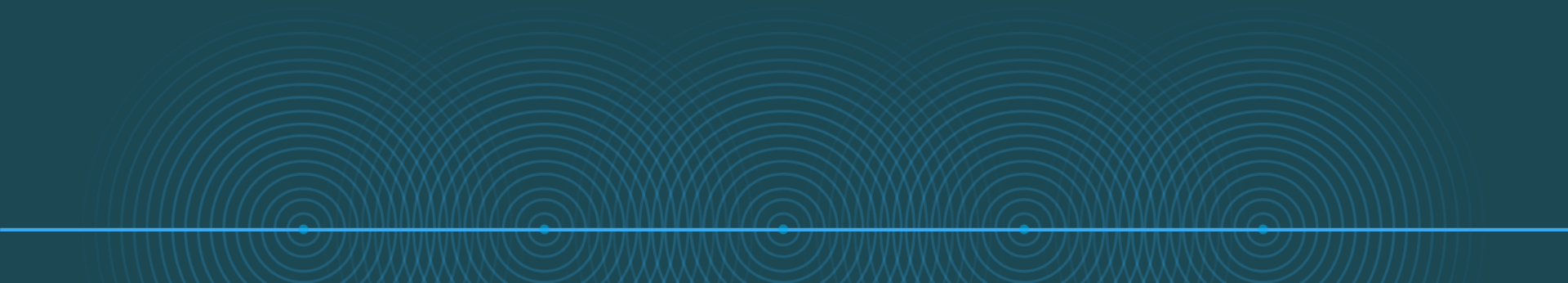


Lean Startup Principles

Innovation for researchers

Sebastian Adolphy, Humboldt-Universität zu Berlin

30 April 2020



About the speaker

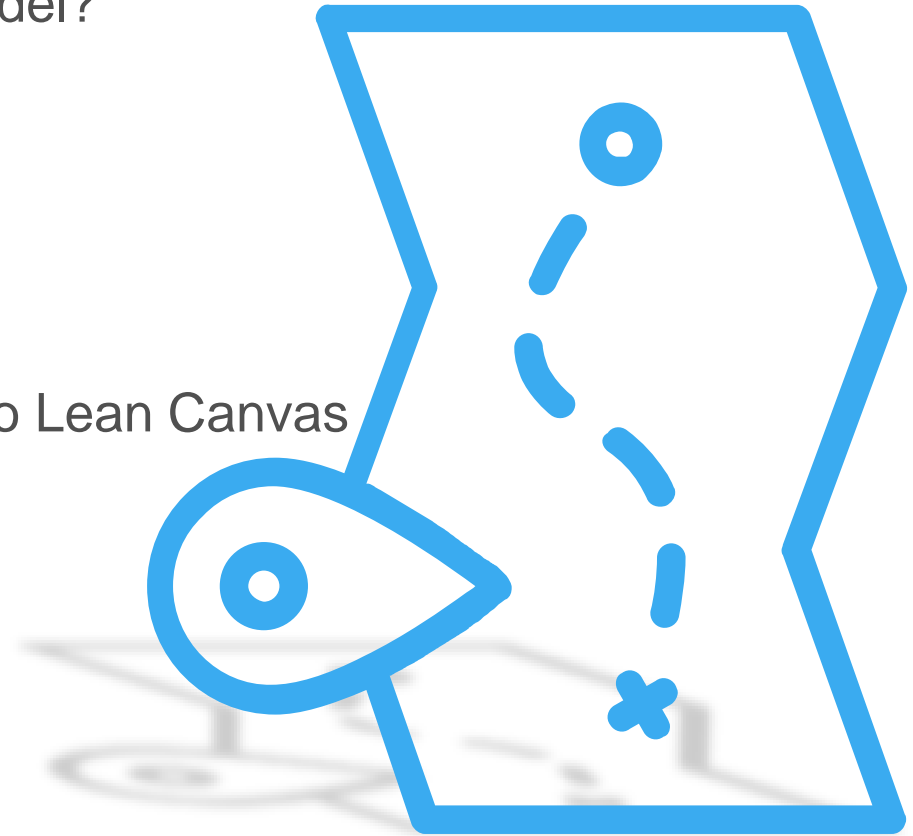


Sebastian Adolphy teaches Entrepreneurship and Innovation Management at Humboldt-Universität zu Berlin.

