

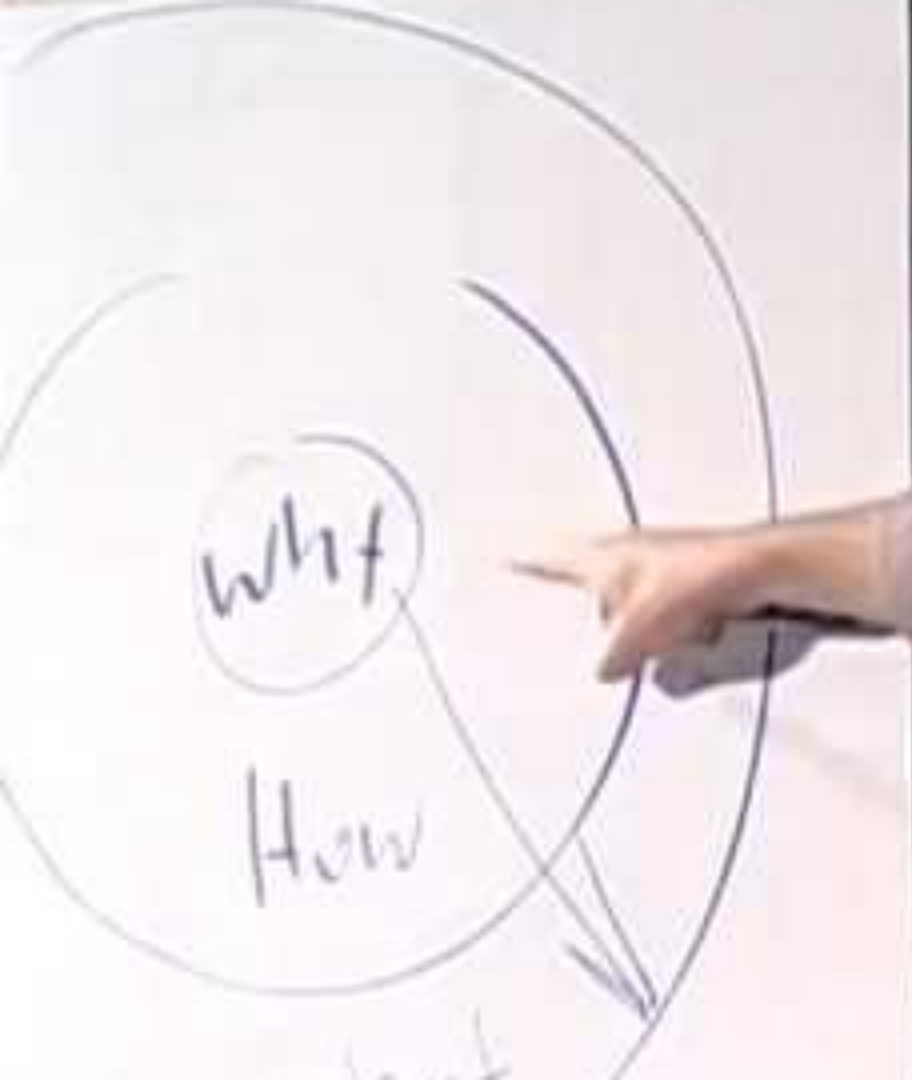
How to Start a Startup

An introduction to Lean Impact

September 17, 2018

Before we get started...

Let's start with why.



EXERCISE #1: Vision and Purpose

WORKSHOP OUTLINE

Startups, Entrepreneurship, Innovation

The Lean Startup

Customer Development

Hypothesis Framing

Final Advice

WORKSHOP OUTLINE

>> Startups, Entrepreneurship, Innovation

The Lean Startup

Customer Development

Hypothesis Framing

Final Advice

What is a startup?

What is a startup?

Why are startups relevant to your work as a RAILS grantee?

A startup is a temporary organization in search of a scalable and repeatable business model.

