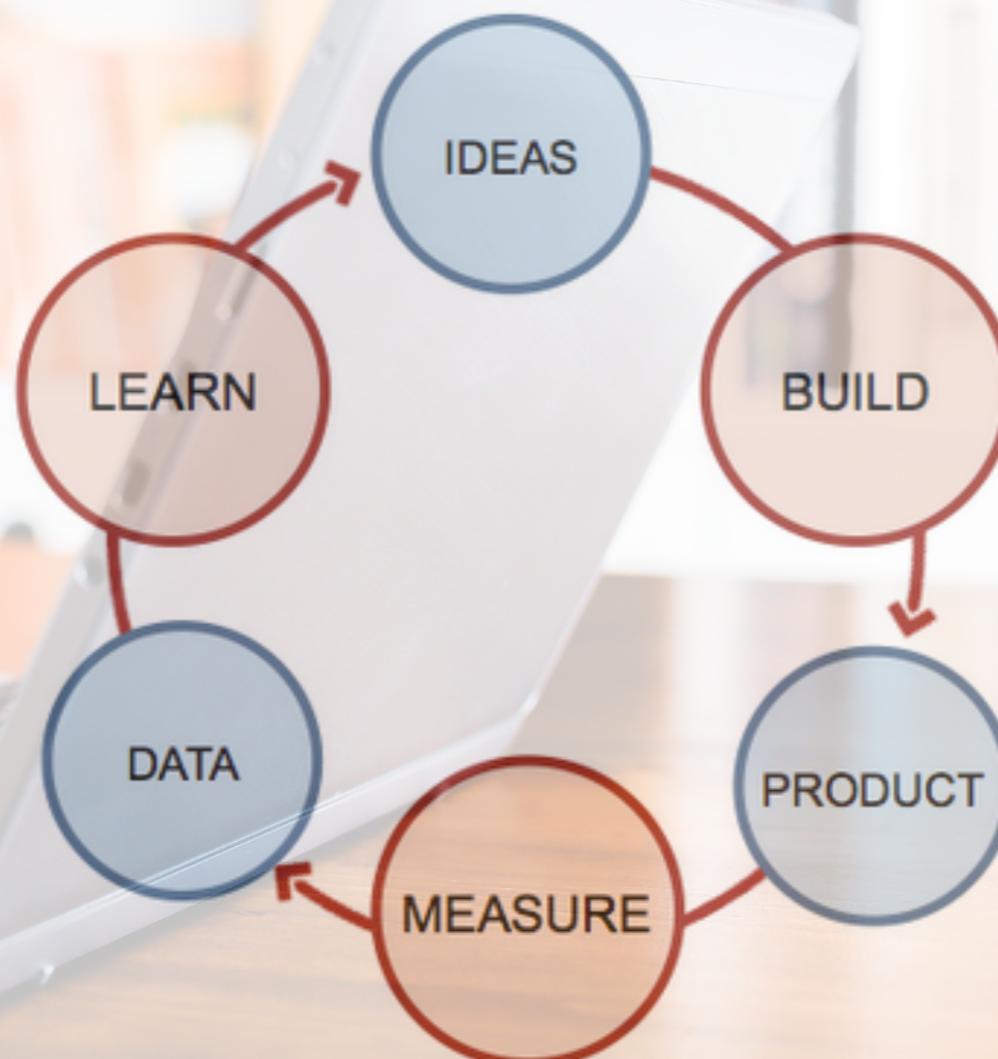
## EXECUTION

« La grande idée ne représente que 5% de l'histoire. Les 95% restants sont composés de tâches ingrates. »

## LEARN

« Produire ? Mesurer ? Apprendre : cette boucle de feed-back [...] Tout travail supplémentaire au-delà du strict nécessaire permettant un début d'apprentissage, est du gaspillage. »

# THE LEA(R)N CYCLE





# REMEMBER THAT ?

## A STARTUP NEED TO DO ONLY 2 THINGS

1 « Talk to Users »

2 « Build a Product »

