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| Non printing notes:  Explanation of the nature of our guides and what they cover, along with a brief description of the sources it contains such as reports, periodicals etc.  Include a mention about some of the other electronic resources, such as the ‘Business News and Journal’ databases, as a search in those may also be beneficial particularly as they can also cover various industries, brief details of the company databases can also be mentioned. |



LEAN STARTUP

Updated June 2018

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Lean Startup helps entrepreneurs reduce the cost of developing new products and services by ensuring that they do not waste time and money designing features that customers do not want.

It emphasises the importance of getting customer feedback from the earliest stage of the development process. Many believe that application of Lean Startup principles gives entrepreneurs a better chance of success without needing large amounts of outside funding and the need to develop elaborate business plans. These are some key terms used in Lean Startup.

* Value Proposition: A statement that summarises why a customer should buy your product/service. It should focus on how this product/service will solve a problem experienced by the customer or provide an enhancement to a specific aspect of their lives,
* Business Model Canvas: A visual chart which describes all the key elements which make up an existing or proposed business model. These include their value proposition, target customer groups and how they will be reached, and the various aspects of the business infrastructure which will enable them to deliver the value proposition to the customers.
* Value Proposition Canvas: This is a visual chart which can be used in conjunction with the Business Model Canvas and enables you to explore in detail the customer segments you will be serving and how you will use your value proposition to meet their needs.
* Lean Canvas: An adaptation of the Business Model Canvas which adds new segments such as ‘Problem’, ‘Solution’, ‘Key Metrics’ and ‘unfair advantage.
* Customer Development: An approach to business development which advocates businesses seeking customer feedback before investing large amounts of time and money in developing a product/service as this feedback will substantially increase the likelihood of ultimately delivering something for which that customers will pay.
* Minimum Viable Product: An experiment which enables a business to test how customers will respond to a new product/service without investing large sums in developing the full product/service.
* Pivot: This describes making a substantial change to a product/service direction in response to customer feedback or the results of a minimum viable product experiment.

**Small Business Help Books**

This is a collection of books with practical information aimed at those starting and running a business. Located by the entrance to the Centre.

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| F:\My Pictures\Lean IG\Lean SU.jpg  F:\My Pictures\Lean IG\BMG.jpg  F:\My Pictures\Lean IG\VPS.jpg  [Product Details](http://www.amazon.co.uk/Lean-Analytics-Better-Startup-Faster-ebook/dp/B00AG66LTM/ref=sr_1_1?s=books&ie=UTF8&qid=1452778229&sr=1-1&keywords=lean+analytics)  F:\My Pictures\Lean IG\Ash.jpg  F:\My Pictures\Alvarez.jpg | **The Lean Start-up: how today's entrepreneurs use continuous innovation to create radically successful businesses** / Eric Ries.(Crown Business, 2011). (Small Business Help Section, Business and IP Centre) SBH ODHR.68. The definitive introduction to the theory and practice of Lean Startup, written by the founder of the Lean Startup movement.  **Business model generation: a handbook for visionaries, game changers, and challengers** / Alexander Osterwalder and Yves Pigneur (John Wiley & Sons, 2010). (Small Business Help Section, Business and IP Centre) SBH MNG.115.  Developing and testing a successful business model lies at the heart of the Lean Startup philosophy. This book identifies the key ‘building blocks’ of a successful business model and introduces the ‘Business Model Canvas’ which is a key tool for identifying, illustrating and validating these.  **Value proposition design** Alexander Osterwalder, Yves Pigneur, Gregory Bernarda, Alan Smith ; designed by Trish Papadakos (John Wiley & Sons 2014). Small Business Help Section, Business & IP Centre) SBH PDIP.75  This book looks at how to apply tools like the ‘Value Proposition Canvas’ to design and test ideas for products and services that customers actually want.  **Lean analytics: use data to build a better startup faster** / Alistair Croll, Benjamin Yoskovitz.  (O'Reilly, 2013) . (Small Business Help Section, Business and IP Centre) SBH 658. ODHR.44 2013  Identifies tools and methods for measuring the progress of the development of a business idea.  **Running lean: iterate from plan A to a plan that works** /Ash Maurya. (O'Reilly Media; 2 edition, 2012) (Small Business Help Section, Business & IP Centre ODHR.52. Running Lean introduces a ideal tool for business managers, CEOs, small business owners, developers and programmers, and anyone who’s interested in starting a business project.  Lean customer development: building products your customers will buy / Cindy Alvarez. (O'Reilly, June 2014) (Small Business Help Section, Business & IP Centre) (B) SBH 658.575.  Shows you how to validate product ideas through customer development research rather than wasting time and money on a product or service that no one needs or wants.  The Lean Product Playbook; how to innovate with minimum viable products and rapid customer feedback / Dan Olsen.(Wiley 2015) (Business & IP Centre) SBH ODHR.67.  A practical guide to building products that customers love. |
|  | Lean startups for social change: the revolutionary path to big impact/Michel Gelobter. (EDS Publications 2015) (Business & IP Centre) SBH ODHR.48 |
| F:\My Pictures\Startupway.jpg | The startup way : how entrepreneurial management transforms culture and drives growth / Eric Ries. (Portfolio Penguin, 2017). (Business & IP Centre) SBH. STAR.125 |
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**Articles available via online resources in the Business & IP Centre**

