

Summer 2023

**Accelerated Innovation &  
Entrepreneurship Bootcamp**

**Session 5**  
**Agile Entrepreneurship & Lean  
Startup**

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# Session Outcomes

- ✓ Discuss the three ways to build a startup.
- ✓ Learn why businesses fail and the percentage of successful startups.
- ✓ Connect the concept of viability with business modelling.
- ✓ Appreciate the importance of iteration and customer-centricity in building a startup.
- ✓ Understand that startup building is a process of validating assumptions.
- ✓ Illustrate the agile entrepreneurship mindset.
- ✓ Learn the lean principles and see them in action.

*Define Entrepreneurship in one word*

# History

- The word first appeared in the French dictionary published in 1723.
- The word "entrepreneur" dates to the 1850s, the term "entrepreneurship" was coined around the 1920s.



# History

- Especially in Britain, the term "adventurer" was often used to denote the same meaning.
- According to Schumpeter, an entrepreneur is a person who is willing and able to convert a new idea or invention into a successful innovation.

Entrepreneurship is the process of designing, launching and running new businesses.

The people who create these businesses are called entrepreneurs.

Desirability

Profitability

Longevity

Success Drivers

Customers

Market

Organization

Change Drivers

The interaction of these factors determine the  
success of any business!

Do you have what it takes?



# Startup Statistics

## Business Snapshot - Profit and Loss

For the period 08/01/2016 to 05/31/2017



An estimated 90% of new startups fail.

(Source: Medium)

How many startups fail in the first year? Around 20%.



## Discussion

Entrepreneurship, gene or learn?

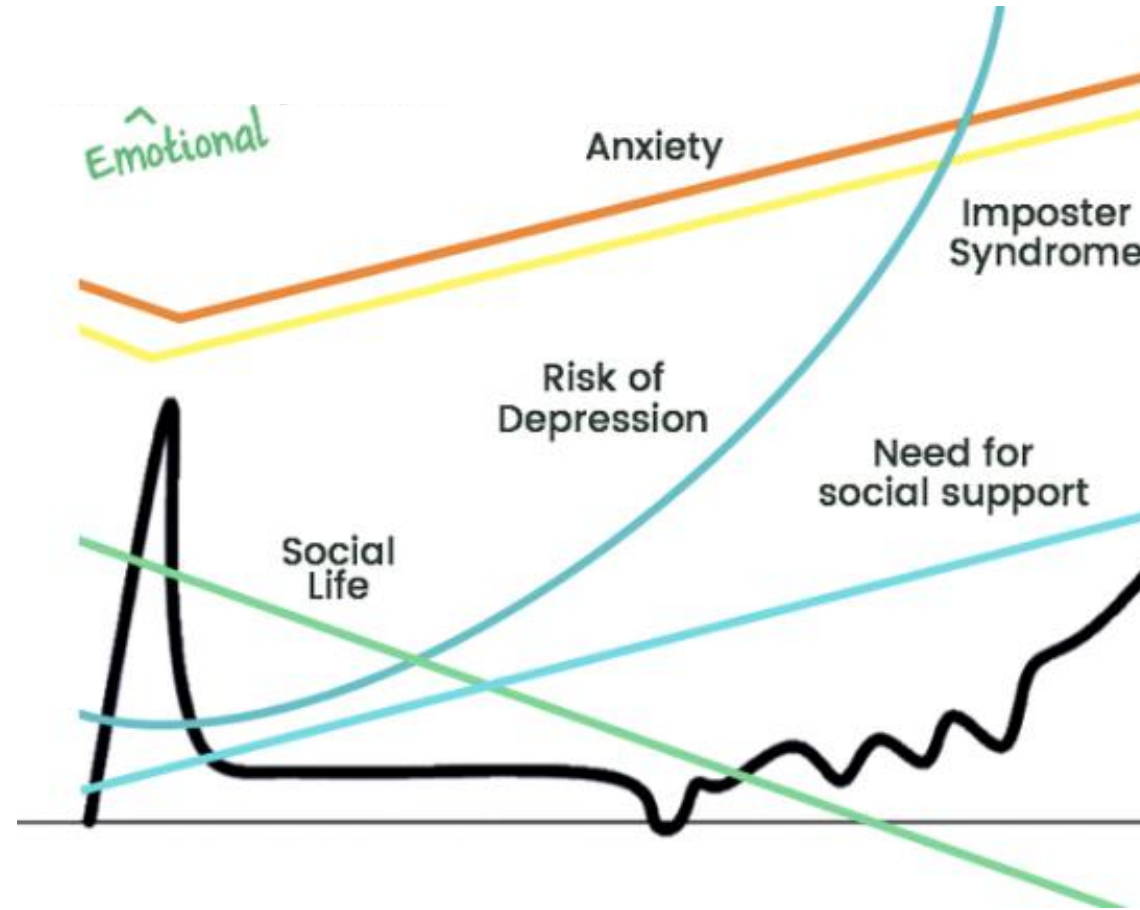


We know it is in there,  
but we just can't seem to find  
that entrepreneurship gene...