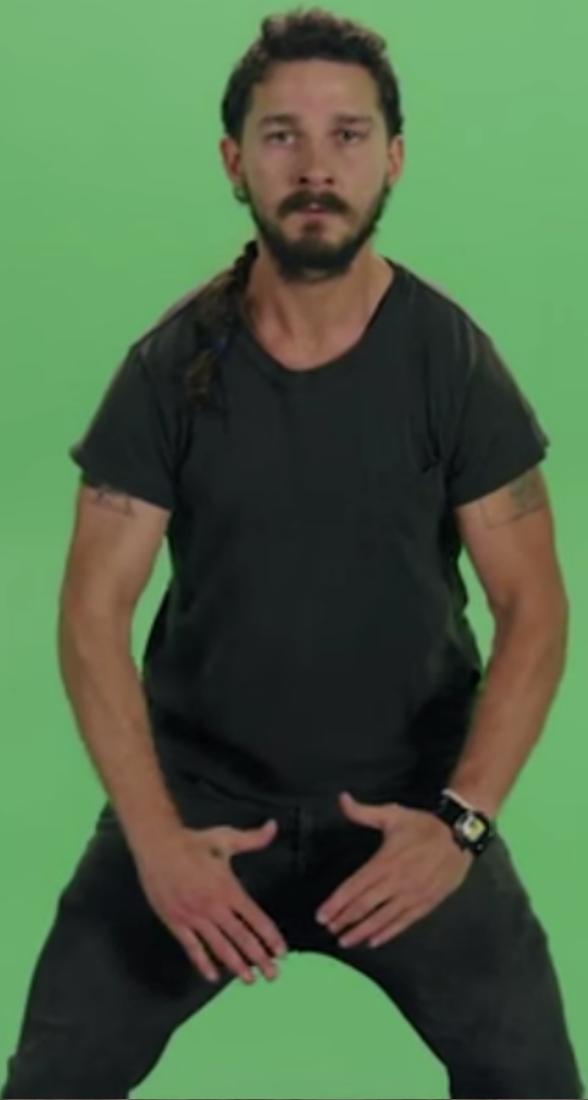
A photograph of a woman sitting on a black metal chair, facing away from the camera. She is wearing a blue denim jumpsuit over a patterned top and a wide-brimmed black hat. Her hands are raised, one holding the hat and the other resting on her knee. She is barefoot. The background is a white wall with horizontal stripes. A large green plant is visible on the right side.

DÉNI

PROCRASTINATION

DO IT

Just. Do. It.



Link : [https://www.youtube.com/watch?v=ZXsQAXx\\_ao0](https://www.youtube.com/watch?v=ZXsQAXx_ao0) :)

# MVP : A QUOI CA SERT ?

LONDON 16,286 km  
ROME 15,869 km  
CAPETOWN 2,23 km  
ZURICH 9,717 km  
SYDNEY 15,732 km  
SYDNEY 1,719 km  
WELLINGTON 243 km  
RIO DE JANEIRO 190 km  
MELBOURNE 190 km  
AUCKLAND 190 km  
PARIS 190 km