What is entrepreneurship?

What is entrepreneurship?

Do you consider yourself an entrepreneur?

Entrepreneurship is the
pursuit of opportunity
beyond resources
currently controlled.

What about innovation?

What about innovation?

Could innovation help you be more successful?

Innovation is the
generation, development,
and deployment of new,
non-obvious, and valuable
ideas.

Innovation requires
creativity, commitment,
and entrepreneurship.

1% Inspiration

99% Perspiration

1% Inspiration

~~99% Perspiration~~

99% Hustle

WORKSHOP OUTLINE

Startups, Entrepreneurship, Innovation

>> **The Lean Startup**

Customer Development

Hypothesis Framing

Final Advice

Some good news...

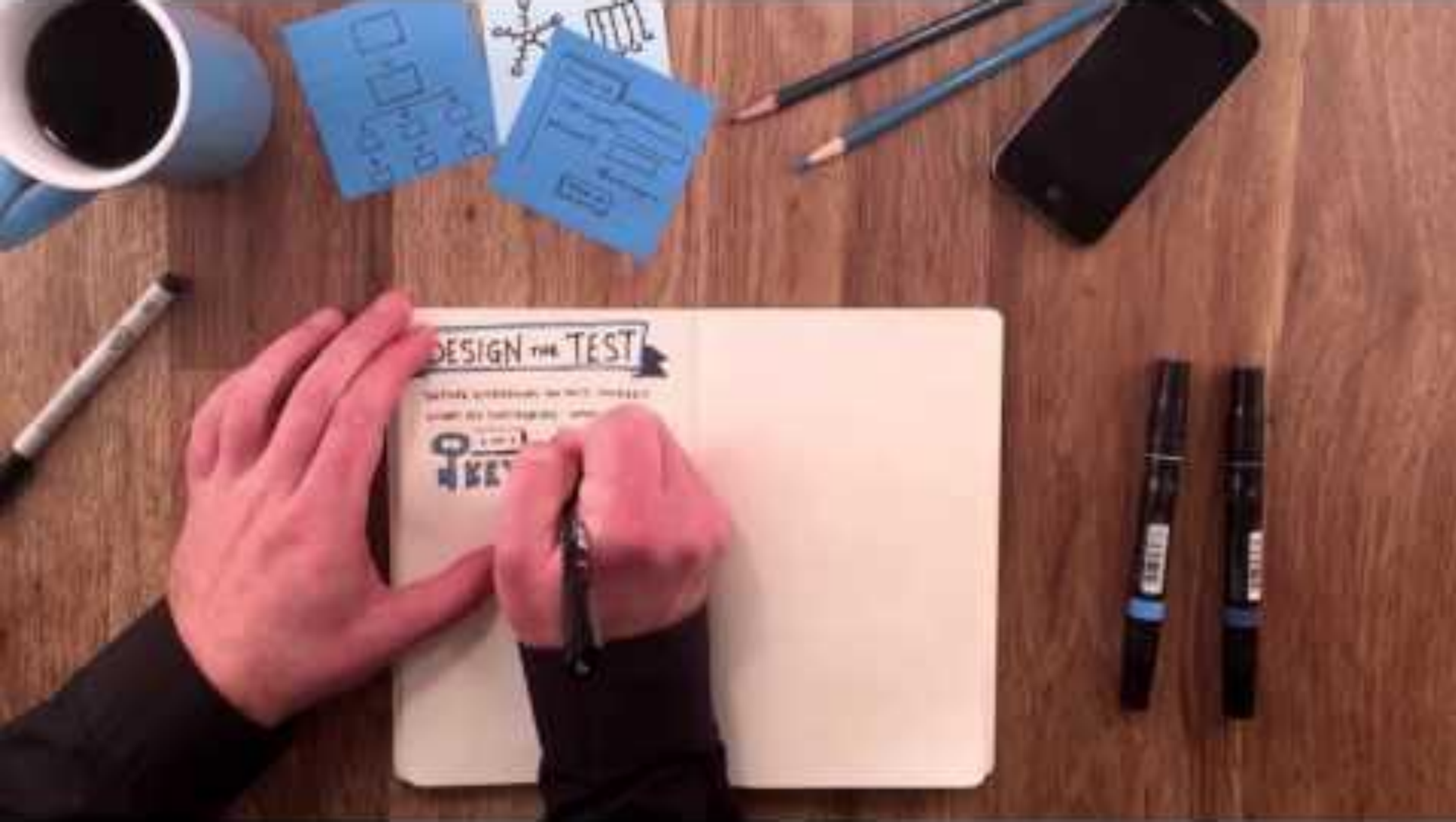
Some good news...

