

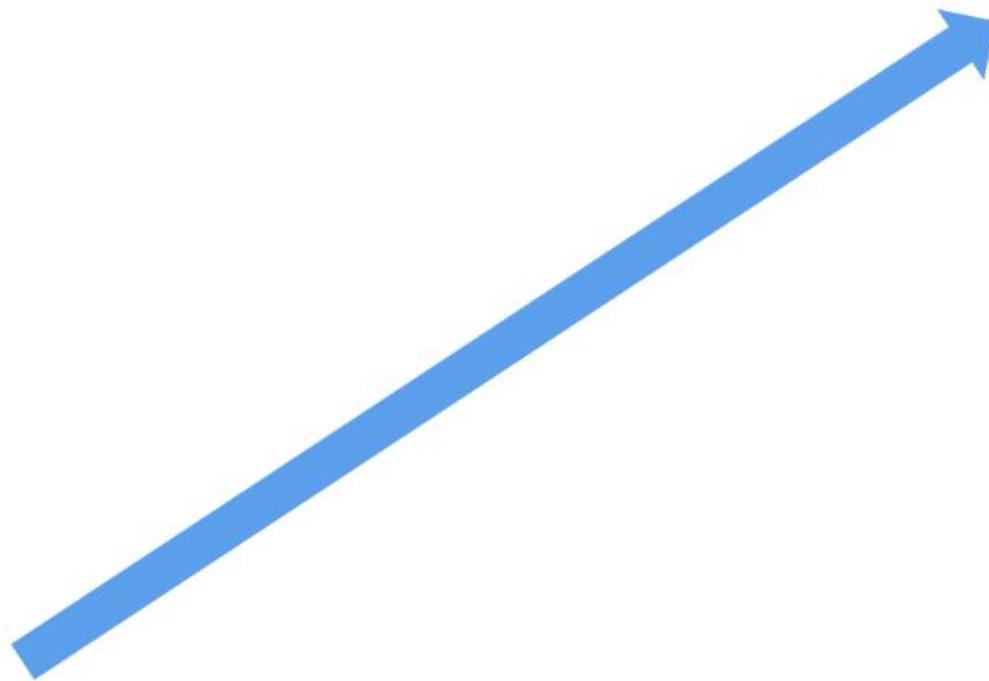
LEAN STARTUP

AGILE WAY



IDEA

SUCCESSFUL
BUSINESS



BRIGHT
IDEA

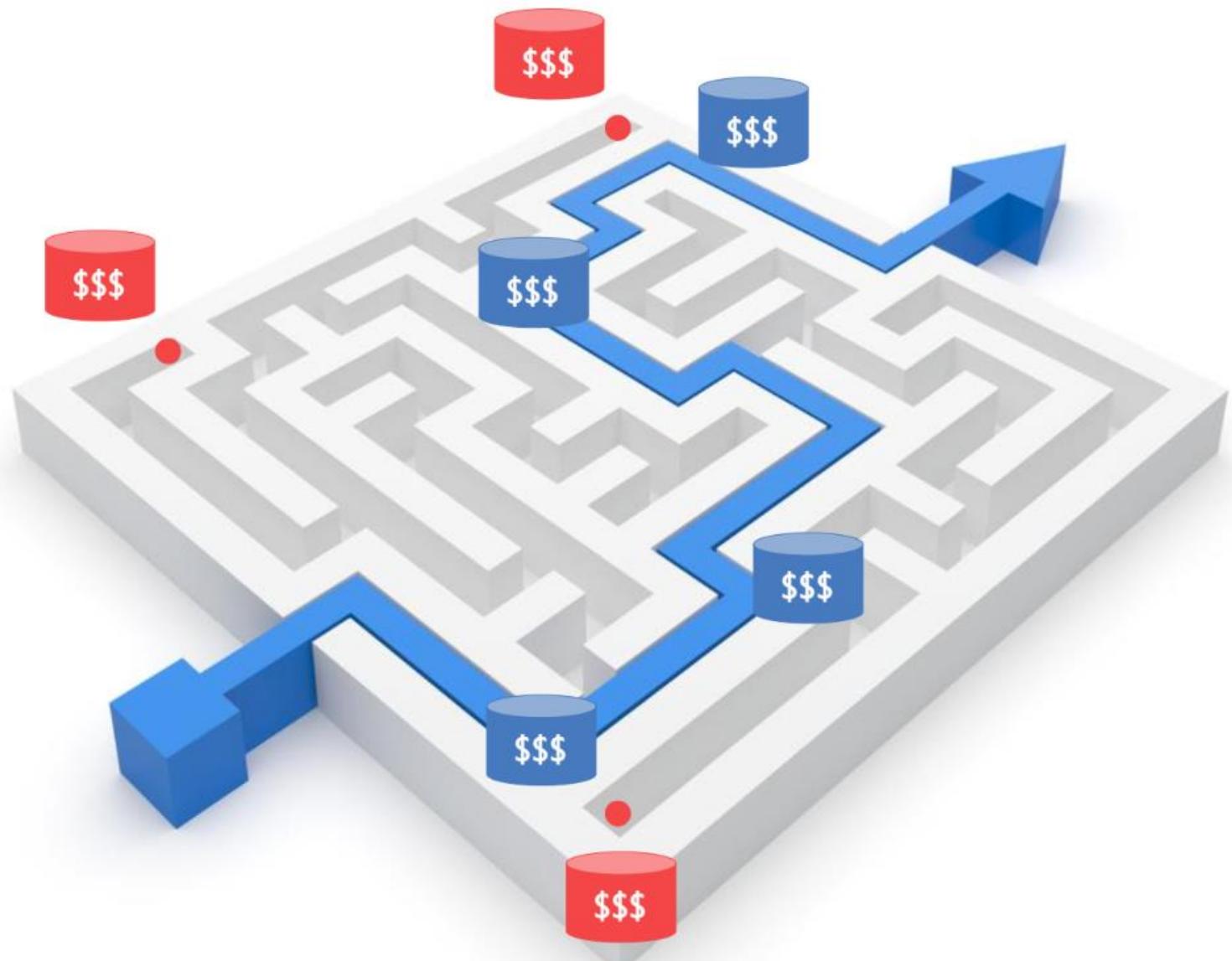
SUCCESSFUL
BUSINESS



BRIGHT
IDEA

Ideas are cheap!

EXECUTION IS KING!



PHILOSOPHY

MOVEMENT

BOOK

LEAN STARTUP

PROCESS

METHODOLOGY

Lean startup methodologies apply to any individual, team, or company looking to introduce new products or services into the market.



LEAN ≠

slender
agile
quick
fast
rapid
swift
nimble...

FAT

STARTUP

“A human institution designed to create a new product or service under conditions of extreme uncertainty”



THE LEAN STARTUP
by Eric Ries

Eric Ries

A penguin is shown from behind, carrying two large, round, yellow objects, possibly balls or weights, balanced on its back. The penguin appears to be walking through a snowy landscape. In the bottom left corner, another penguin is seen walking away.

„If you don't know
what you are doing...

...better do it fast”

FAIL FAST!

SPEND LESS MONEY!

SPEND LESS TIME!

FAIL CHEAP!

BUT

Put a process/methodology around it.

VALIDATED LEARNING!

Get ready to FAIL!

"90% of startups fail"

"70% of all new product
launches fail in the first year"

"80% of new products fail"

" $\frac{3}{4}$ of startups fail"



You rarely hit
the bull's-eye,
but this never
stopped you
from playing!

DIMPLEX

A scenic landscape featuring a large, light-colored rock formation on the left side. The sky is a warm orange and yellow, suggesting either sunrise or sunset. In the background, there's a valley with a dense forest of evergreen trees. The overall atmosphere is peaceful and inspiring.

The master has failed
more times than the
beginner has even tried.

