

LET'S TALK ABOUT

LEAN STARTUP

WORAN DENKST DU  
BEIM WORT "STARTUP"?


















# WAS IST "LEAN STARTUP"?





**ERIC RIES**



A portrait of Eric Ries, a man with glasses and a beard, smiling. The portrait is centered and partially obscured by the text. It has a light green circular background.

CO-FOUNDER/CTO IMVU  
CO-FOUNDER LONG-TERM STOCK EXCHANGE  
AUTOR VON "THE LEAN STARTUP"  
"BEST YOUNG ENTREPRENEURS OF TECH" (BUSINESSWEEK)

# 1 PROBLEM





2 IDEEN



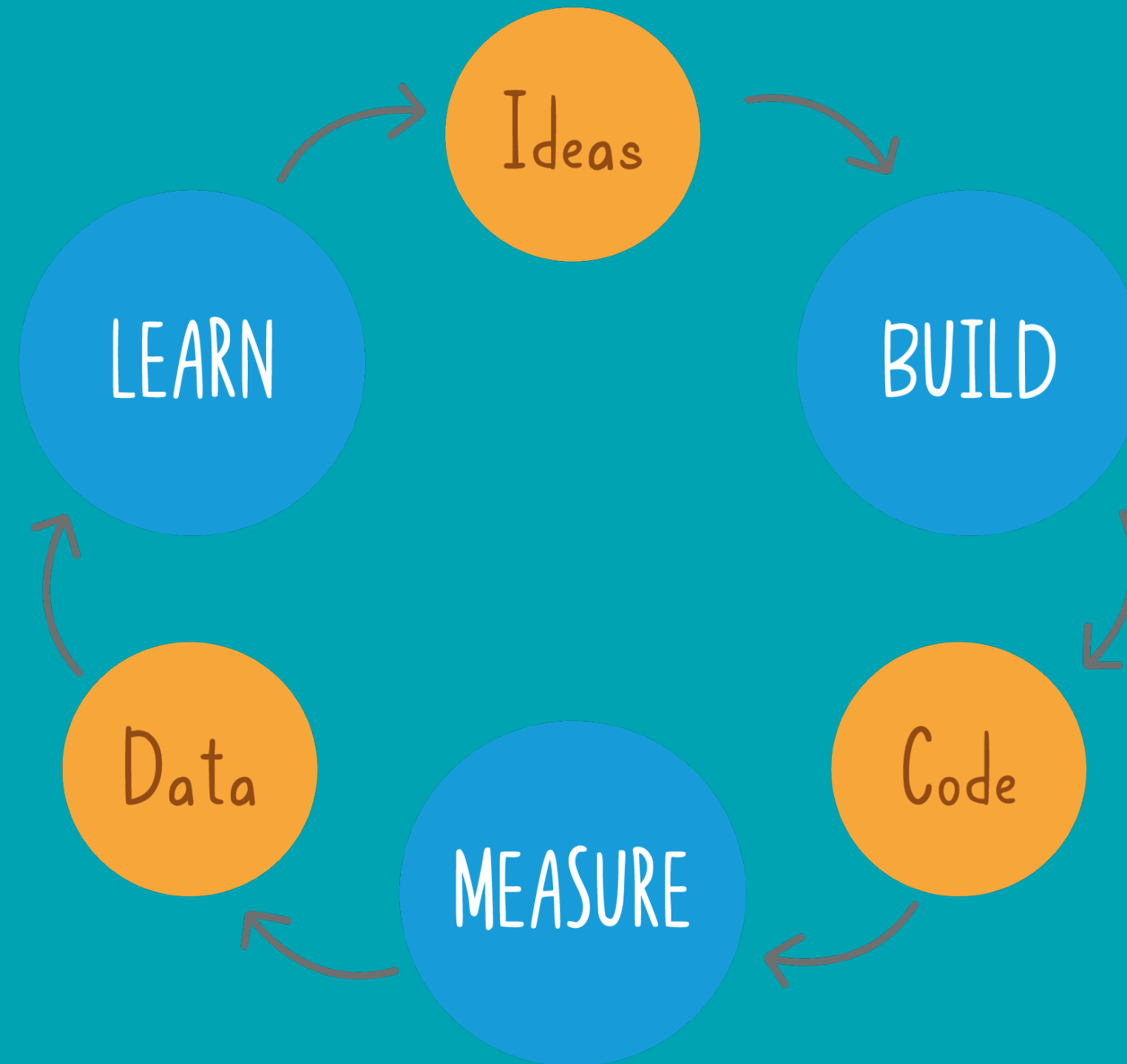


# Minimum Viable Product



# Validated Learning









ZEIT FÜR EIN BEISPIEL!













