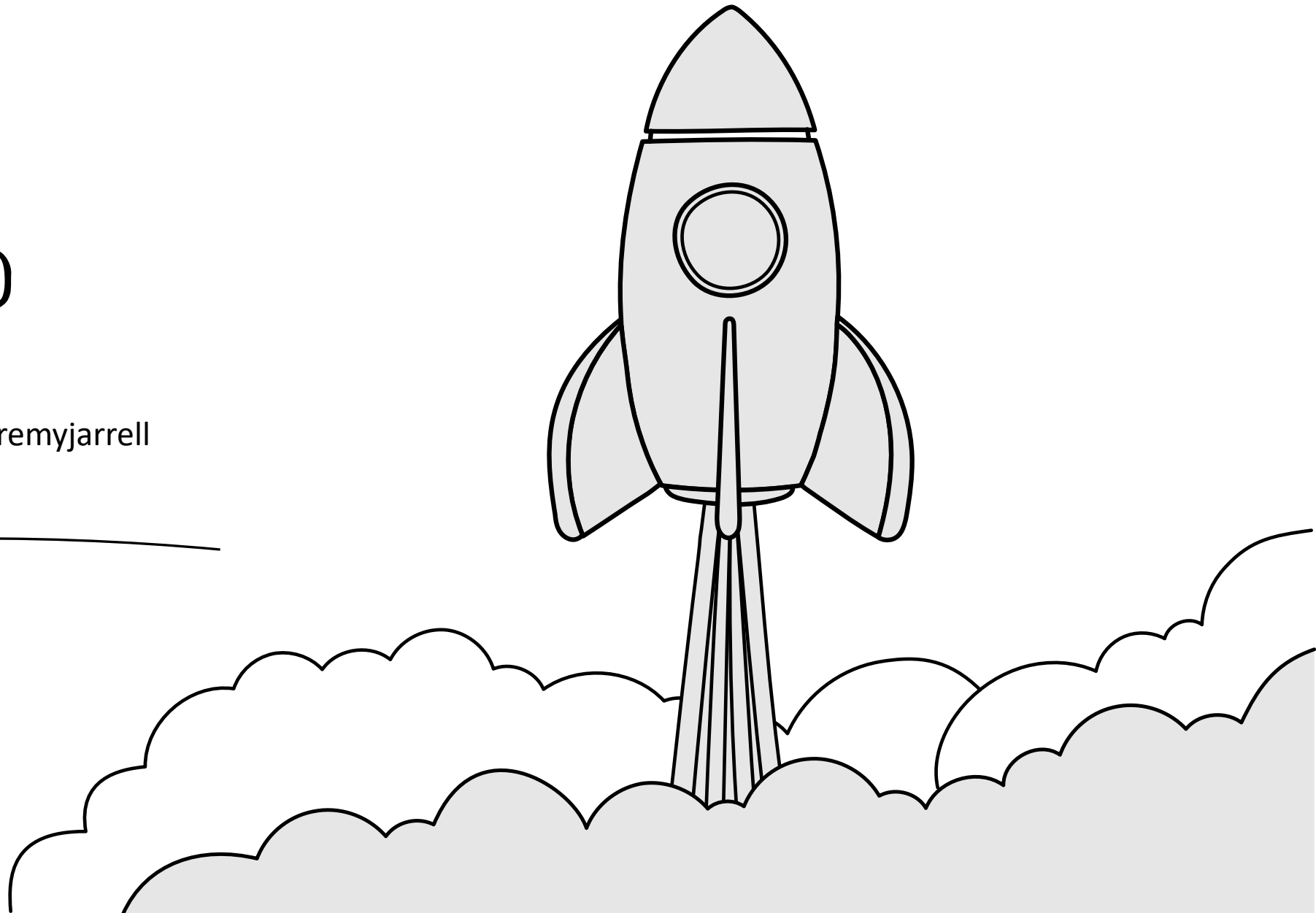


FAILING FORWARD

Jeremy Jarrell

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YOUTUBE

INITIAL VALUE PROPOSITION

Began as an online platform for video dating profiles

NEW VALUE PROPOSITION

Pivoted to allow creators to create video content on any topic

PIVOT MOTION

Existing technology → New use case



BURBN

INITIAL VALUE PROPOSITION

Began as a gamified location
check-in app

NEW VALUE PROPOSITION

Pivoted to focus *only* on
photo-sharing elements

PIVOT MOTION

Multiple use cases → Single use case

burbn

BURBN

INITIAL VALUE PROPOSITION

Began as a gamified location check-in app

NEW VALUE PROPOSITION

Pivoted to focus *only* on photo-sharing elements

PIVOT MOTION

Multiple use cases → Single use case



TOTE

INITIAL VALUE PROPOSITION

Began as a wish list app for specific ecommerce sites

NEW VALUE PROPOSITION

Pivoted to creating pinboards of items across any website

PIVOT MOTION

Existing use cases → Refined use case



TOTE

INITIAL VALUE PROPOSITION

Began as a wish list app for specific ecommerce sites

NEW VALUE PROPOSITION

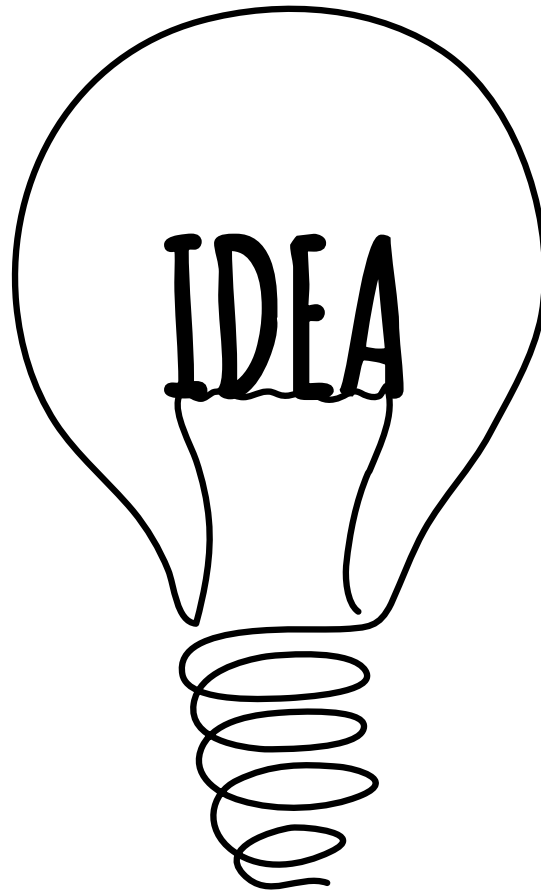
Pivoted to creating pinboards of items across any website

PIVOT MOTION

Existing use cases → Refined use case



Each pivot revealed
what customers
actually wanted to do
with the product



Each pivot could have
been discovered sooner
by earlier engagement
with customers

"If I had asked people what they wanted, they would have said faster horses."

-HENRY FORD



"Don't believe everything
you read on the internet."

