

# **Lean Startup Strategies**

**Key Concepts and Getting Started**

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# Why Lean Startup?

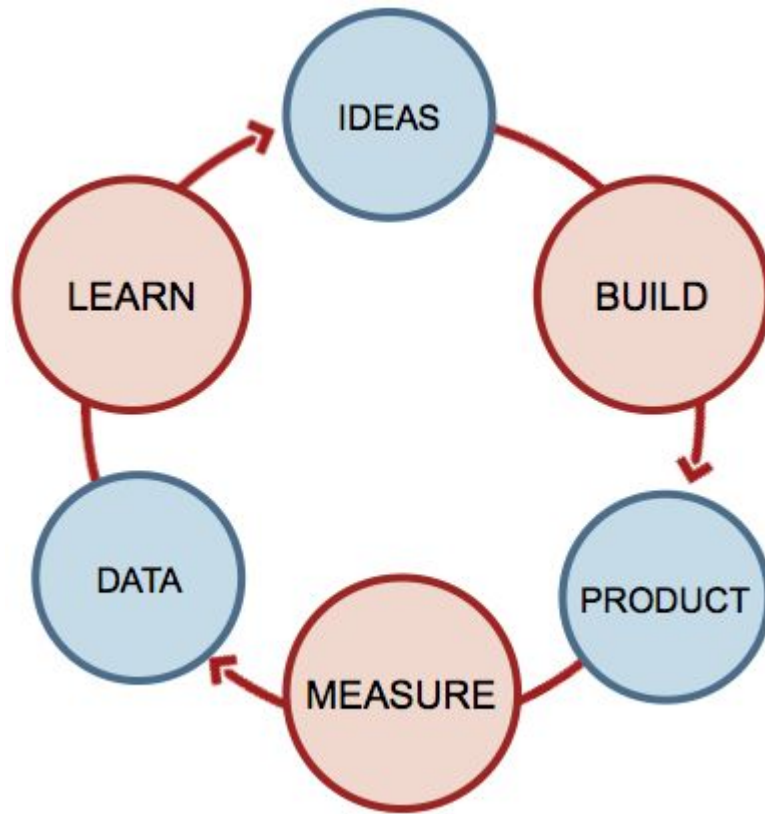
- **Speed in uncertainty**  
risks / resources
- **Validate** customer  
assumptions
- **Optimize** business model



# Introduction

- Build-measure-learn loop
- Validated learning
- Accounting - AARRRR innovation metrics
- Lean business canvas

Formalized by Eric Ries and Ash Maurya



**Build - Measure - Learn**

# Validated Learning

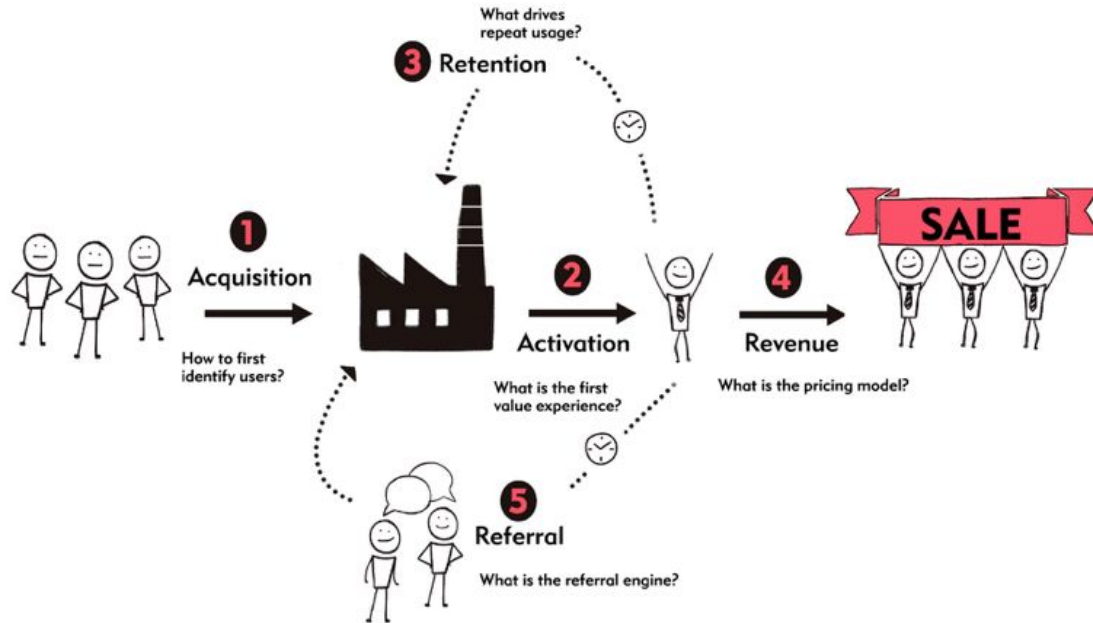
Leap-of-faith assumptions tested in milestones

- Value and growth **hypotheses**
- Design **metrics** to test
- Cross-functional teams use same metrics

Facts are outside of building - MVPs:

Groupon, Food on the Table, Dropbox, Zappos

# AARRR Metrics



## Customer Factory w/ AARRR

Focus metrics in stages as you test assumptions

# Lean Canvas for Biz Model

Free Tools at  
Leanstack.com

1 <b>PROBLEM</b> Top 3 problems	4 <b>SOLUTION</b> Top 3 features	3 <b>UNIQUE VALUE PROPOSITION</b> Single, clear, compelling message that states why you are different and worth buying	5 <b>UNFAIR ADVANTAGE</b> Can't be easily copied or bought	2 <b>CUSTOMER SEGMENTS</b> Target customers
	8 <b>KEY METRICS</b> Key activities you measure		9 <b>CHANNELS</b> Path to customers	
7 <b>COST STRUCTURE</b> Customer Acquisition Costs  Distributing Costs  Hosting  People, etc.			6 <b>REVENUE STREAMS</b> Revenue Model  Lifetime Value  Revenue  Gross Margin	

# Counter Points

Local maximums

Darwinism vs design

Cash flows are far in future for innovations

Distribution hard to validate



# Resources

Lean Startup - Eric Ries

Running Lean - Ash Maurya

Lean Business Model - [leanstack.com](http://leanstack.com)

4 Steps to the Epiphany - Steve Blank

**The Startup Council - TSC**