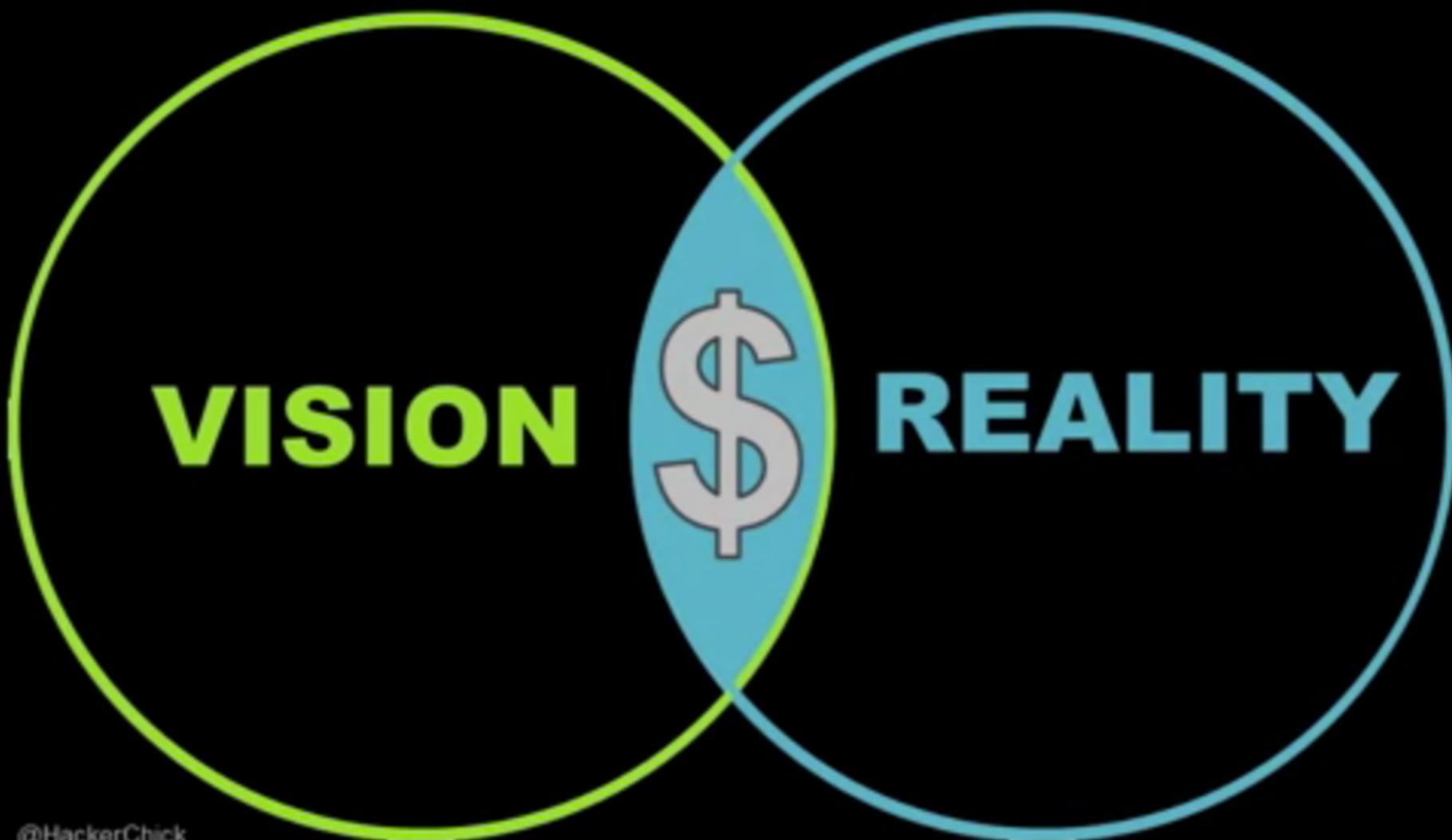
EST-CE QUE LE PROBLÈME EST RÉEL ?

QUI EN AURAIT BESOIN ?

QUEL PRODUIT ?

# REALITY CHECK

## MVP Goal



@HackerChick

HARVARD I-LAB

# COURAGE



« EXISTER C'EST OSER SE  
JETER DANS LE MONDE »

Simone de Beauvoir

# COURAGE



« ENTREPRENDRE C'EST OSER  
SE JETER DANS LE MONDE »

Simone de Beauvoir

# NO EGO



Product Hunt

*If you are driven by social signals, you shouldn't  
be an entrepreneur.*

BEN HOROWITZ



« You're way too **dumb** to  
figure out whether your  
idea is good. »

- Andrew Mason, Groupon



# THE POINT



the point  
make something happen

[Connect](#) | [Log in](#) | [Create Account](#) | [Help](#)

[START A CAMPAIGN](#) | [BROWSE CAMPAIGNS](#) | [COMMUNITY](#)

enter keywords  [SEARCH](#)

## Easy and Effective Group Action.

Whether you're raising money, organizing people, or trying to influence change: if you can't do it alone, you can do it on The Point.

A Big New Idea That Can Change The World

The Point applies the "tipping point" concept to group action.