**Available via ABI Inform**

**The Innovation Pivot Framework: Fostering Business Model Innovation in Startups**

[García-Gutiérrez, Isabel](http://search.proquest.com/abiglobal/indexinglinkhandler/sng/au/Garc$eda-Guti$e9rrez,+Isabel/$N?accountid=9735). [Martínez-Borreguero, F Javier](http://search.proquest.com/abiglobal/indexinglinkhandler/sng/au/Mart$ednez-Borreguero,+F+Javier/$N?accountid=9735). [Research Technology Management](http://search.proquest.com/abiglobal/pubidlinkhandler/sng/pubtitle/Research+Technology+Management/$N/37905/PagePdf/1836880244/fulltextPDF/B284BEB9C43B4EECPQ/5?accountid=9735)[[http://search.proquest.com/assets/r20161.9.1.366.866/core/spacer.gifhttp://search.proquest.com/assets/r20161.9.1.366.866/core/spacer.gif](http://search.proquest.com/abiglobal/indexingvolumeissuelinkhandler/37905/Research+Technology+Management/02016Y09Y01$23Sep$2fOct+2016$3b++Vol.+59+$285$29/59/5?accountid=9735)](http://search.proquest.com/abiglobal/indexingvolumeissuelinkhandler/37905/Research+Technology+Management/02016Y09Y01$23Sep$2fOct+2016$3b++Vol.+59+$285$29/59/5?accountid=9735) (Sep/Oct 2016): 48-56.

**How do entrepreneurs think they create value? A scientific reflection of Eric Ries' Lean Startup approach.** Frederiksen, Dennis Lyth; Brem, Alexander. International Entrepreneurship and Management Journal; New York Vol. 13, Iss. 1, (Mar 2017)

**Available via Business Source Complete**

**Teaching GE to Think Like a Startup. Ries, Eric. Fortune. (10/17/2017, p224-224**

**A Dedicated Team of Problem Solvers Can Help Big Companies Act Like Lean Startups. Satell, Greg. Harvard Business Review Digital Articles. 8/24/2016, p2-5**

**The Limits of the Lean Startup Method.**

Ladd, Ted. Harvard Business Review Digital Articles. 3/7/2016, p2-3.

**Lean Startups: Using the Business Model Canvas. Authors:** Onken, Marina; Campeau, Danielle. Journal of Case **Studies ( May2016), Vol. 34 Issue 1, p95-101.**

**Learning From Lean Startups.**Fichter, Darlene1 dfichter@gmail.com.Source:Online Searcher. Mar/Apr2015, Vol. 39 Issue 2, p74-76.**.**

**The Innovator’s Method: Bringing Lean Startup into your organisation**

Erickson, Lee B, Research Technology Management. Jan/Feb2015, Vol. 58 Issue 1, p62-63. .

**Business Model Innovation in Practice.**

Euchner, Jim, Ganguly, Abhijit, Research Technology Management, Nov/Dec2014, Vol. 57, Issue 6

**Why the Lean Start-up Changes Everything**

Steve Blank, Harvard Business Review. May2013, Vol. 91 Issue 5, p63-72

**Internet Sources**  
Websites containing free sources of industry statistics, information and contacts

**Websites**

**The Lean Start-Up**: <http://theleanstartup.com/>

A web resource and community based around Eric Ries and ‘The Lean Startup’ book.

**The Lean Startup Co:** <https://leanstartup.co/>

Shares educational ideas, stories, and lessons year-round with individuals and companies of all sizes and sectors**.**

**The Lean Startup Circle**: <http://www.leanstartupcircle.com/>

An online community of lean startup practitioners and enthusiasts. Contains a forum and wiki.

**Steve Blank**. <http://steveblank.com/>

Website of the creator of the concept of customer development

**Alex Osterwalder:** <http://alexosterwalder.com/>

Website of the creator of the Business Model Canvas, a key lean startup tool.

**Business Model Generation**: <http://www.businessmodelgeneration.com/>

Resource centre for the Business Model Canvas, including apps, toolkits and other downloads

**Social Business Model Canvas**. An adaptation of the Business Model Canvas for social enterprises: <https://www.youtube.com/watch?v=sz3OA4B6hp8>

**Videos**

**Lean Startup Overviews**

**Lean Startup in 5 minutes (or less). One Month:** [**https://www.youtube.com/watch?v=X2YoHFuWkqs**](https://www.youtube.com/watch?v=X2YoHFuWkqs)

**The Startup Way. Eric Ries:** [**https://www.youtube.com/watch?v=7JIobihdqfI**](https://www.youtube.com/watch?v=7JIobihdqfI)

