

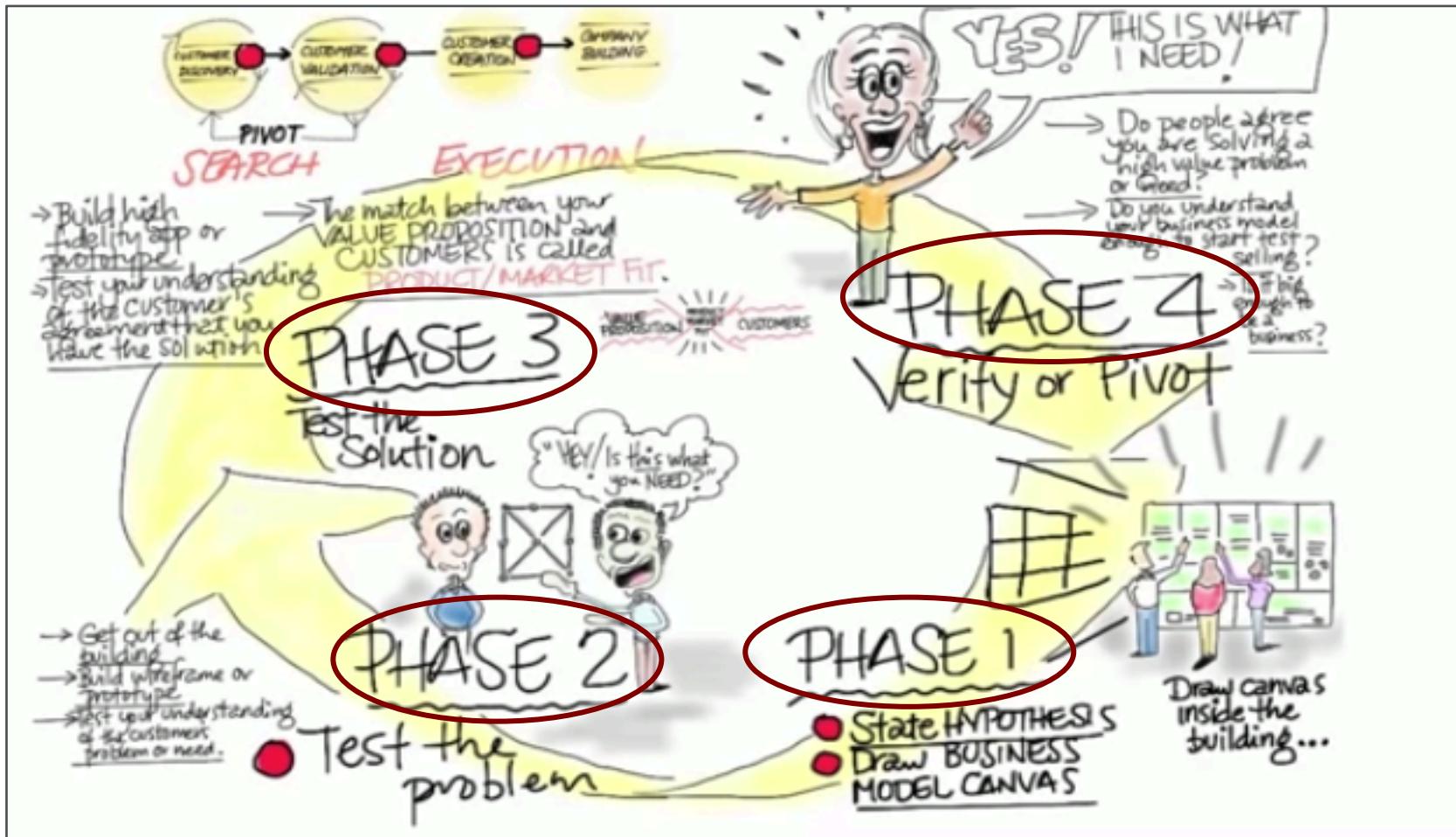
Lean LaunchPad Introduction

The Lean LaunchPad Approach to Innovation & (Maybe) Entrepreneurship

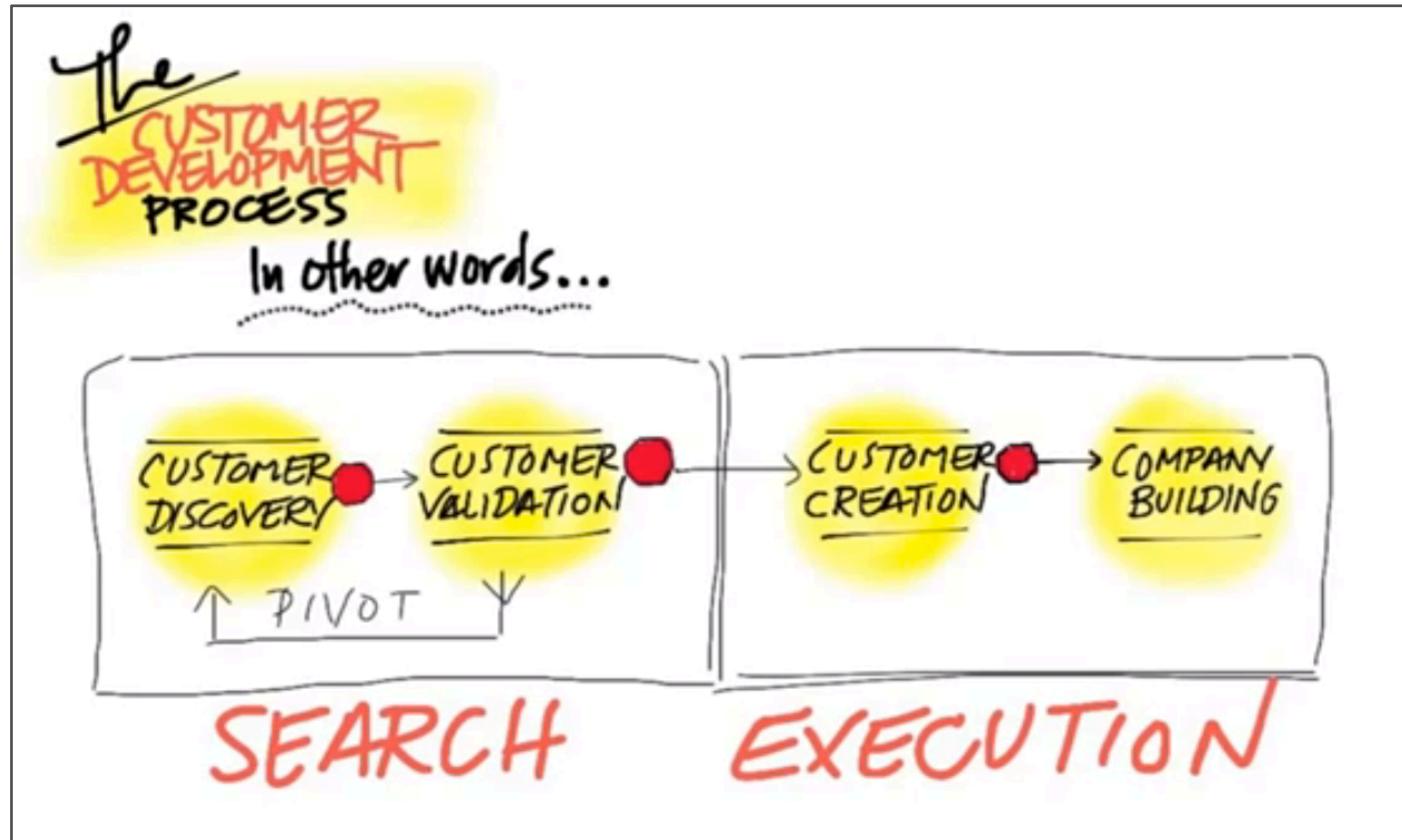
- ⚡ Value proposition design
- ⚡ “Customer discovery”
- ⚡ Product market fit
- ⚡ Business model canvas
- ⚡ Minimum viable “product”
- ⚡ Staging and de-risking



Lean Launchpad Innovation = Progressive Iterations



“Customers” are Stakeholders



Iterate and pivot until you have (in)validated product-market fit