- ABRAHAM LINCOLN

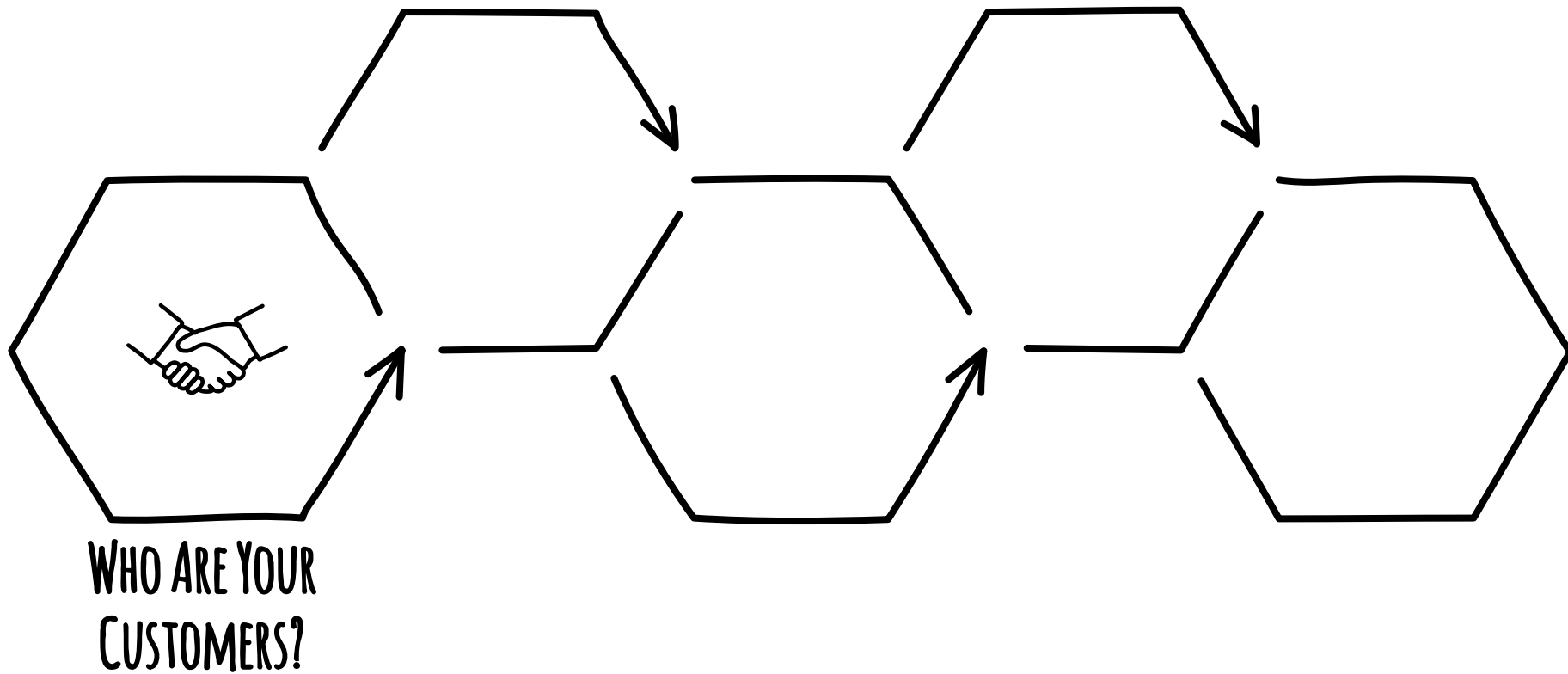


"If I had asked people what they wanted, they would have said faster horses."

