

Lean Startup Strategies

Key Concepts and Getting Started

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Why Lean Startup?

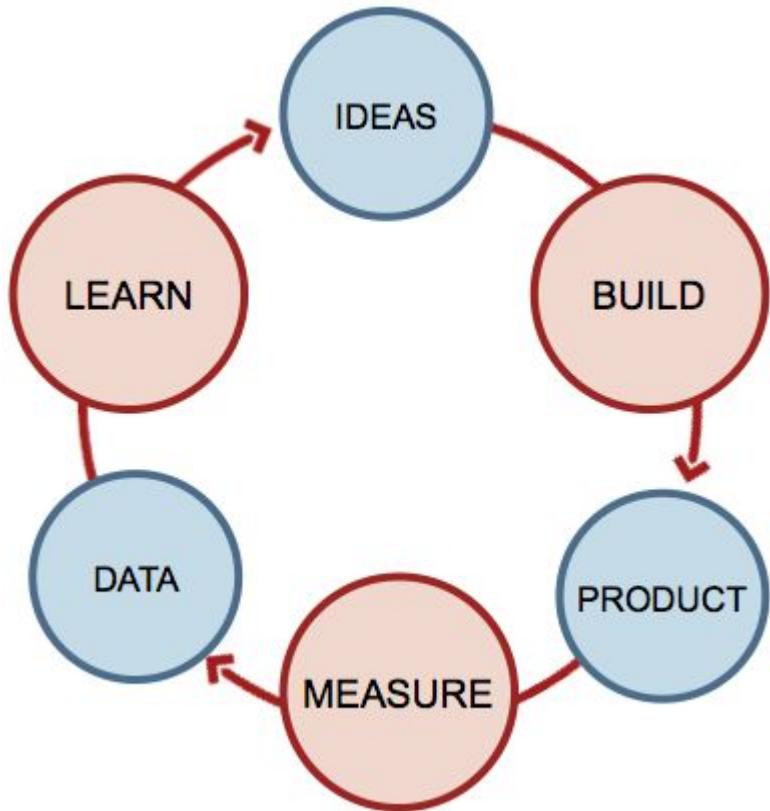
- **Speed in uncertainty**
risks / resources
- **Validate** customer assumptions
- **Optimize** business model



Introduction

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

Formalized by Eric Ries and Ash Maurya



Build - Measure - Learn

Validated Learning

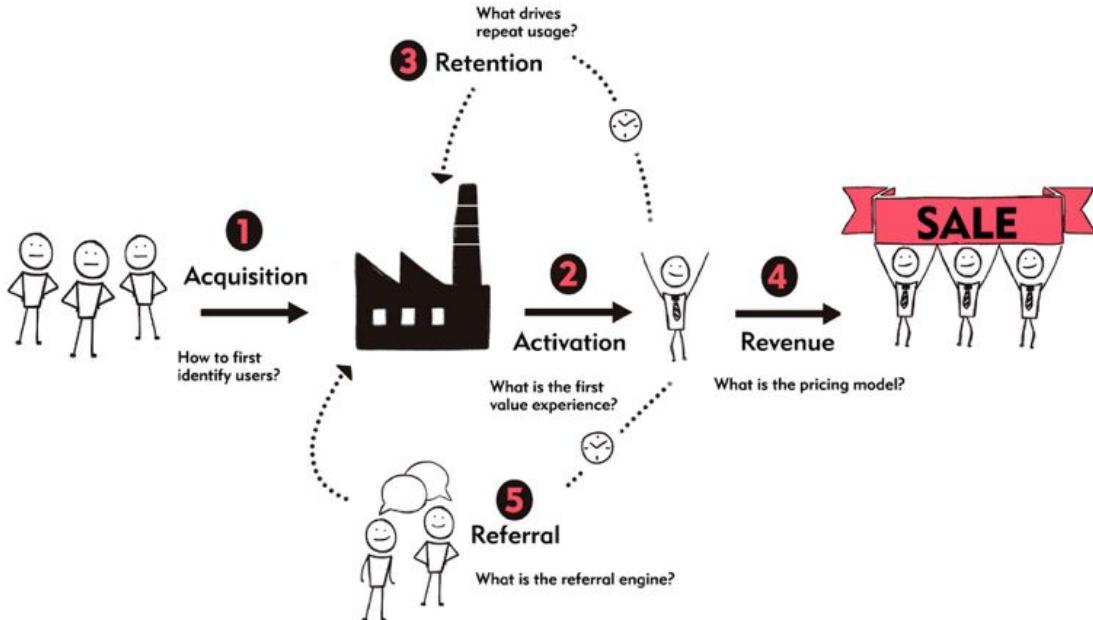
Leap-of-faith assumptions tested in milestones

- 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

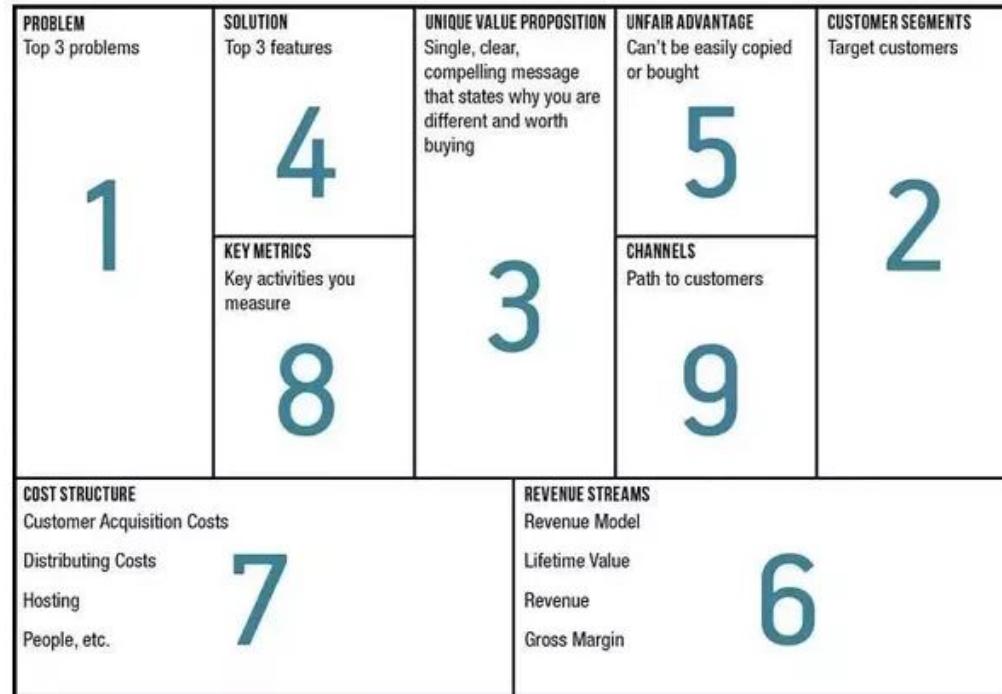


Customer Factory w/ AARRR

Focus metrics in stages as you test assumptions

Lean Canvas for Biz Model

Free Tools at
Leanstack.com



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

4 Steps to the Epiphany - Steve Blank

The Startup Council - TSC