You can learn  
entrepreneurship.

# The Emotional Startup Curve



The Entrepreneur in the eyes of others.

I have a  
technological  
breakthrough!



I have  
an idea!



I have  
a passion!



Three ways  
to start a new venture

# Activity – 10 minutes



**Mcdonalds**

**POS Rocket**



**Facebook**

**Abu Saleh Coffee**



# Discuss the following questions

- 1- What does the business offer?
- 2- Who are the main customers?
- 3- What is unique about the business?
- 4- What do you associate with the brand?



# Entrepreneurship vs. Business



# Entrepreneurship vs. Business



# 6 Myths about Entrepreneurs

1. Smart over achievers

2. Love risk

3. Age

4. Profit oriented

5. Lucky

6. Undisciplined



# Top 10 Entrepreneurial mistakes

1. Fall in love with the solution *vs. Falling in love with the problem*
2. Spending too much money
3. Scale too fast *vs. Grow Wisely*
4. Focus on partnerships *vs. Focus on Sales*
5. Focus on the pitch *vs. Focus on Prototype*
6. Proceed serially *vs. Proceed in Parallel*
7. Retain control – the 51% obsession *vs. Create a Bigger Pie*
8. Hire like you *vs. Hire to Complement You*
9. Befriend your investors *vs. Clear Roles & Boundaries*

## Mistake #10

Something you're doing right now!

## Solution

Continuously learn, be humble & agile

Mistake Zero

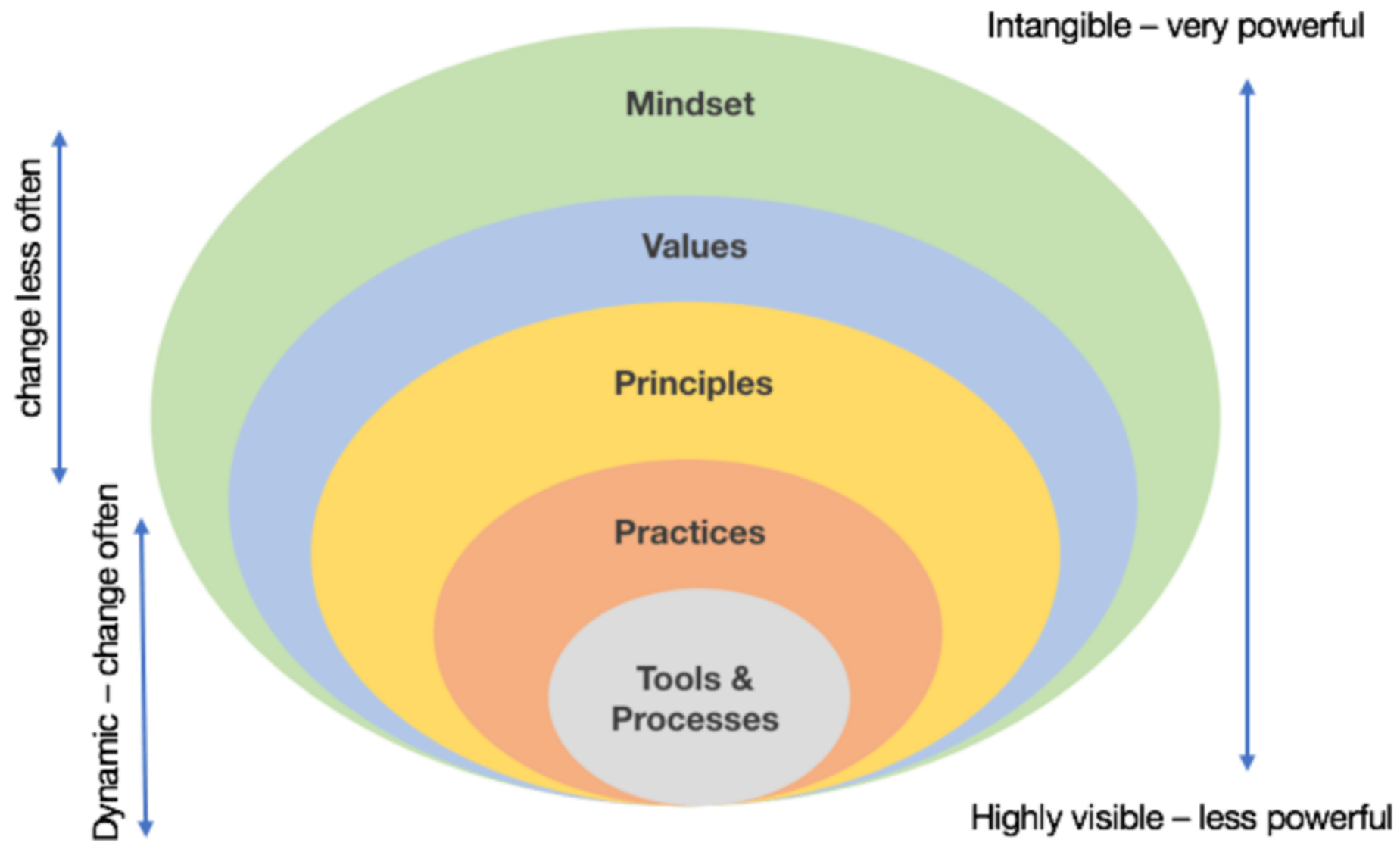
?