As educational program manager at the startup incubator he enables students and researchers to develop their business ideas and guides their journey in starting companies.

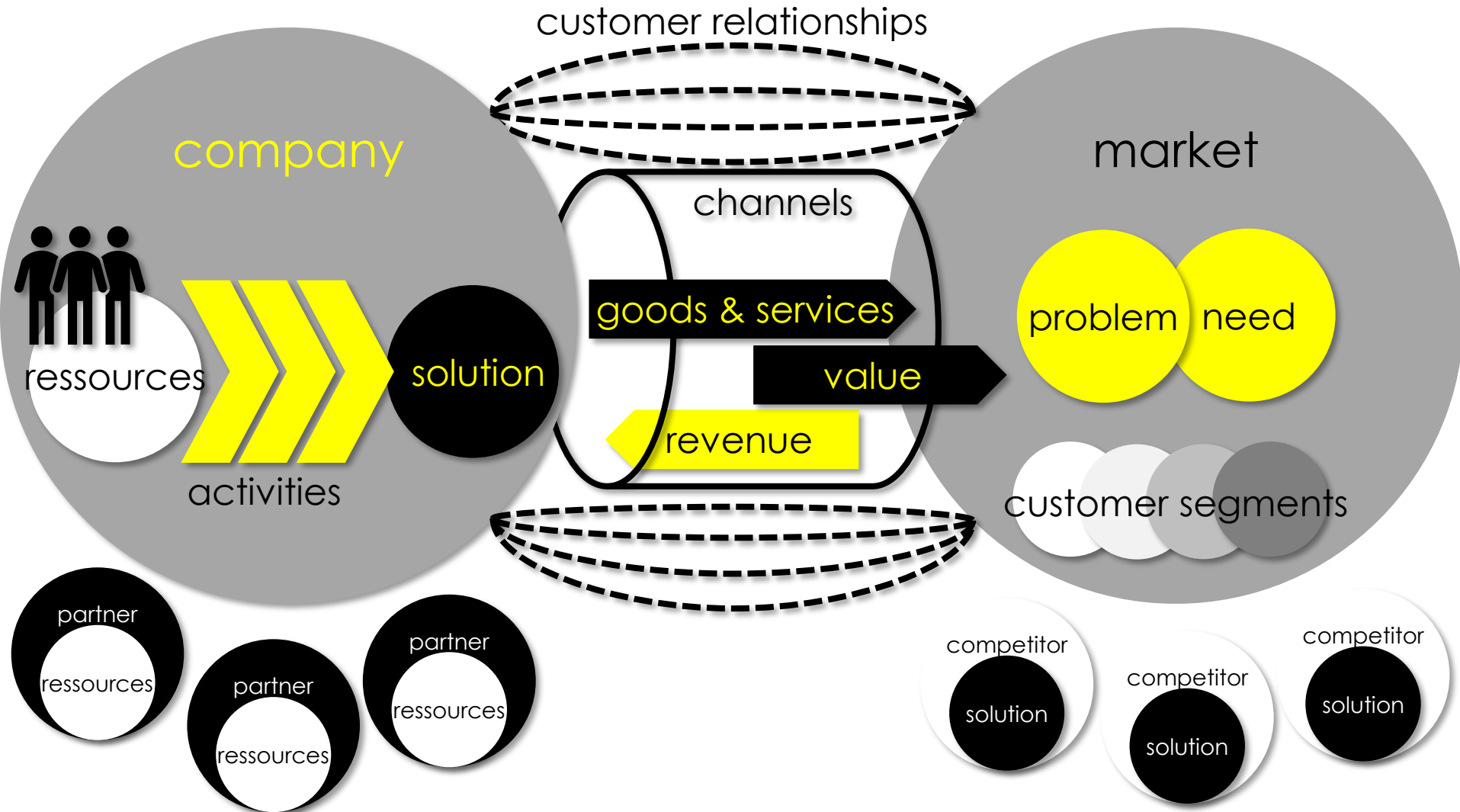
Outline

- Recap: What is a business model?
- Lean Startup Principles
- From Business Model Canvas to Lean Canvas
- Outlook
- Q&A



What is a business model?