Principle 1: You are Definitely Wrong



Principle 2: Talk to Real People

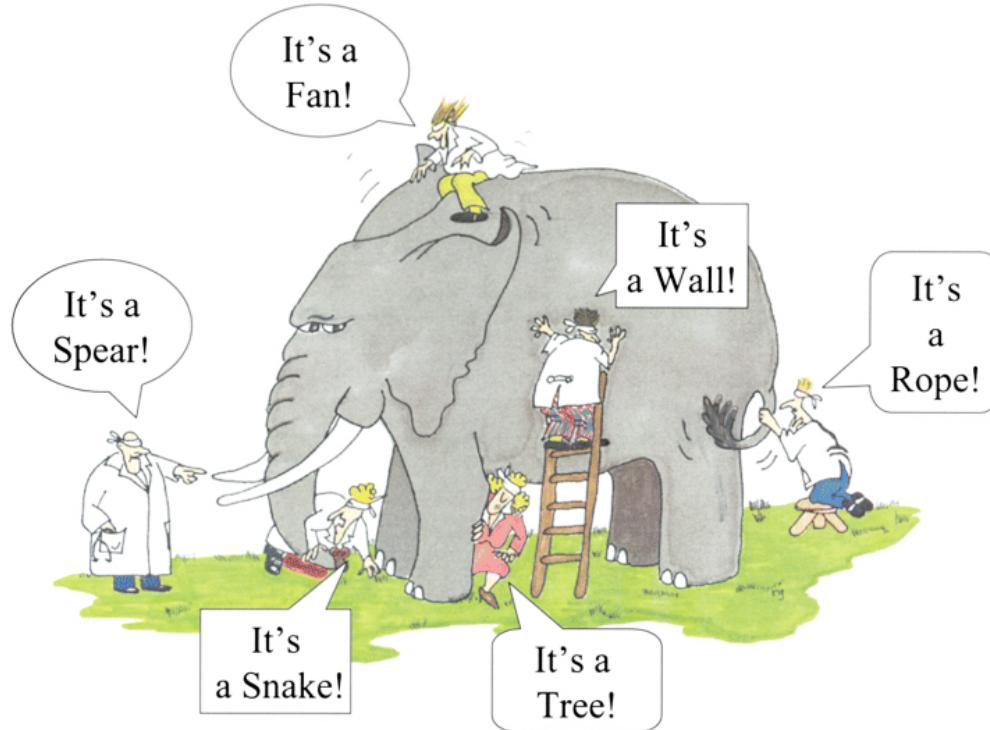


Principle 4: Expect to Pivot



Pivot is a structured course correction designed to test a new fundamental hypothesis about the product, strategy, and engine of growth.

Principle 4: Test Assumptions



What don't you know that you must?

What must you understand first (what will kill/change your business)?

Your Goal: Innovation Sweet Spot