We can demystify the innovation process
by applying **the scientific method**.

Steps to the Scientific Method

1. Observe a phenomenon
2. Define a **question** about the observation
3. Make a **hypothesis**, or potential solution to the question
4. **Test** the hypothesis
5. Draw **conclusions** and repeat

The scientific
method is the basis
of **The Lean Startup.**



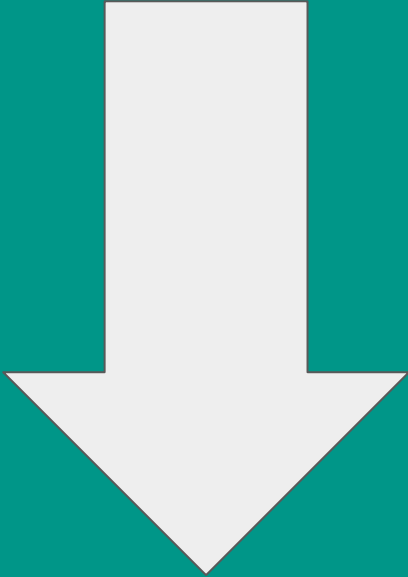
What is “lean?”

What is “lean?”



Waste

What is “lean?”



Waste

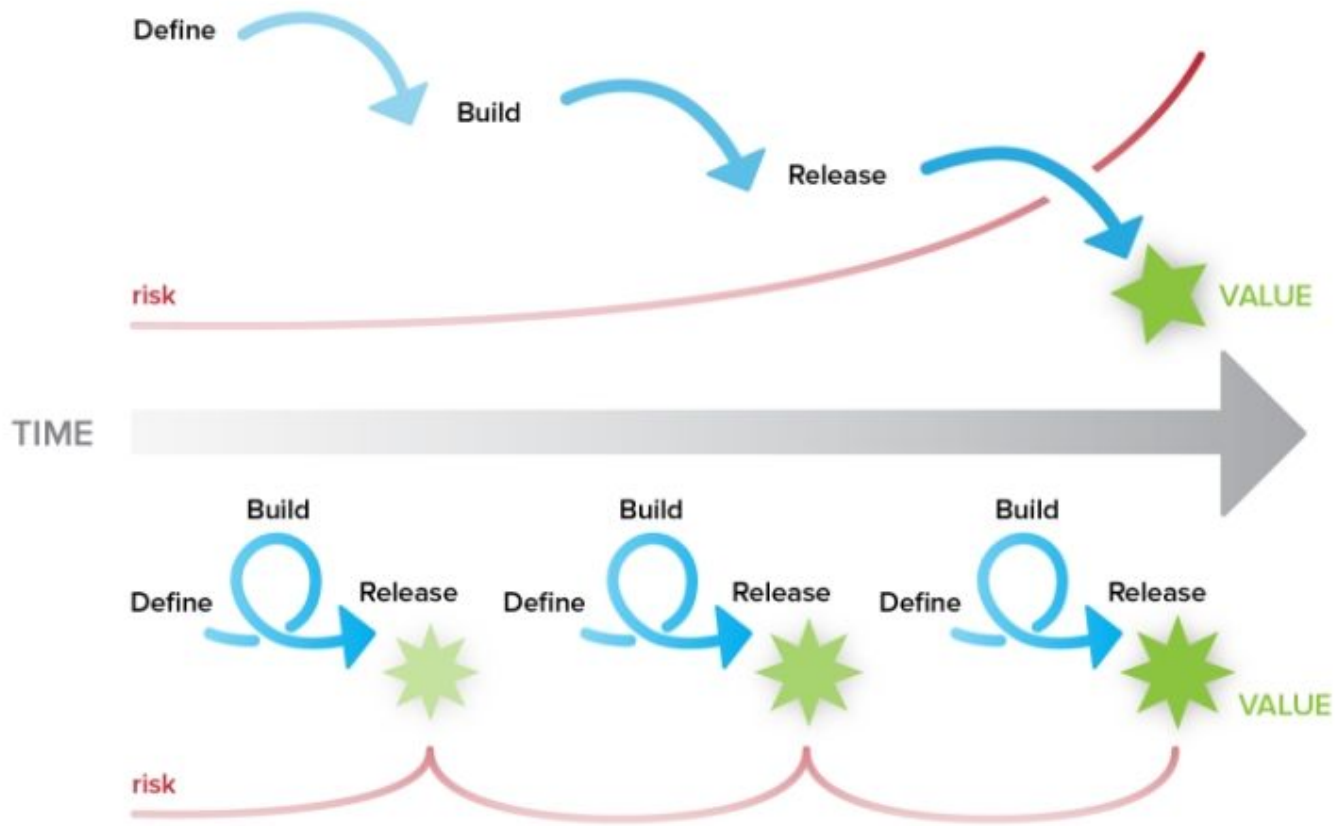


Value

5 Principles

1. Entrepreneurship is Everywhere
2. Entrepreneurship is Management
3. Validated Learning
4. Build-Measure-Learn Feedback Loop
5. Innovation Accounting

WATERFALL



AGILE

WORKSHOP OUTLINE

Startups, Entrepreneurship, Innovation

The Lean Startup

>> Customer Development

Hypothesis Framing

Final Advice

The Customer Development Process

Get outside the building.

The CUSTOMER DEVELOPMENT PROCESS



"POST IT to the WALL!"

- Create a NEW canvas.
- Make it VISIBLE.
- Begin to make HYPOTHESES...

2.



"GET OUT of the BUILDING!"

→ Talk to CUSTOMERS,
PARTNERS, and VENDORS.



Design
Experiments...
Run Tests

Reminder: Nonprofits have 2+ Customer Segments

1. End Users
2. Funders

EXERCISE #2: What
problem are you solving
and for who?

WORKSHOP OUTLINE

Startups, Entrepreneurship, Innovation

The Lean Startup

Customer Development

>> Hypothesis Framing

Final Advice

**Your business model canvas
is full of assumptions.**

Your business model canvas is full of assumptions.

Reframe your assumptions as hypotheses in order to test them.

EXERCISE #4: Frame your Hypotheses

Value Hypothesis

What is one way that you provide value to one individual or organization that gives you money?

“We believe customers will fund our program/pay for our services because _____.”

Growth Hypothesis

What is one way that you can replicate and/or scale your program, i.e., expand the number of participants?

“We believe that we can expand the number of participants in our program by _____.”

Impact Hypothesis

What is one difference your
program makes in the lives of its
participants?

“We believe that the difference our
program makes is
_____.”

WORKSHOP OUTLINE

Startups, Entrepreneurship, Innovation

The Lean Startup

Customer Development

Hypothesis Framing

>> Final Advice

Final Advice

Final Advice

1. Fall in love with the problem, not your particular solution

Final Advice

1. Fall in love with the problem, not your particular solution
2. Prioritize your riskiest assumptions

Final Advice

1. Fall in love with the problem, not your particular solution
2. Prioritize your riskiest assumptions
3. Get outside the building