Business model - Basic elements & relations



Business Model Canvas by Alexander Osterwalder

The Business Model Canvas

Designed for:










Designed by:

One:

Two:

Three:

Iteration:

<h3>Key Partners</h3>  <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform? What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? Which bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p>	<h3>Key Activities</h3>  <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p>	<h3>Value Propositions</h3>  <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? Which bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p>	<h3>Customer Relationships</h3>  <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p>	<h3>Customer Segments</h3>  <p>For whom are we creating value? Who are our most important customers? Mass Market Niche Market Segmented Multi-Sided Platform</p>
<h3>Key Resources</h3>  <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p>	<h3>Channels</h3>  <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p>	<h3>Cost Structure</h3>  <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p>	<h3>Revenue Streams</h3>  <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p>	

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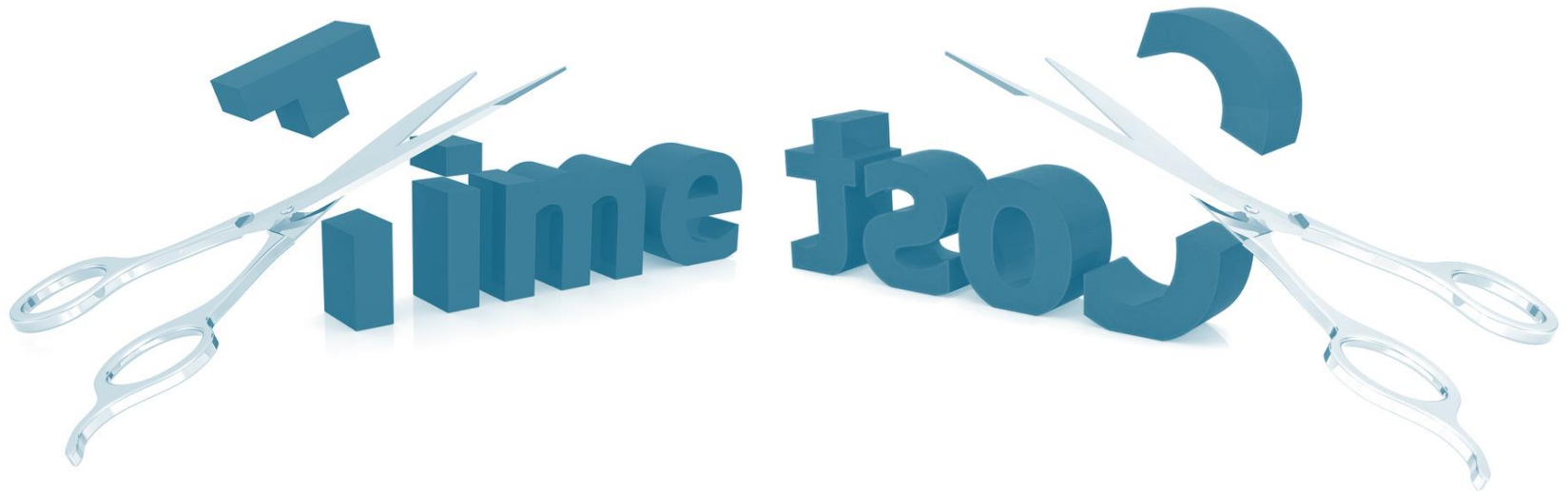
Need more info on basics of business models?

Watch our webinar on Business Development for Researchers!