Stephen McCranie

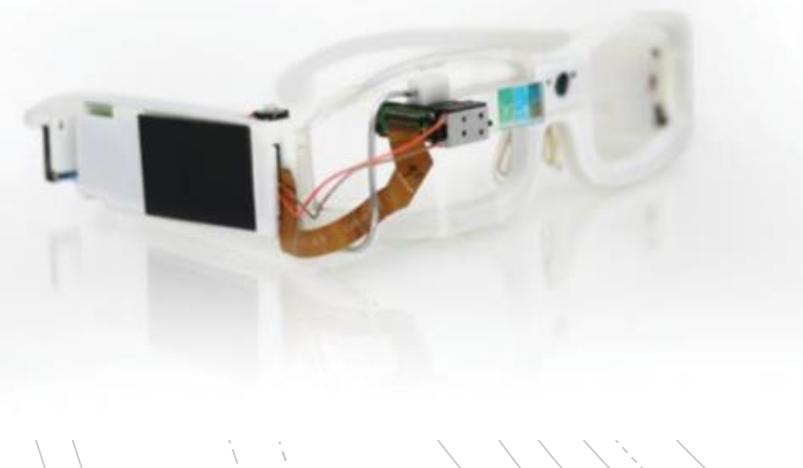
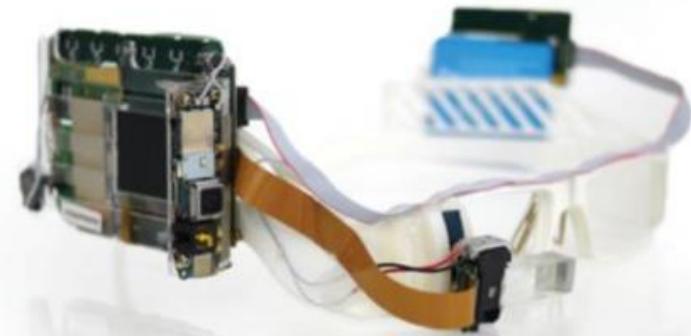
THE TRADITIONAL APPROACH

1. Slow
2. Expensive
3. Gives you **ONLY ONE** attempt to succeed/fail



LEAN STARTUP

IN LARGE CORPORATIONS



"Design an **EXPERIMENT** that attempts to answer the question!"

Eric Ries

Create series of FAST and CHEAP micro-experiments that lead you to **VALIDATED LEARNING!**

HYPOTHESES TREE

How to Structure Good Hypotheses for Your
Lean Startup

Example

- Students will feel more comfortable if they made a test before each exercise
- Teachers will feel less stressful if they have calculation of the grading automatically

A GOOD HYPOTHESIS

1. Who?
2. Will do what?
3. Measured how? (expected number)
4. Why?

Apple's iPod Hypothesis

(people will pay to download music to listen to in public) = Profit

A B C

Assumption A - Risky Assumption

Assumption B - Validated by Napster

Assumption C - Validated by Walkman

Assumption A - Needs Testing



PROBLEM

WEAK HYPOTHESES

1. Има ли нужда обществото от LineUp пред кабинета на личния лекар?
2. Опашките проблем ли са и за самите лекари, освен за пациентите?
3. Склонни ли са лекарите да платят за нашия продукт?
4. Каква е цената, която са склонни да платят лекарите, и тя релевантна ли е за нас?
5. Валидация за Зте пакета и има ли нужда и от Зте.

STRONG HYPOTHESES

1. Опашките са проблем за над 80% от лекарите.
 - 1.1 - 75% от лекарите ще искат да ползват LineUp.
 - 1.2 - 75% от лекарите са съгласни да плащат за LineUp.
 - 1.3 - Лекарите са съгласни да платят определената от нас цена на продукта.
2. Опашките са проблем за 90% от пациентите тъй като (а) губят много време в чакане; (б) Налага им се да се дебнат постоянно, кой след кой е и това ги изнервя.
 - 2.1 – 90% от пациентите ще се съобразяват с такава система за организиране на реда.
 - 2.2 – за 90% от пациентите не е проблем лекарят да определя реда на влизане независимо дали е по реда на идване или по преценка на самия лекар.
3. Информацията на билета е разбираема от 90% от пациентите.

AVERAGE HYPOTHESES

1. Лекарите имат затруднения с управлението на графика.
2. За лекаря е проблем, че има пациенти, които си записват час и не идват.
3. Лекарите искат да имат постоянно достъп до графика си.
4. Лекарите предпочитат пациентите сами да си създават графика.

VALIDATION

TOOLS

TOOLS TO HELP YOU

1. Research
2. Surveys
3. Customer interviews
4. Focus groups
5. Test market
6. [Genchi Genbutsu] – “go and see for yourself”
7. EXPERIMENT

RESEARCH

- Is it done in other counties?
- Other industries?
- What is the current solution/status?
- How many people have this problem?
- etc.

SURVEYS

surveymonkey.com

fluidsurveys.com

formstack.com

Pop-up survey on your website

Did you find what you were looking for?

- Yes
- No

Powered by CardioLog

SUBMIT

CUSTOMER INTERVIEWS

Always ask for commitment!