# *Agile Entrepreneurship*

# What is agile?

Agile is an iterative approach to project management and software development that helps teams deliver value to their customers faster and with fewer headaches. Instead of betting everything on a "big bang" launch, an agile team delivers work in small, but consumable, increments.





# Three Pillars of Agile Entrepreneurship

Agile Mindset

Customer-Centricity

CreaAction



Mindset



Adaptive to  
*CHANGE*

## Conventional Entrepreneurship

Predictive

Big planning

Wait till you get what you need

Expected return

Linear

Full design specification

Optimization

Avoid failure at all cost

Competitive

## Agile Entrepreneurship

Creative

Small actions

Start with what you have

Acceptable loss

Iterative

Rapid prototyping

Experimentation

Embrace & leverage failure

Collaborative

Remember mistake zero?

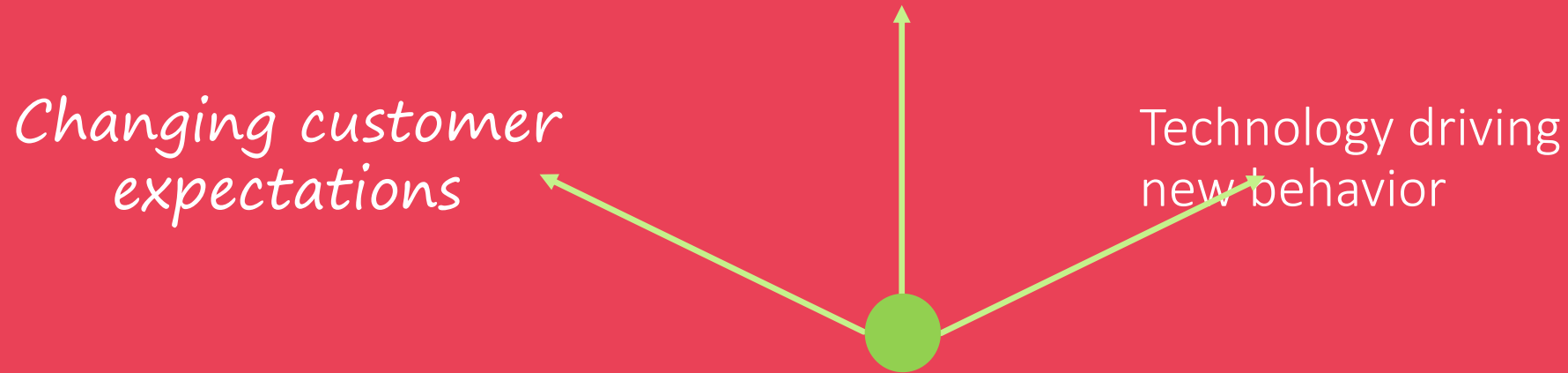
Building something that nobody wants.



*What don't you know about your Customer?*



*We need to redefine how our businesses think  
about and interact with our customers*



## *Customer Centricity*

*There are two types of companies, those that believe they are customer-centric and those that are.*

*Peter Drucker*



Entrepreneurship is a way of doing things,  
and is *different* from it's tools & strategies!



## Tools

Business Model Canvas

Value Proposition Canvas

Lean-Startup

Etc...