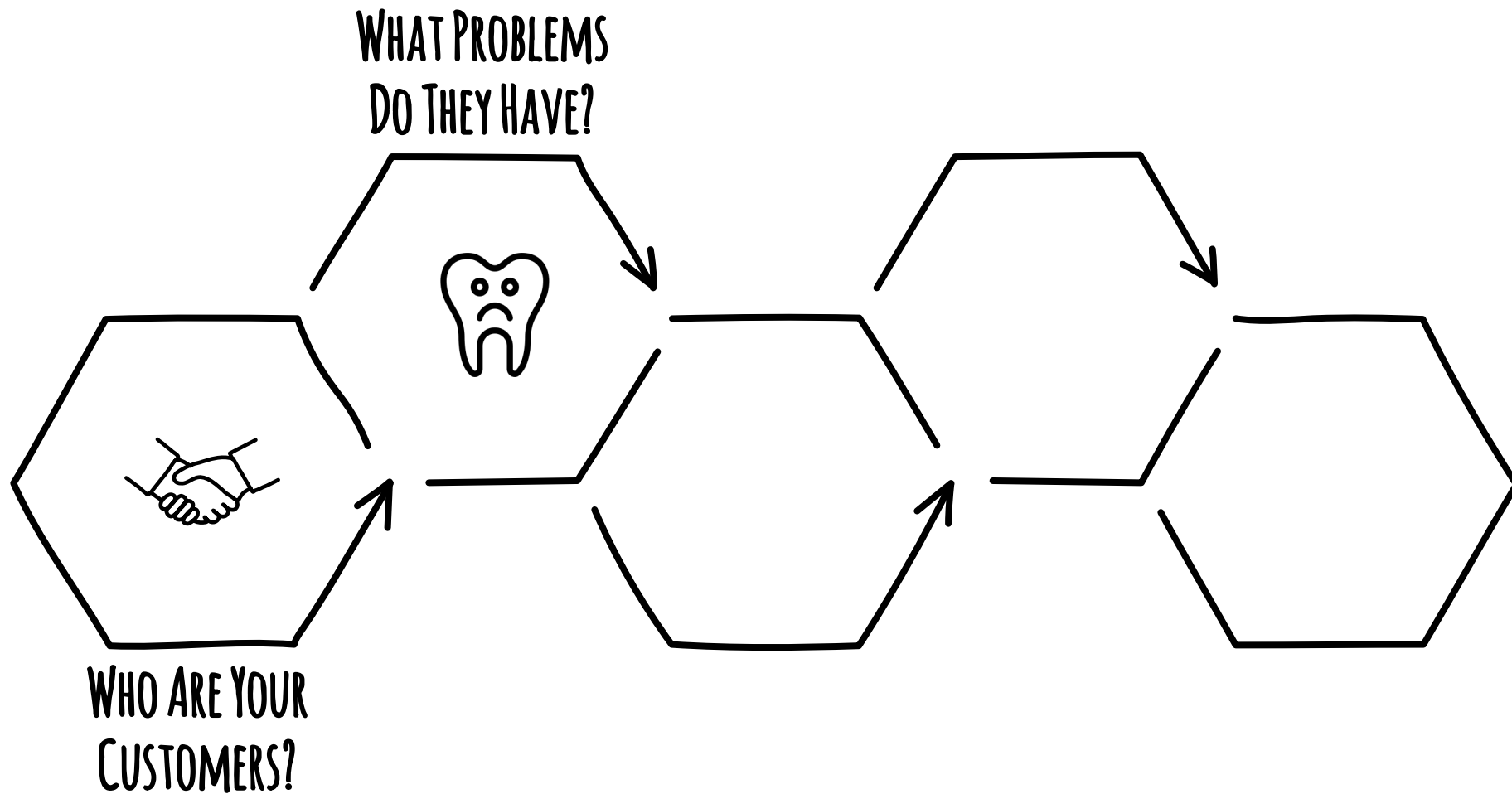
-HENRY FORD



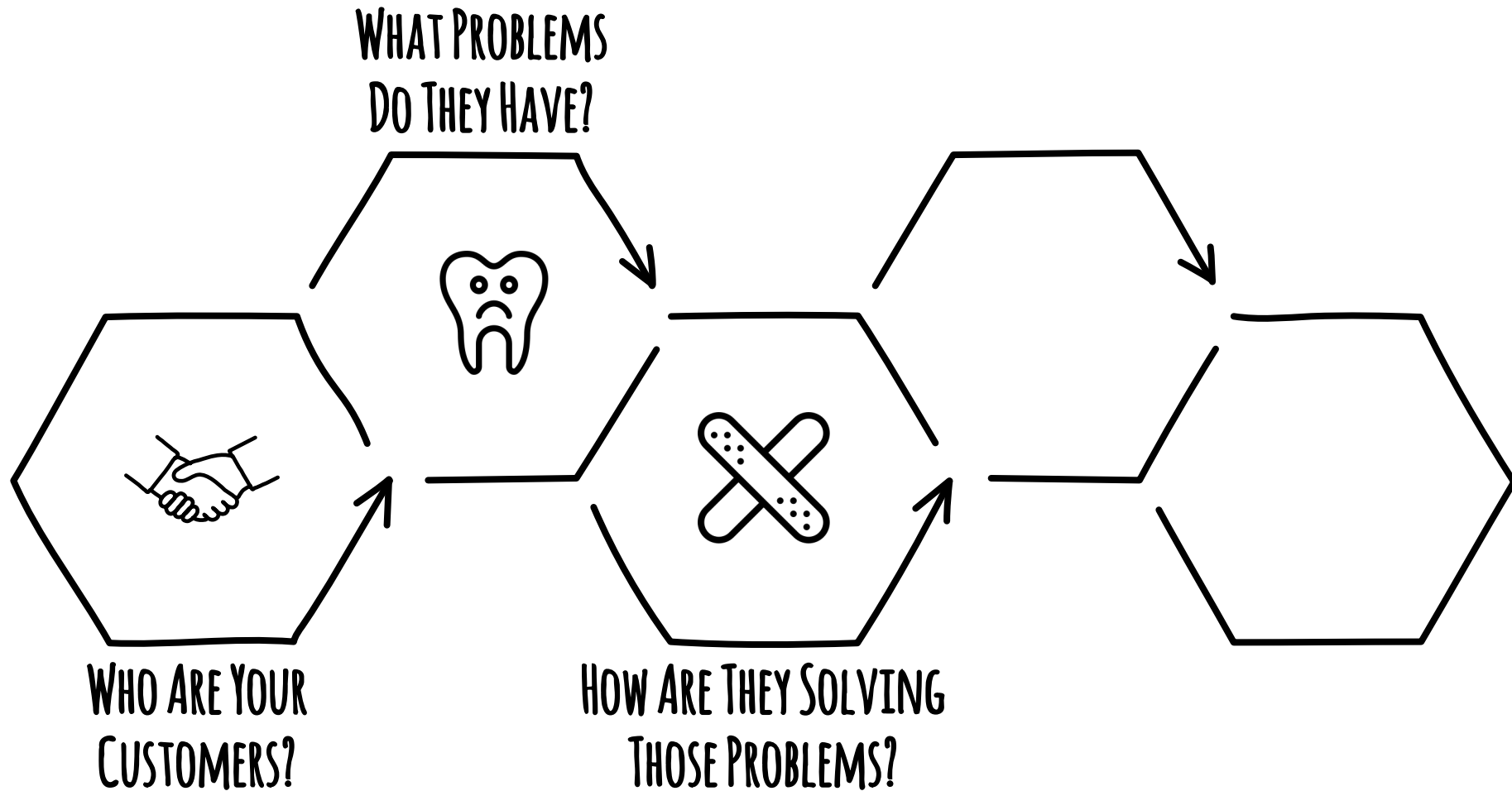
LEAN CUSTOMER DEVELOPMENT