TIME – meetings, trials, etc.

REPUTATION – intro, testimonial, case study, etc.

FOCUS GROUPS





PROGRESS IN
MANUFACTURING =
NUMBER
OF UNITS

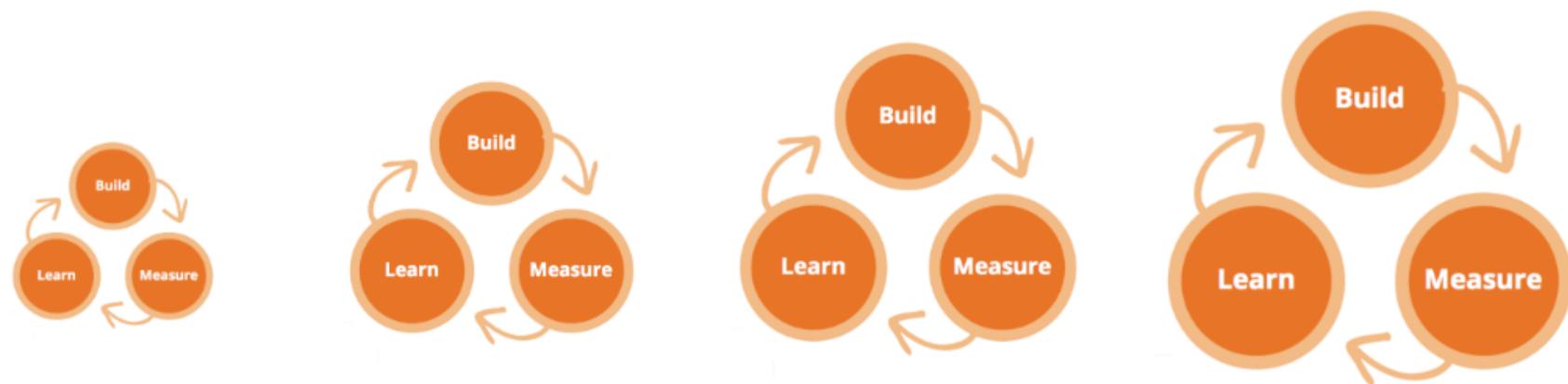
PROGRESS IN STARTUPS

VALIDATED LEARNING

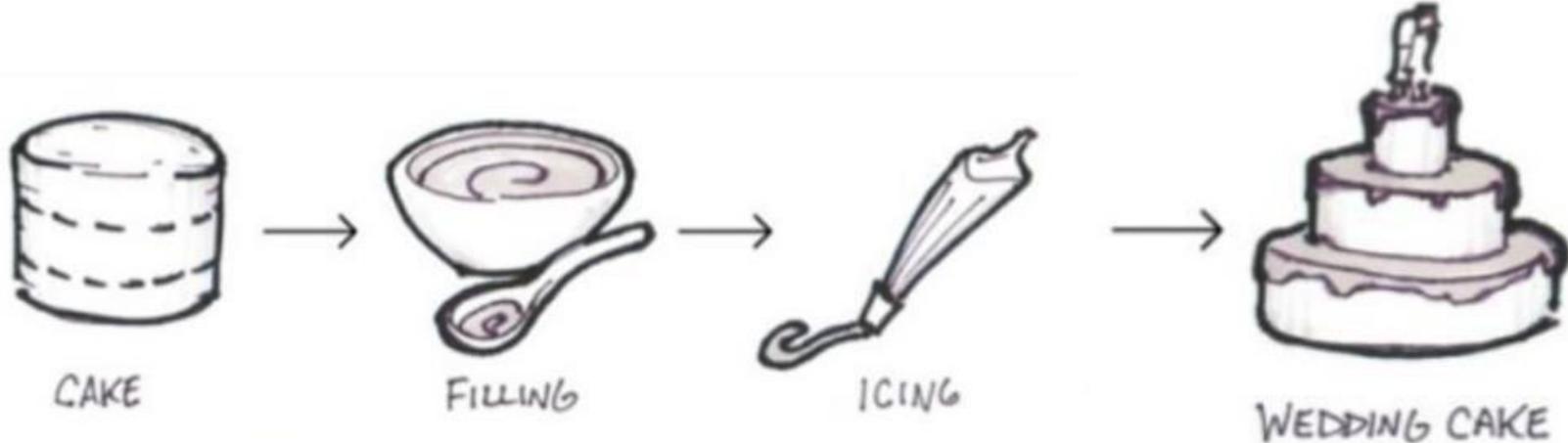


THE LEAN STARTUP APPROACH