*CreaAction is  
Creative Action*

*A bias towards Action!*

*Extraordinary*

*More of the same*



# Entrepreneurial Star of Excellence



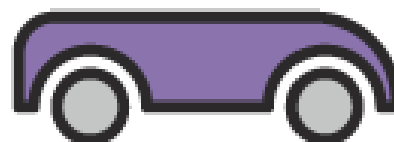
What is lean startup methodology?



1



2



3



4



1



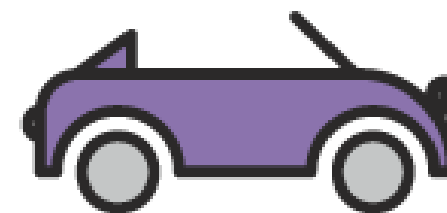
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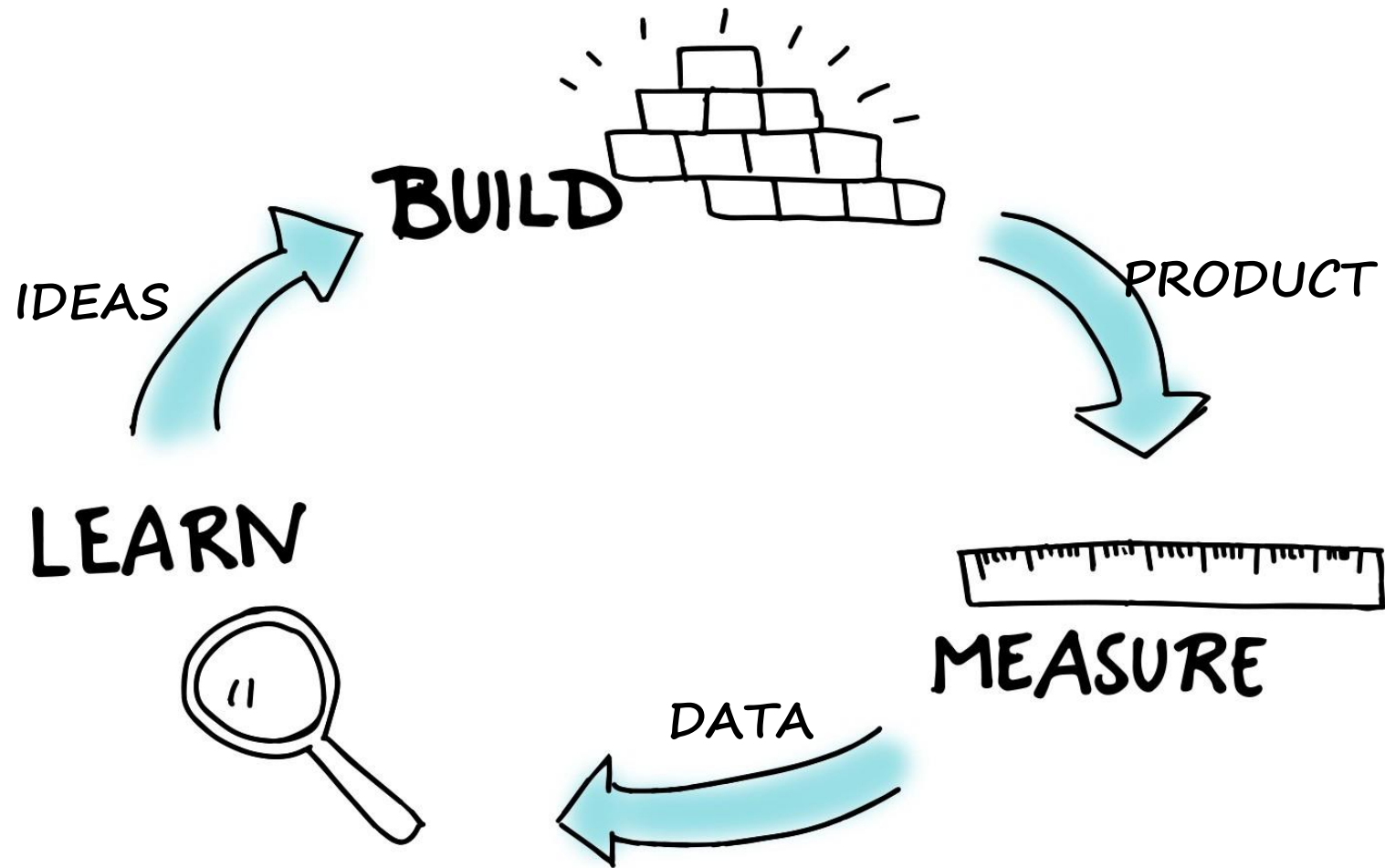


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## Lean Startup Model: Build-Measure-Learn



*"One of the critical differences is that while existing companies execute a business model, start-ups look for one." - **Steve Blank***

## 2. Lean Startup Model: Build-Measure-Learn

**Rapidly test and validate the assumptions** related to the product-market fit between your innovation and your target market, as well as the related business model in order to learn and adapt as quickly as possible.