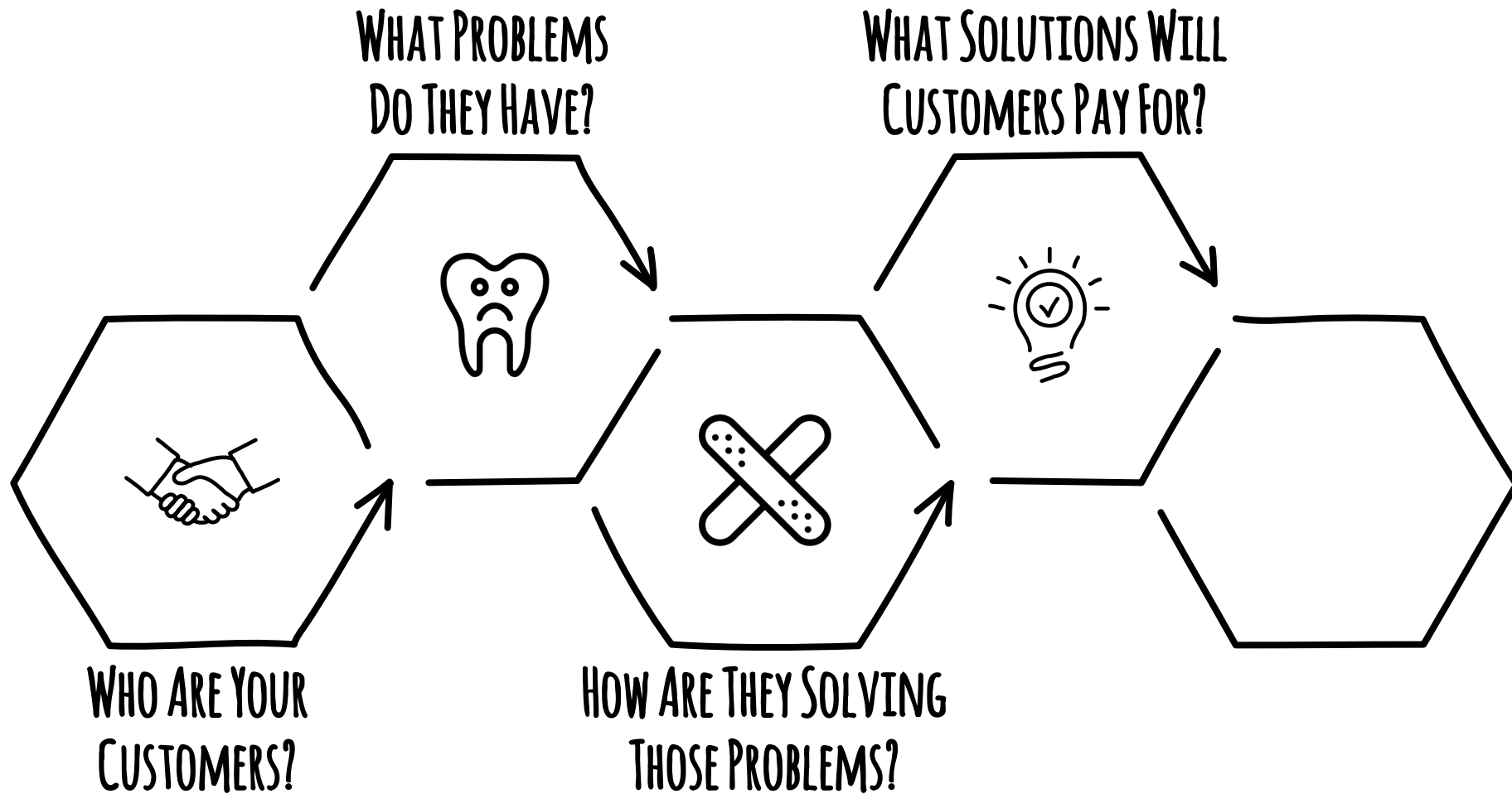
LEAN CUSTOMER DEVELOPMENT



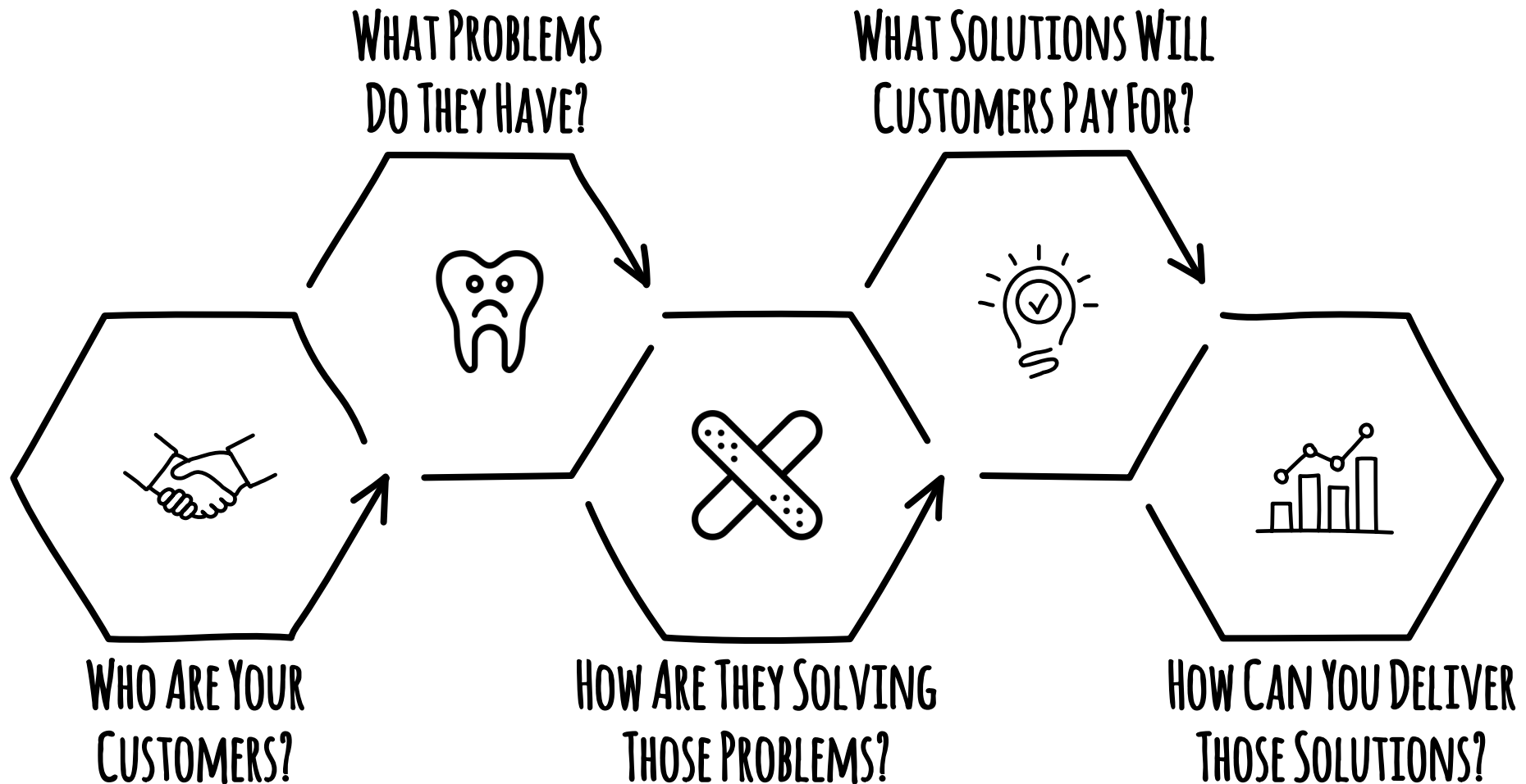
LEAN CUSTOMER DEVELOPMENT



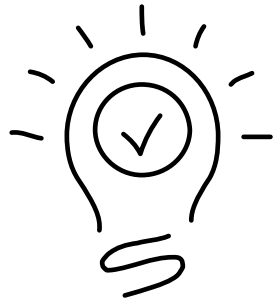
LEAN CUSTOMER DEVELOPMENT



LEAN CUSTOMER DEVELOPMENT

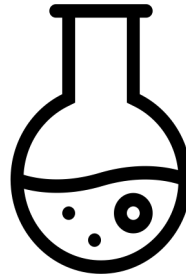


HYPOTHESIS-DRIVEN DEVELOPMENT



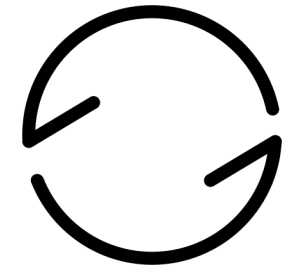
FORM A HYPOTHESIS

What do you need to learn? What assumptions have you made?