QUELLE:

# THE INSIDE STORY BEHIND THE UNLIKELY RISE OF AIRBNB

WIE SETZEN WIR DAS UM?



1.

IDENTIFIZIERE DAS PROBLEM,  
DAS DU LÖSEN WILLST.

2.

FORMULIERE DEINE HYPOTHESE.

3.

BAUE EIN MVP,  
UM DIE HYPOTHESE ZU TESTEN.



4.

SAMMLE DATEN UND  
KUND\*INNEN-FEEDBACK.

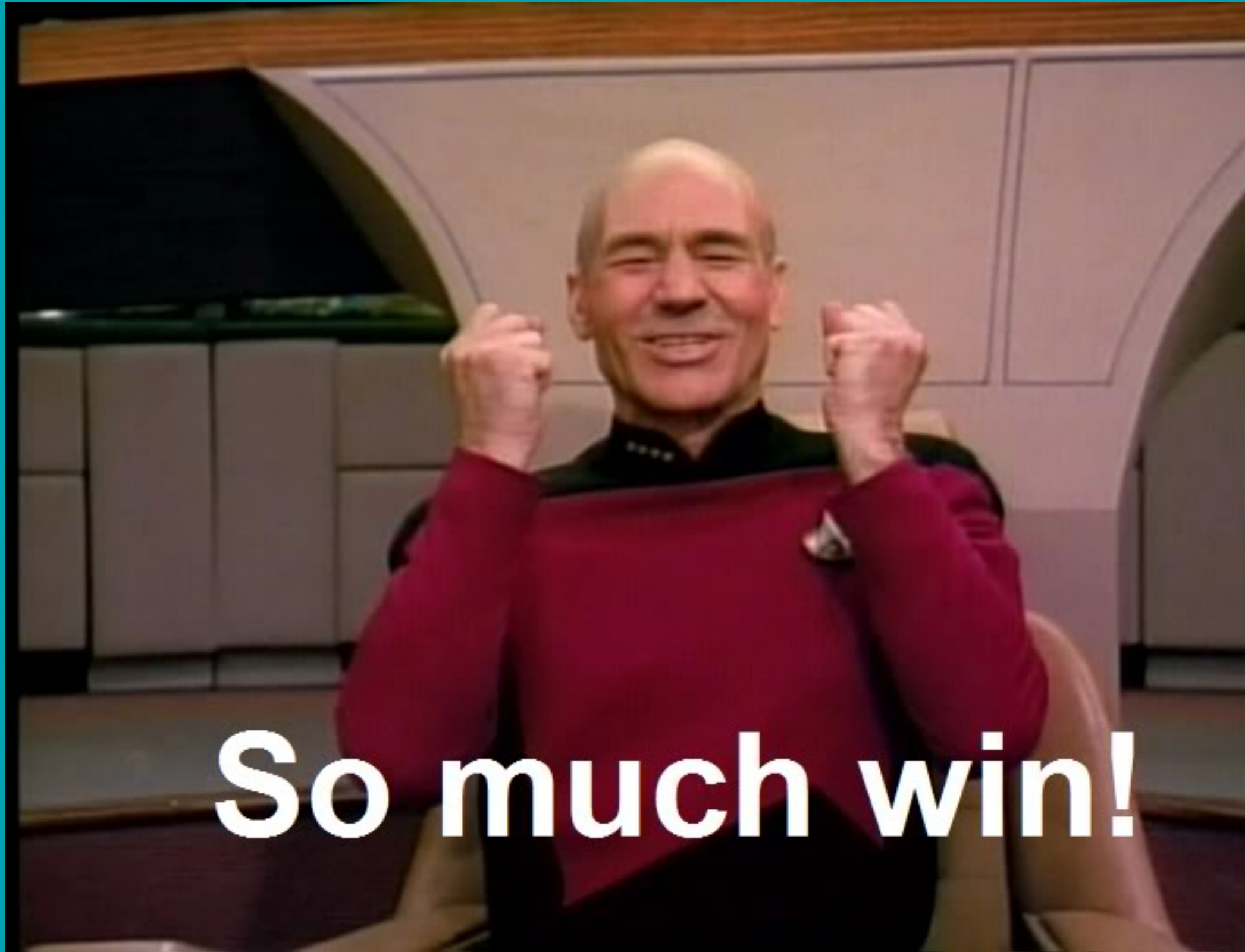
5.

VERBESSERE DAS MVP  
ANHAND DES FEEDBACKS.

6.

WIEDERHOLE DEN ZYKLUS,  
BIS ALLE ZUFRIEDEN SIND.





**So much win!**

LASST UNS KLEIN STARTEN.

STOP STARTING.  
START FINISHING.