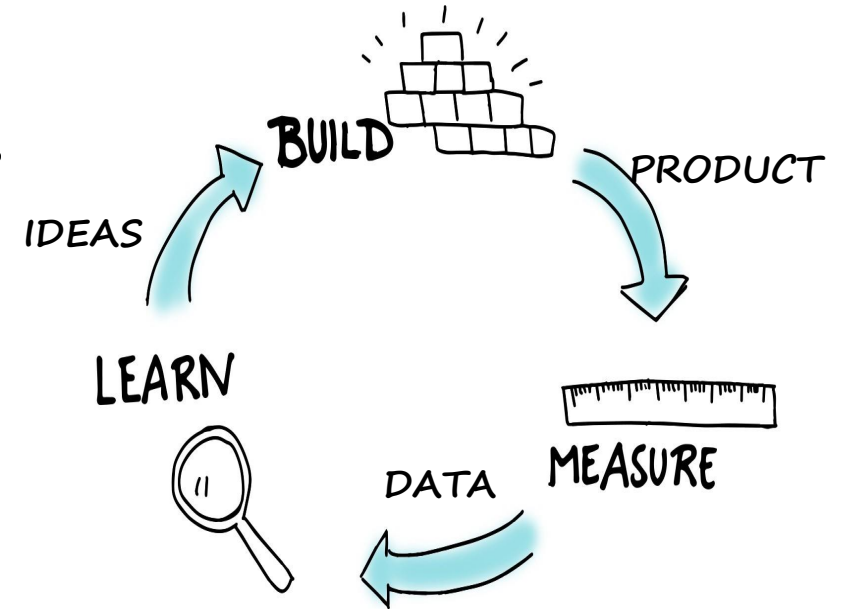
### Where is the Lean Startup model used?

Organizations that operate in an **unpredictable, complex and rapidly changing environment** with limited resources.

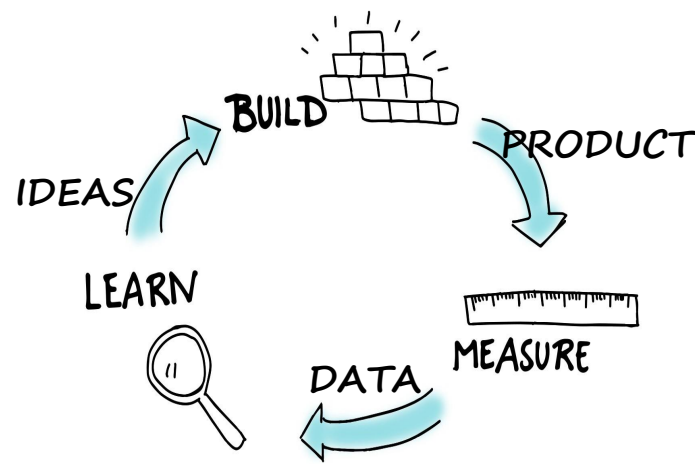
### Minimum Viable Product (MVP)

*The version of a new product a team uses to collect the maximum amount of validated learning about customers with the least effort.*

In other words, it's a basic version with the smallest number of capabilities that will deliver enough value to potential paying customers who will give you feedback.







## Advantages

- Fast learning curve. Quick way to learn what works. Flexible. Faster decision making.
- Mitigates risk in product development.
- Feedback comes straight from stakeholders, which increases the ability to observe and respond to customer behavior, delivering better results to customers and further increasing customer loyalty.
- Increase speed of development and reduce development costs.

## Challenges

- Risk of brand damage due to inferior product.
- Increased market risk, especially in cases of low appropriability. Thus defensive strategies needed.
- Product is not complete.
- Team demotivation due to fast pace of continuous innovation.

# Recap of Session

- Entrepreneurship is different than its tools. *(BMC/VPC/Lean/etc..)*
- Agile entrepreneurship is about agile mindset, customer-centricity, and CreAction
  - Build your business around assumptions
    - Build fast .. Fail fast .. Learn ..