[HOW IT WORKS](#)

Explore Featured Campaign Channels or [browse all campaigns](#)



Animal Friends

FEATURED CAMPAIGN  
 Tough Love for KFC



Technology

FEATURED CAMPAIGN  
 BOYCOTT EBAY FOR FAIR SELLER



Consumer Rights

FEATURED CAMPAIGN  
 BOYCOTT EBAY FOR FAIR SELLER

Success Story



David Cohn and Spot.Us use The Point to help people fund the kind of journalism they want to read. [Read More](#)

The Point is for people like you



The Point isn't just for activists and philanthropists. All types of people are using The Point to find like-minded individuals and make things happen.

How people are using The Point



Featured Campaign

[Top Denver Dog Magazine Wants Repeal of City's Breed Ban](#)



Xcelerate - @HackerChick

Groupon



LACK OF FOCUS

1 PROBLEM FOR 1 TARGET

SE DISPERSER

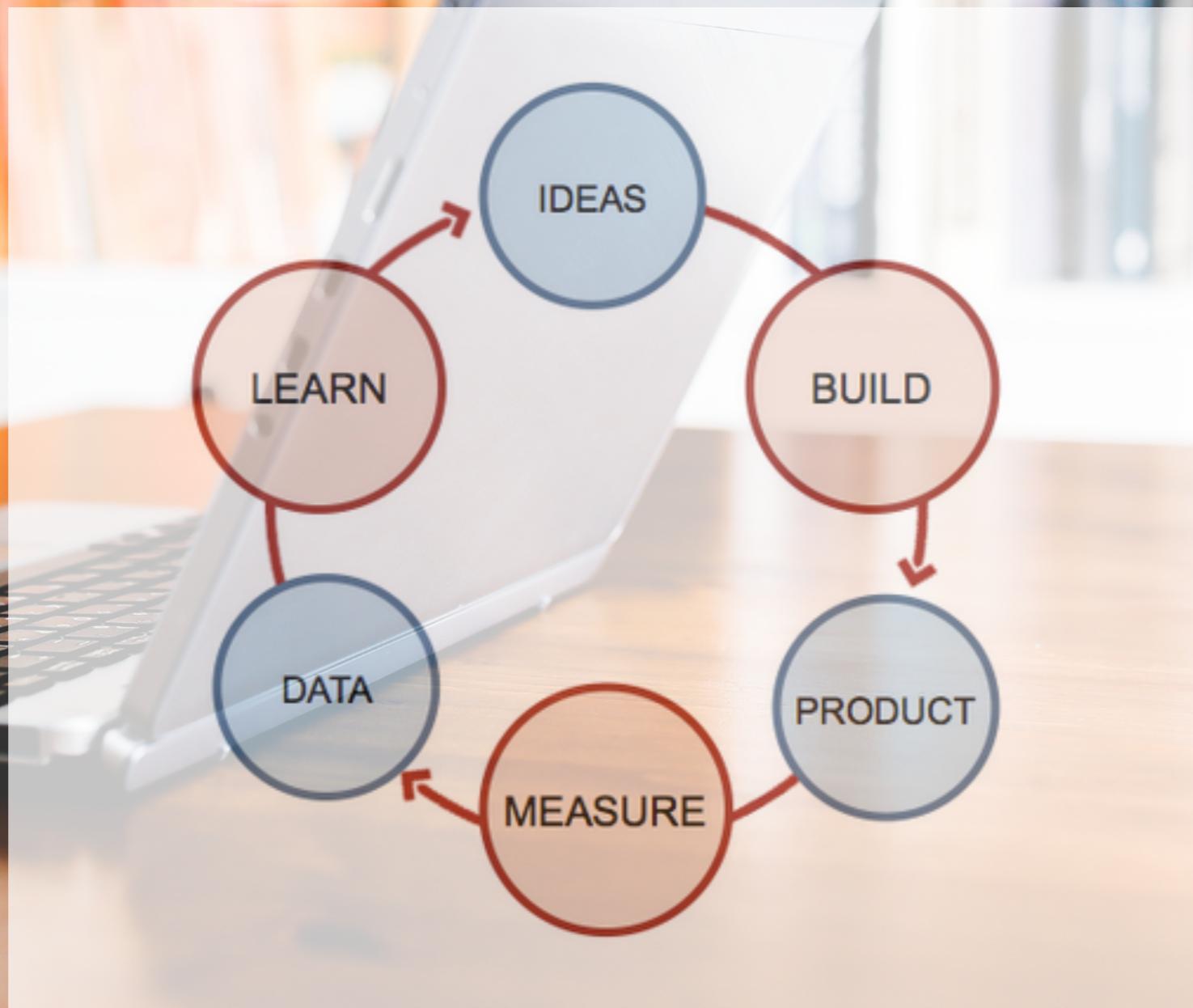
# BURBN



Instagram

« TOUT CE QUI SE MESURE S'AMÉLIORE »

Oussama Amar



# THE LEARNING CURVE :

IT'S NOT THE  
SMARTEST ONE  
WHO WINS THIS  
(STARTUP) GAME.

