BUSINESS DESIGN WORKSHOP

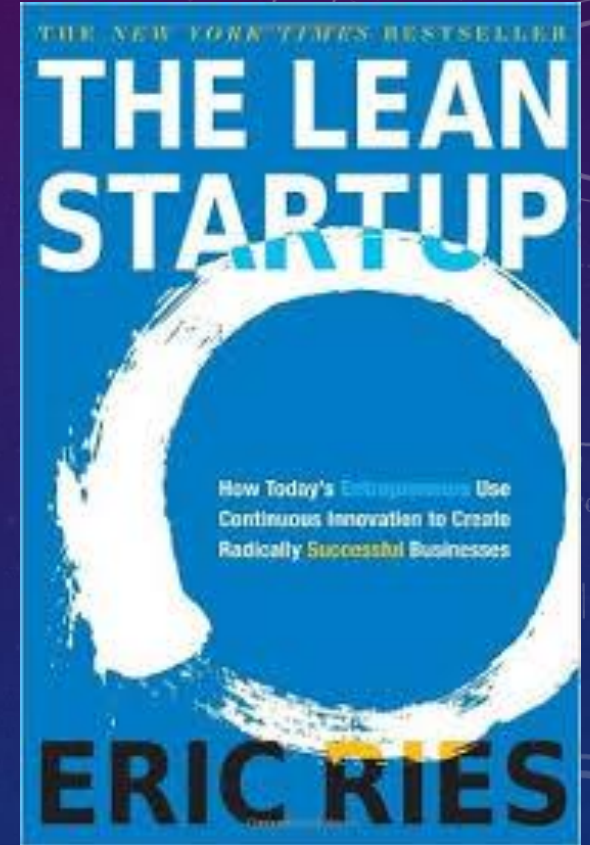## WEEK #3:

CREATING A LEAN BUSINESS PLAN

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1. THE RISE OF THE LEAN BUSINESS PLAN

Often digital entrepreneurs don't have:

- Deep pockets (aka a lot of cash)
- A lot of resources
- A lot of time to start earning revenue

Thus, rapid prototyping, creating a minimal viable product (MVP) and being able to test it out to see if the idea works (or needs improvement) has taken off in the past 10 years.

This is called lean startup methodology – or sometimes the lean business plan.

The good news is, you've already sort of been doing this at VanArts. They were called 4/8 projects.

Now, you need to think deeper about the pains & problems of your target audience. What will make them come visit your website or use your app?

How will you make revenue/$$$ from your creation?

Lean Canvas

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