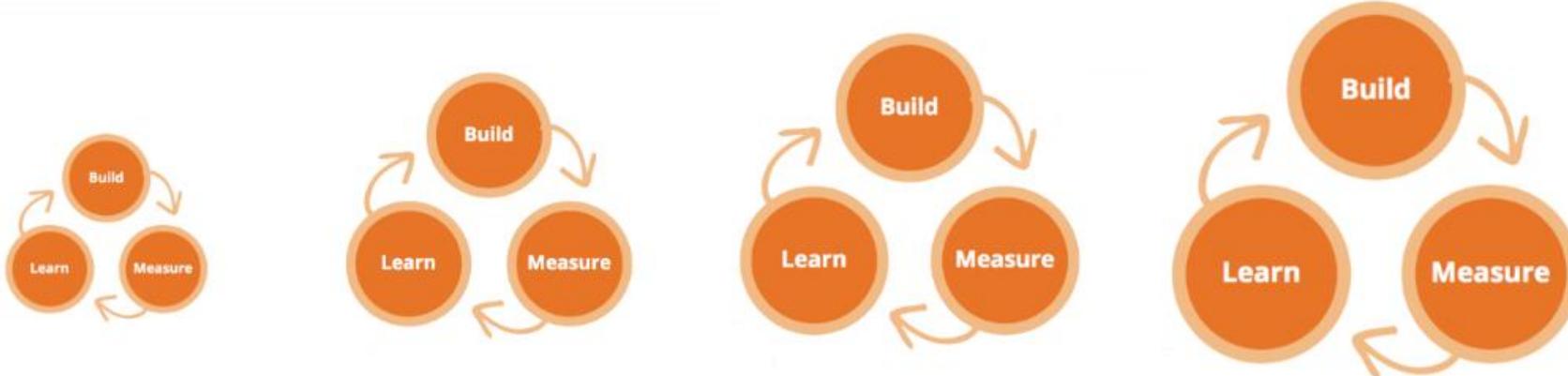
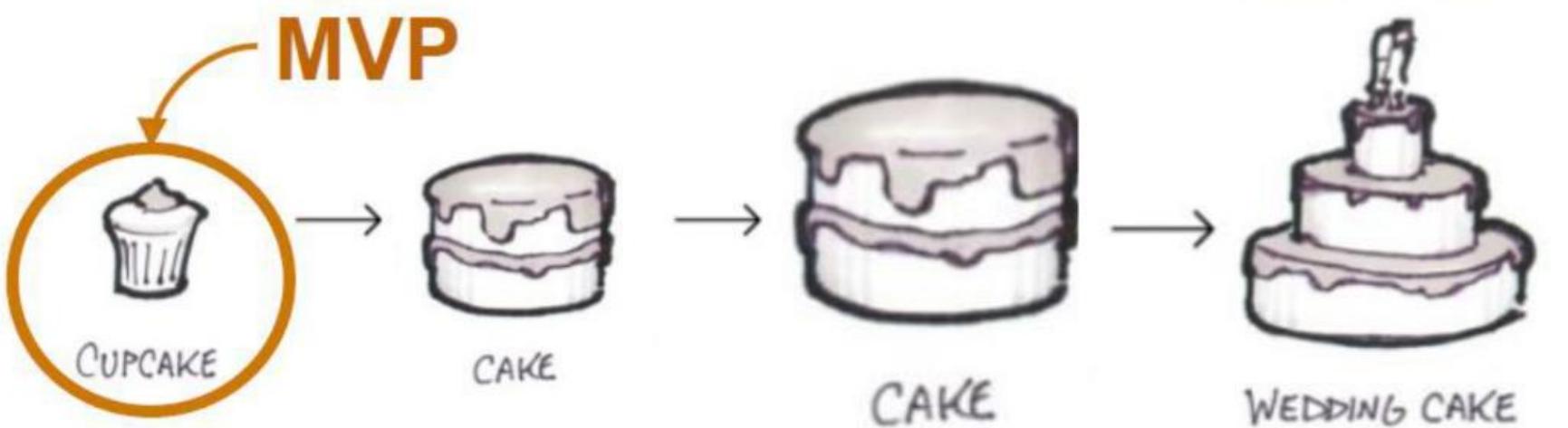
1. **FAST** and **Cheap**
2. **MULTIPLE** full iteration cycles
3. Gives you **MULTIPLE** opportunities to **LEARN/VALIDATE** your thinking
4. Gives you **MULTIPLE** attempts to **SUCCEED/FAIL**
5. Gives you **MULTIPLE** opportunities to **PIVOT**