IT'S THE  
ONE WHO  
LEARNS FAST  
ENOUGH.

# ITÉRER : BEAUCOUP

- 3 fois, Steven Spielberg a été recalé à ses études de cinéma.
- 5 maisons d'édition ont refusé de publier Harry Potter.
- 26 ont refusé à Tim Ferris sa « semaine de 4 heures» .
- 301 banques ont rit au nez de Walt Disney et de son idée de parc à thème.
- 1000 façons ont permis à Edison de « ne pas » faire une ampoule avant de trouver comment en faire une.
- 2000 tentatives sont nécessaires à un bébé pour réussir ses premiers pas.
- 5126 prototypes ont permis à James Dyson de créer l'aspirateur sans sac.  
[show less](#)

# EQUILIBRE ? VISION VS RÉALITÉ



**Matt\_DuBois** — Materials Coordinator, IPS Learning

@garyvee What advice have you given or would you give Casey Neistat on being successful with his company and app Beme?

▲ 7 ← REPLY



**Gary Vaynerchuk** — CEO

@matt\_dubois to focus on the balance between your vision and the community feedback

▲ 15 ← REPLY

# LISTER : LE MINIMUM DE CARACTÉRISTIQUES DE VOTRE PRODUIT



« CHOISIR C'EST RENONCER. »

Jean Paul Sartre

# DEVELOP : BUFFER

Tweet more consistently with  **buffer**

**1** Choose times to tweet.

For example, 3 times a day at 9:30, 13:30 and 17:30.

**2** Add tweets to your buffer.

Manually or with our handy browser extensions.

[Plans and Pricing](#)

**3** buffer does the rest. Relax.

We tweet for you. Just keep that buffer topped up!

© 2010 buffer. All rights reserved.

# DEVELOP : BUFFER

Tweet more consistently with  **buffer**

Free

\$ 0/mo

What? Dip your toes. Find your feet.

1 1 tweet per day

5 5 tweets in your buffer

Standard

\$ 5/mo

What? Great for most users.

10 10 tweets per day

50 50 tweets in your buffer

Max

\$ 20/mo

What? Best for business & enterprise.

Unlimited tweets per day

Unlimited tweets in buffer

© 2010 Buffer. All rights reserved.