RUN AN EXPERIMENT

Design the leanest experiment possible.

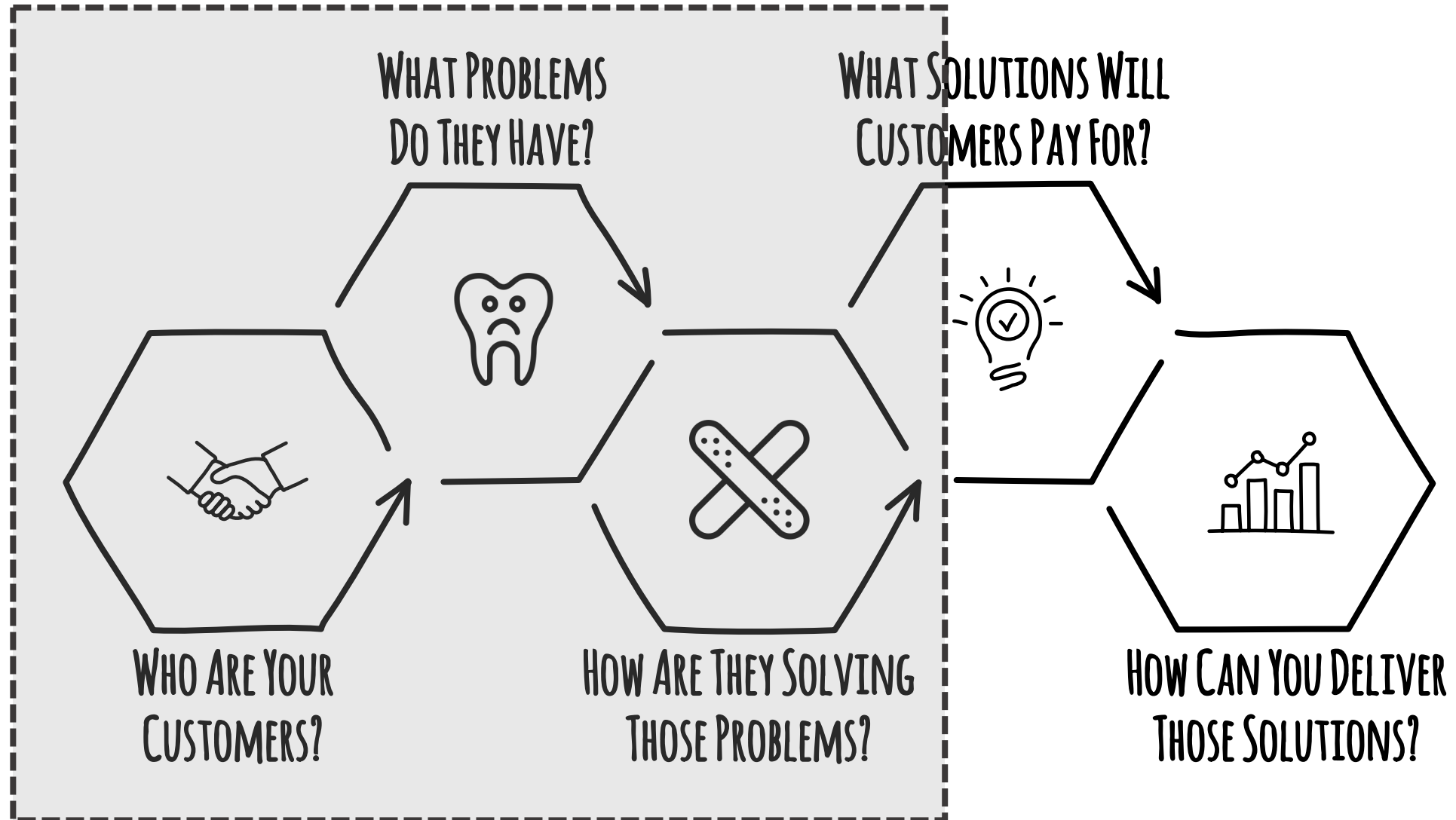


ITERATE

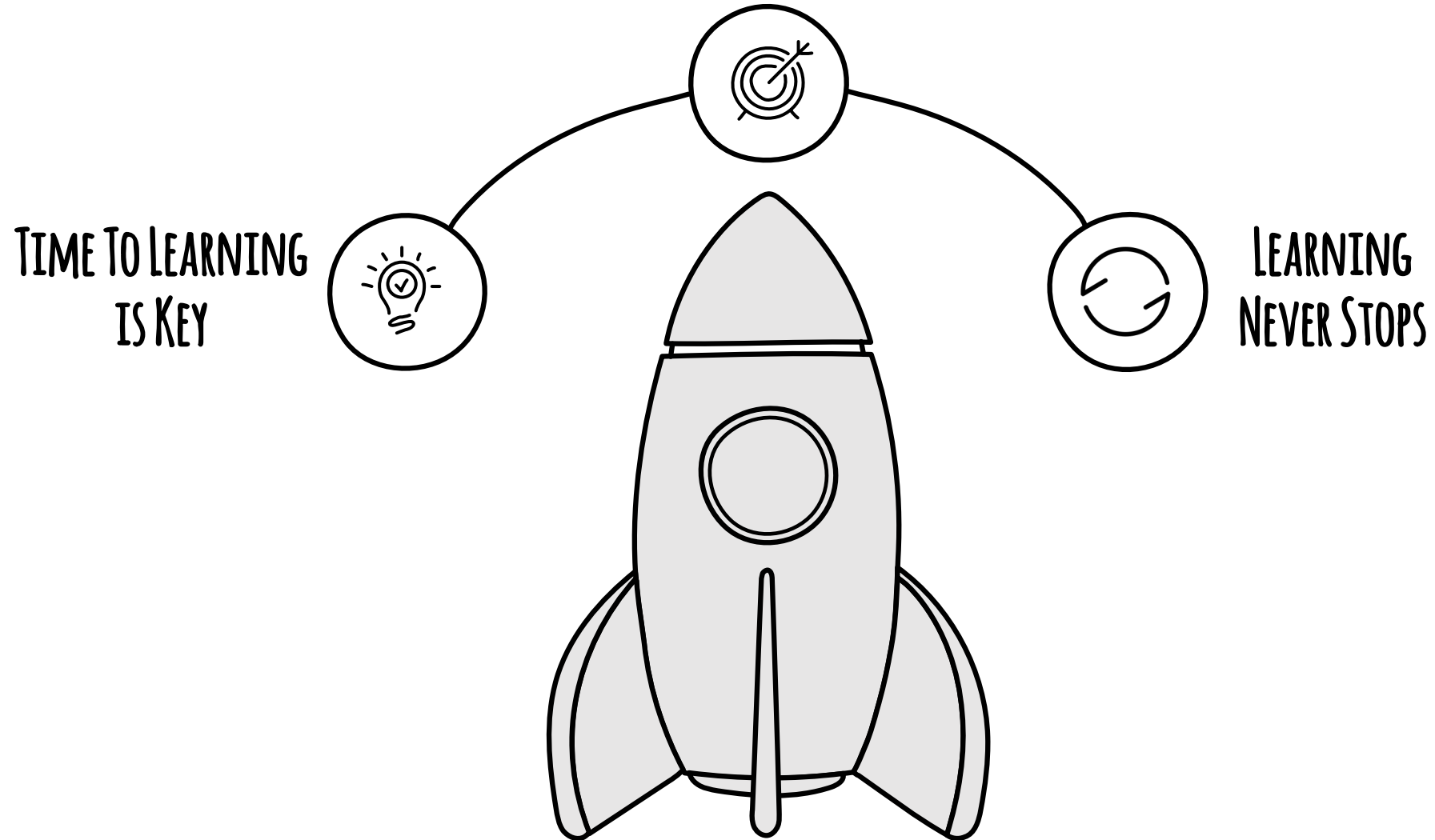
Was your hypothesis validated or invalidated? What does this mean?



CASE STUDY: STRAVA



HYPOTHESIS-DRIVEN DEVELOPMENT HELPS YOUR LEARN FASTEST



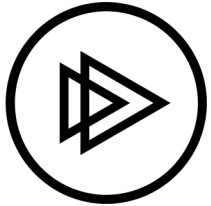
LONG-TERM PLANNING IN AN AGILE WORLD



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