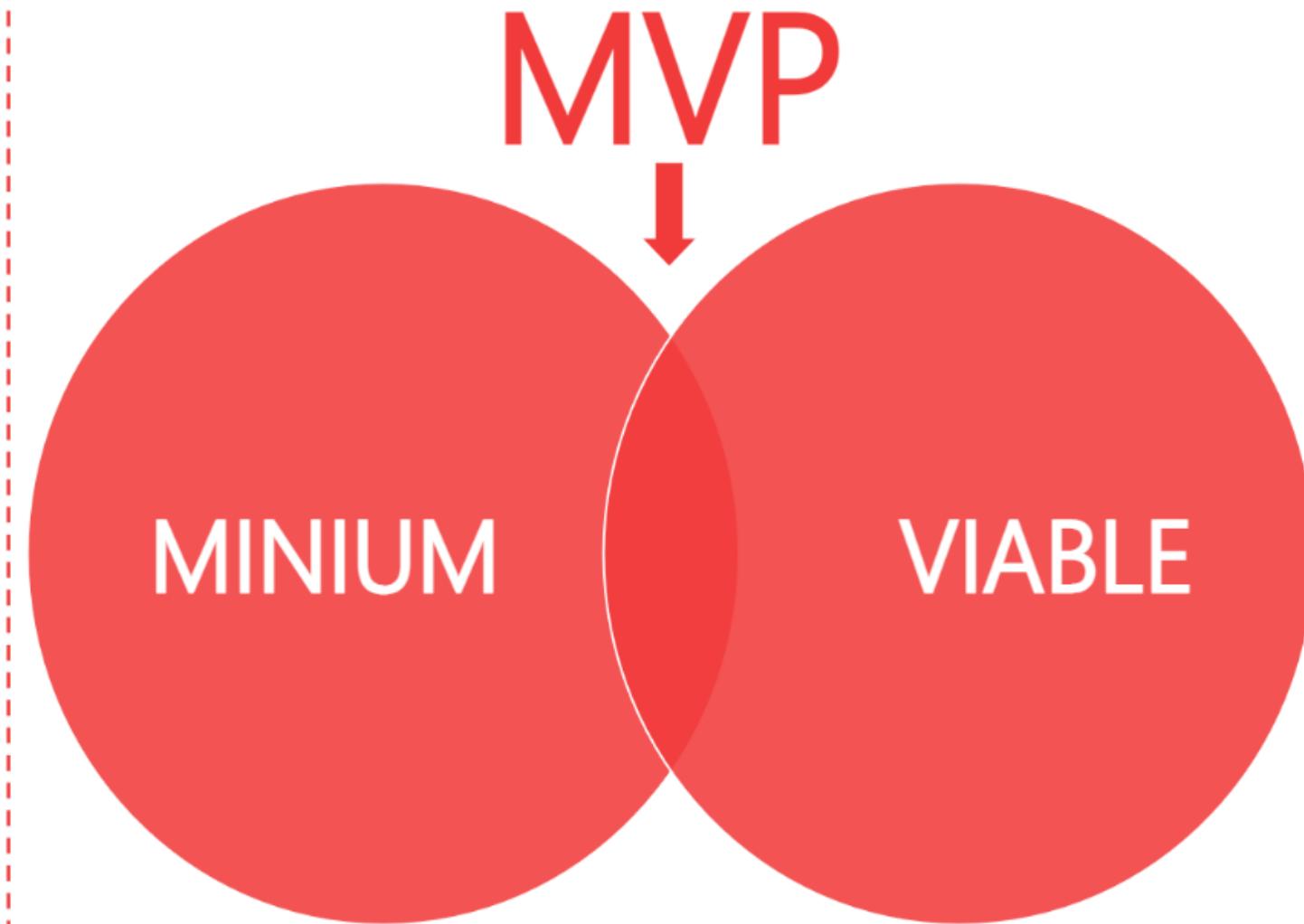
Traditional Sequential Approach



Lean Startup Approach



Crappy
products
nobody
wants

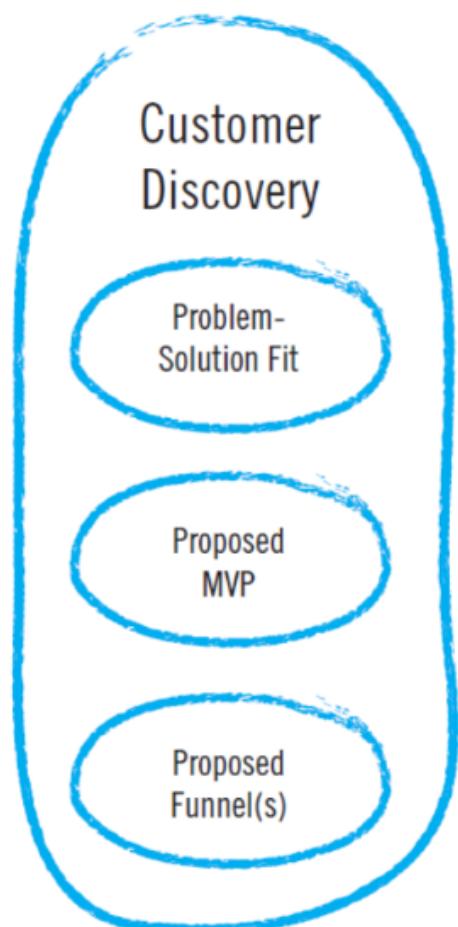


Expensive
products
that require
too much
time and
money

KEY LEARNING

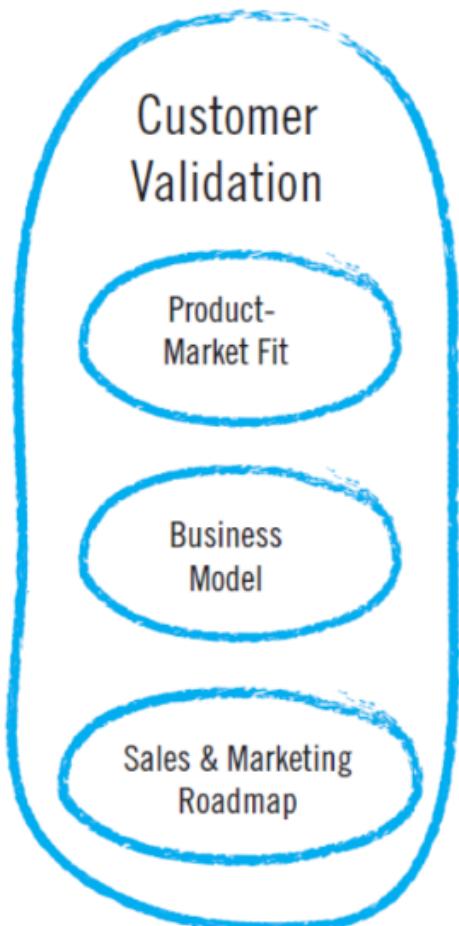
- Build **multiple MVPs**
- Don't spend months waiting for a nice product and then **change the company's direction**
- Adapt your plan incrementally, **inch by inch, minute by minute**
- Genchi Genbutsu - "**go and see for yourself**"

PROBLEM/SOLUTION FIT



- Does this Problem exist?
- Can I Solve it?
- Is this the right/optimal solution?

PRODUCT/MARKET FIT



- Is my Product desirable?
- Am I presenting it to the right Market?
- Does it fit the market space today?
- Is this the right business model?
- Is this the right pricing model?
- Is this the right S&M model?

PIVOT

Change in the strategy without
changing the vision



WAS: blended elements of Foursquare and Mafia Wars in a mobile app

PIVOTED TO: remove everything except the photo-sharing feature, thus renamed to "Instagram"



#ТЕКУЩ КОНТРОЛ

[ВХОД/РЕГИСТРАЦИЯ](#)

University of Economics – Varna

Hybrid App Development

Текущ Контрол

Формиране

В системата

на Хибридни Мобилни Приложения

TECTOBE



Как да създадем бисквитка с помощта на JavaScript?

```
document.cookie = "key1 = value1;"
```

1

```
document.addCookie(oreo);
```