

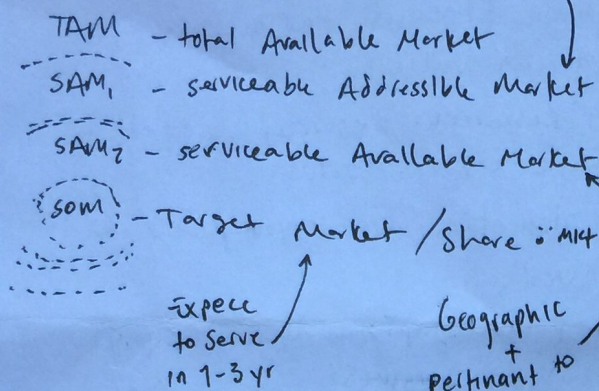
BA260H REVIEW MID

LECTURES

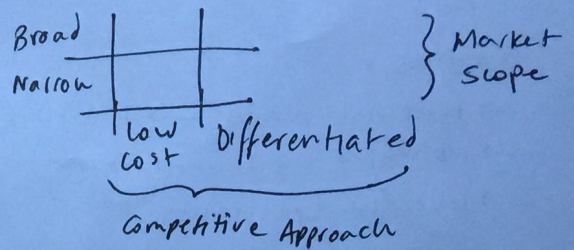
- 5 myths
 - born not made → gamblers
 - motivated by \$ → young
 - love the spotlight.
- Lean Startup
 - Enlightenment + analytics
idea + data
- Opportunity Evaluation (5)
 - fits w/ entrepreneurs DNA
 - solves a problem NEED
 - Attractive (significant + dur-
able profit) DIFFER \$\$
 - Adds value for customer
 - Timely REG, TREND
- Business Model
 - How your company makes \$\$
 - How you deliver value to customers
at appropriate costs
- Value Drivers (lead to success)
 - Novelty → lower prices
 - Lock-In → complementaries
- Business Model Canvas (9)
 - Customer Segments: you create
value for
 - Value Proposition: what you
are delivering value for customer
through
 - Channels: Delivery, interaction
 - Customer Relationship: Relations
- Revenue Streams: How are you
Capturing Value?
- Key Resources: Resources needed to
create & deliver value
- Key Activities: what you need to
do well
- Key Partnerships: who can help you
with your business
- Cost Structure.
- Costs
 - fixed: non-varying w/r to sales
 - Variable: vary w/r sales
 - non-recurring: "one off" sorta.
- Start-Up Types
 - salary substitute
 - Lifestyle firms (tour guide)
 - Entrepreneurial firms
- Feasibility Analysis = Opp. Validation
 - Product/Service feasibility
 - Industry / tm feasibility
 - Organizational feasibility
 - Financial feasibility
- Product/Service Feasibility steps
 - ① market need
 - ② solution (product) desirability
 - ③ product/service Demand
 - ④ Market size validation

interview
survey

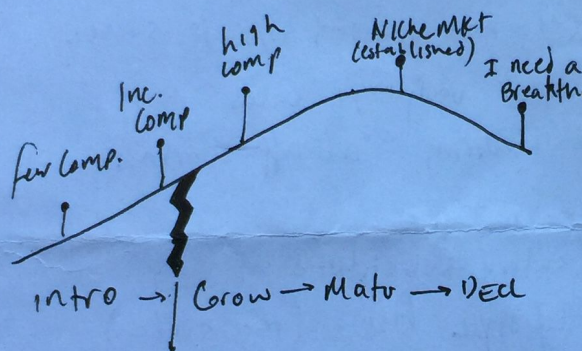
- TAM, SAM and Such



- Strategy Positioning



- Market Life Cycle



The Chasm: transition from early adopters to early majority of market.

HBR: Lean Startup

- feedback is more important than Stealth
- Big companies using it too
- L.S.'s are NIMBLE, LEARNING, QUICK, PIVOTABLE.

FORBES: 8-school LEAN STARTUPS

- Questions instead of canvas
- make cool stuff like Krave Jerky

- Strategy

→ Combination of Business Model + External Analysis ⇒ strategy

→ Decisions to get to goal

↳ 4 questions

- Where do we compete
- What unique value do we bring
- What we use to deliver value
- How sustain unique value