Twitter

# DEVELOP : BUFFER



Tweet more consistently with  **buffer**

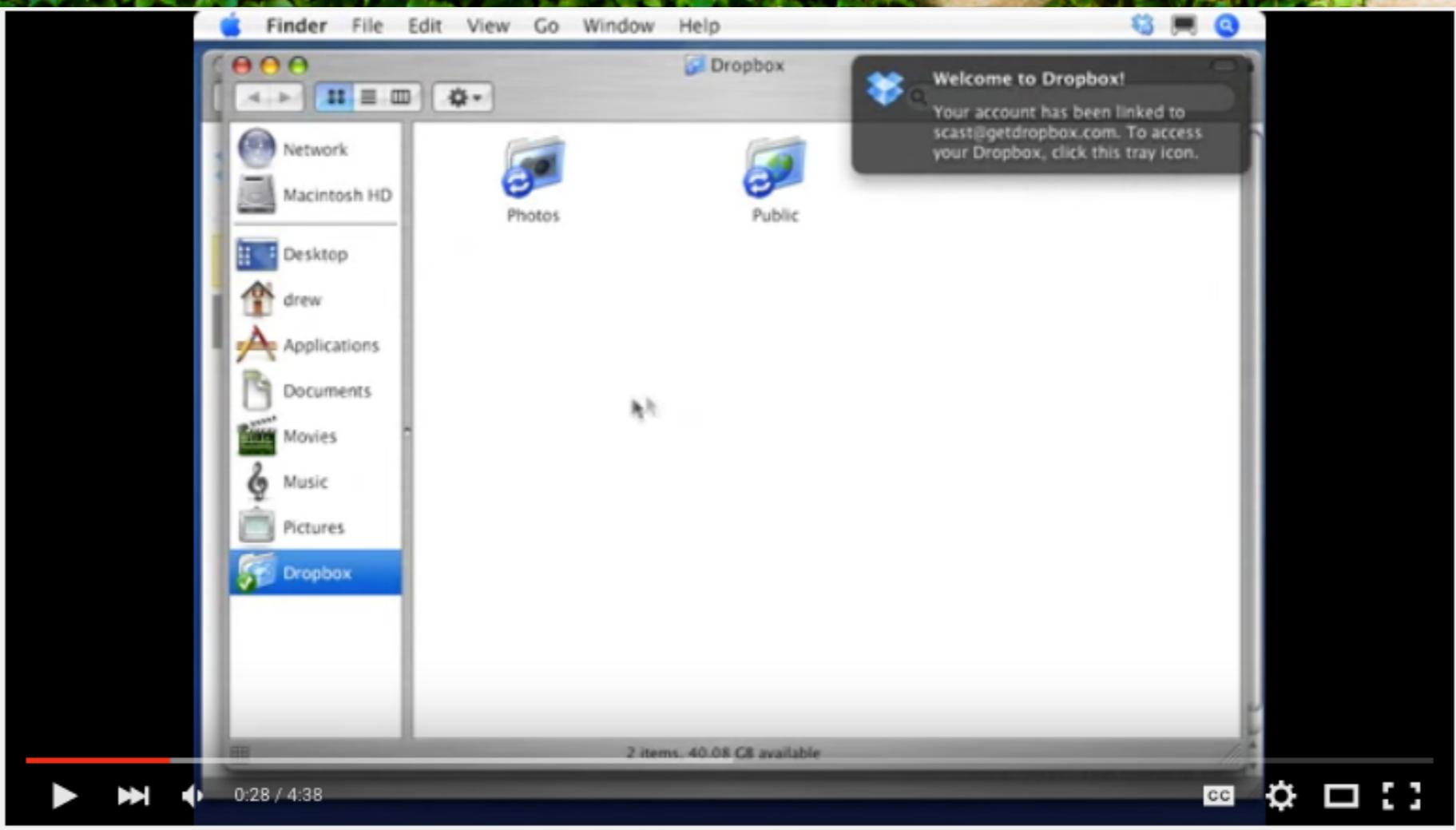
**Hello! You caught us before we're ready.**

We're working hard to put the finishing touches onto buffer. Things are going well and it should be ready to help you with Twitter very soon. If you'd like us to send you a reminder when we're ready, just put your email in below:

Your email

Remind me

# FAKE IT : DROPBOX



Link : <https://www.youtube.com/watch?v=7QmCUDHpNzE>

**De 5k à 75k inscrits**

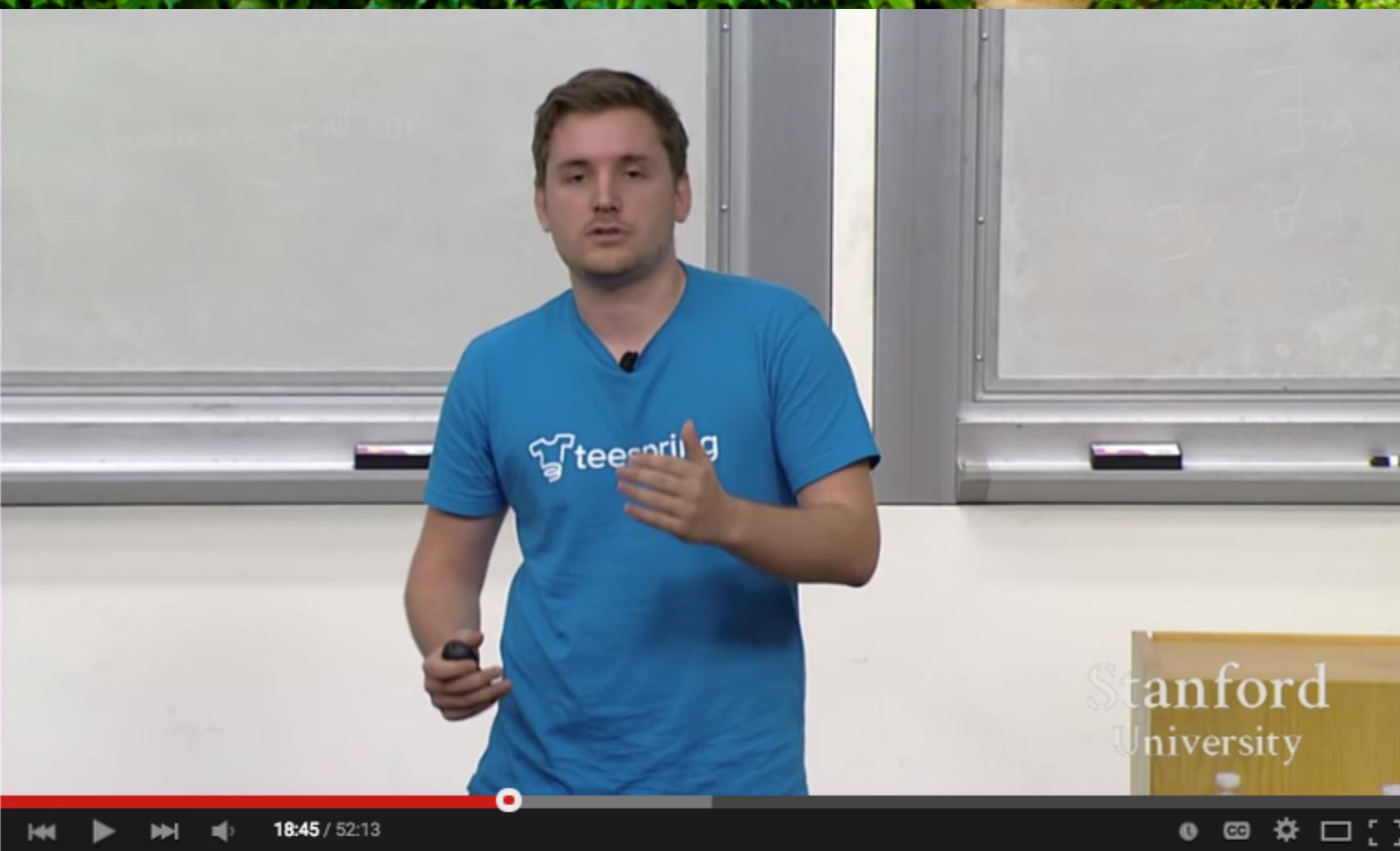


« Usage is like **OXYGEN**  
for ideas. »

- Matt Mullenweg, Wordpress

Link : <http://ma.tt/2010/11/one-point-oh/>

# UTILISER LES OUTILS WEB GRATUITS



Link : <https://www.youtube.com/watch?v=oQOC-qy-GDY>

**DAVIDWISE.FR/OUTILS**



AU DÉBUT :  
« DO THINGS THAT DON'T SCALE »



Article : <http://paulgraham.com/ds.html>



**SORTEZ !**

**« NO FACTS LIVE INSIDE THE  
BUILDING. ONLY GUESSES. »**

Steve Blank

**AIRBNB ; PINTEREST ;  
SOUNDSGOOD ; BLABLACAR...**

# IT'S BETTER TO HAVE... ?

100 users = love

1 million users = Mhh...

Paul Graham



# IT'S BETTER TO HAVE... ?

Winner

100 users = love

1 million users = Mhh...

Paul Graham



# DON'T BE TOO MINIMUM

## MINIMUM LOVABLE PRODUCT

1. Minimum Viable Products are optimized for learning, not scaling. This is one of the hardest things to convey to people who've spent their lives building to build, not building to learn. These are people who've been burned in the past and told to release a half baked prototype to thousands of customers. These directives come from management who thought that if you throw enough people at the prototype, then everything would be fine. So be patient when people aren't eager to adopt the MVP concept right way. This is the main reason I start with Learn in the Build Measure Learn loop. What do you need to learn about the customer? The market? The problem? When you start with learn, it helps soften the blow.