**Storyboard of the Lean Startup Introduction. StoryboardItsbetter.**

[**https://www.youtube.com/watch?v=jBlrLqsjIDw**](https://www.youtube.com/watch?v=jBlrLqsjIDw)

**Replacing Requirements with Hypotheses, Josh Seiden. 2012:** [**http://vimeo.com/38132933**](http://vimeo.com/38132933)

**Embracing Hypothesis-Driven Design. Cindy Alvarez. 2015:** [**https://www.youtube.com/watch?v=bg546KUFmWI**](https://www.youtube.com/watch?v=bg546KUFmWI)

**Customer Development**

**The Entrepreneurs Library: A Look Inside ‘Lean Customer Development’ by Cindy Alvarez.**

[**https://www.youtube.com/watch?v=SdVp140EEn4**](https://www.youtube.com/watch?v=SdVp140EEn4)

**Rob Fitzpatrick, How to Learn from Customers when Everyone is Lying to You.**

[**https://www.youtube.com/watch?v=0LwbFZkyRKk**](https://www.youtube.com/watch?v=0LwbFZkyRKk)

Customer Discover Hacks: CustomerDevLabs

* Who do you interview? <https://www.youtube.com/watch?v=m0kiZocBbO8>
* How to find your customers: <https://www.youtube.com/watch?v=wWpEiSKeDDo>
* What do you ask? <https://www.youtube.com/watch?v=OTkP2JDeGWM>
* Analysing your customer interview results? <https://www.youtube.com/watch?v=sz3OA4B6hp8>

LiffftInc: How to Approach Strangers for Customer Interviews

<https://www.youtube.com/watch?v=A4BXtJQ19bU>

LiffftInc, Good and Bad Examples of Customer Interview Questions:

<https://www.youtube.com/watch?v=Cl9vMBFHIf0>

**Business Model Canvas**

**Business Model Canvas Explained. Strategyzer:** [**http://www.youtube.com/watch?v=QoAOzMTLP5s**](http://www.youtube.com/watch?v=QoAOzMTLP5s)

**The Value Proposition Canvas. Strategyzer**

[**https://www.youtube.com/watch?v=aN36EcTE54Q**](https://www.youtube.com/watch?v=aN36EcTE54Q)

**Ways to present The Business Model Canvas. Strategyzer.** [**https://www.youtube.com/watch?v=SliMK6Z2jlA**](https://www.youtube.com/watch?v=SliMK6Z2jlA)

**The Business Model Canvas - 9 Steps to Creating a Successful Business Model - Startup Tips.** [**https://www.youtube.com/watch?v=IP0cUBWTgpY**](https://www.youtube.com/watch?v=IP0cUBWTgpY)

**Lean Canvas**

**Capture your Business Model in 20 Minutes: Lean Canvas. Ash Maurya.** <https://www.youtube.com/watch?v=7o8uYdUaFR4>

**How to Create Your Lean Canvas. Alanis Business Academy**

[**https://www.youtube.com/watch?v=FjB\_e7UO1hc**](https://www.youtube.com/watch?v=FjB_e7UO1hc)

**Minimum Viable Product**

**8 methods to test your minimal viable product. The Lean Playbook.** [**https://www.youtube.com/watch?v=cEyjOkRCpV8**](https://www.youtube.com/watch?v=cEyjOkRCpV8)

**Minimum Viable Product, Eric Ries.** [**http://www.youtube.com/watch?v=E4ex0fejo8w**](http://www.youtube.com/watch?v=E4ex0fejo8w)

**What is a Minimum Viable Product. Ash Maurya.**

[**https://www.youtube.com/watch?v=MHJn\_SubN4E**](https://www.youtube.com/watch?v=MHJn_SubN4E)

**What does Minimum Viable Product (MVP) mean?. Customer Development Labs**

[**https://www.youtube.com/watch?v=67zEC2sxCyI**](https://www.youtube.com/watch?v=67zEC2sxCyI)

**Making sense of MVP: The CRM Team**

[**https://www.youtube.com/watch?v=0P7nCmln7PM**](https://www.youtube.com/watch?v=0P7nCmln7PM)

**Creating Your Minimum Viable Product with Abbie Fichtner. Harvard i-lab.** [**https://www.youtube.com/watch?v=cjCCS3DxZRo**](https://www.youtube.com/watch?v=cjCCS3DxZRo)

**Blogs and Podcasts**

**Startup Lessons Learned:** [**http://www.startuplessonslearned.com/**](http://www.startuplessonslearned.com/)

Lean Startup Blog by Eric Ries the founder of the Lean Startup movement

**Lean Startup Co Blog:** [**https://leanstartup.co/blog/**](https://leanstartup.co/blog/)

**Steve Blank Podcast**: <https://player.fm/series/steve-blank-podcast>

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| Please note that every effort has been taken to ensure the accuracy of the information contained in this document, however some recently acquired items may since have been added to the collection. Please ask for help at the enquiry desk or check the online catalogue “Explore the British Library” (http://explore.bl.uk) for more details. |