#330

A USER INTERFACE IS  
LIKE A JOKE. IF YOU  
HAVE TO EXPLAIN IT,  
IT'S NOT THAT GOOD.

STARTUPVITAMINS



# LE MODÈLE AARRR

- Dave McClure



The background of the image is a close-up of a person's hands holding a sparkler. The sparks are bright white and yellow, creating a sense of motion and light. The hands are positioned vertically, with one hand gripping the other. The overall atmosphere is celebratory and dynamic.

# FUNNEL

Acquisition

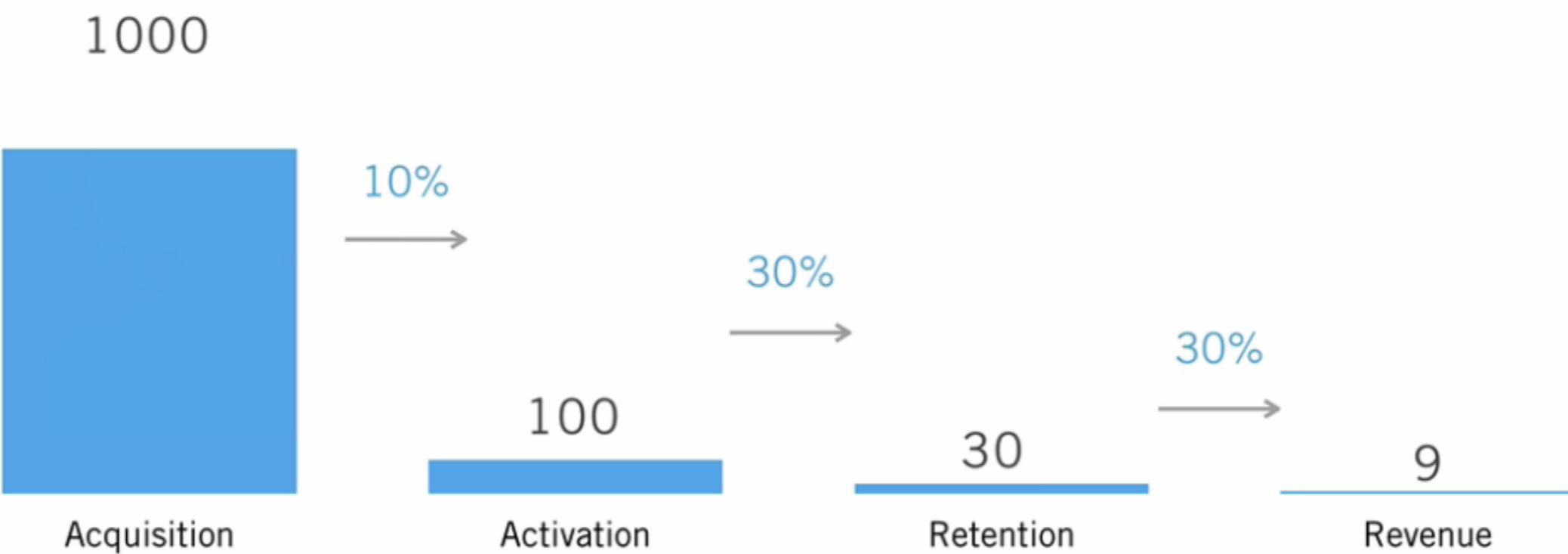
Activation

Retention

Referral

Revenue

## YOU NEED TO MEASURE CONVERSIONS AT EACH STEP





# CONVERSION RATE:

**# OF PEOPLE WHO  
DO SOMETHING**



**# OF PEOPLE  
WHO COULD HAVE**

# DES QUESTIONS ?

## OBJECTIFS :

- Lean Startup
- MVP : learning cycle
- Vision VS Reality
- Instagram, Groupon, Dropbox, Buffer Stories
- Talk to users. Talk to users. Talk to users.
- AARRR Model - Introduction



## NEXT :

AARRR - Growth & PMF : 30 Novembre 2015

# CONTACT

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