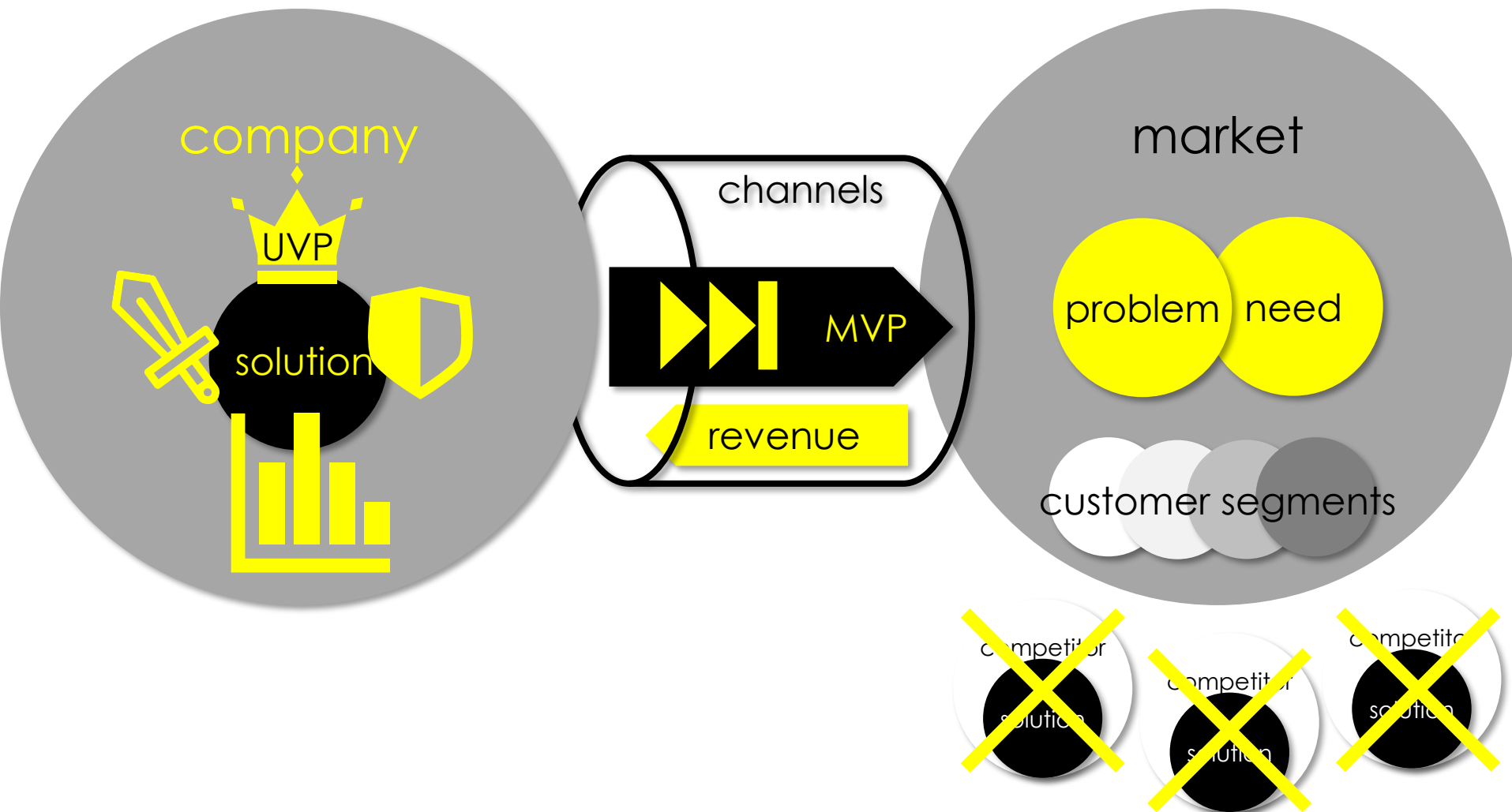


Lean Startup Principles

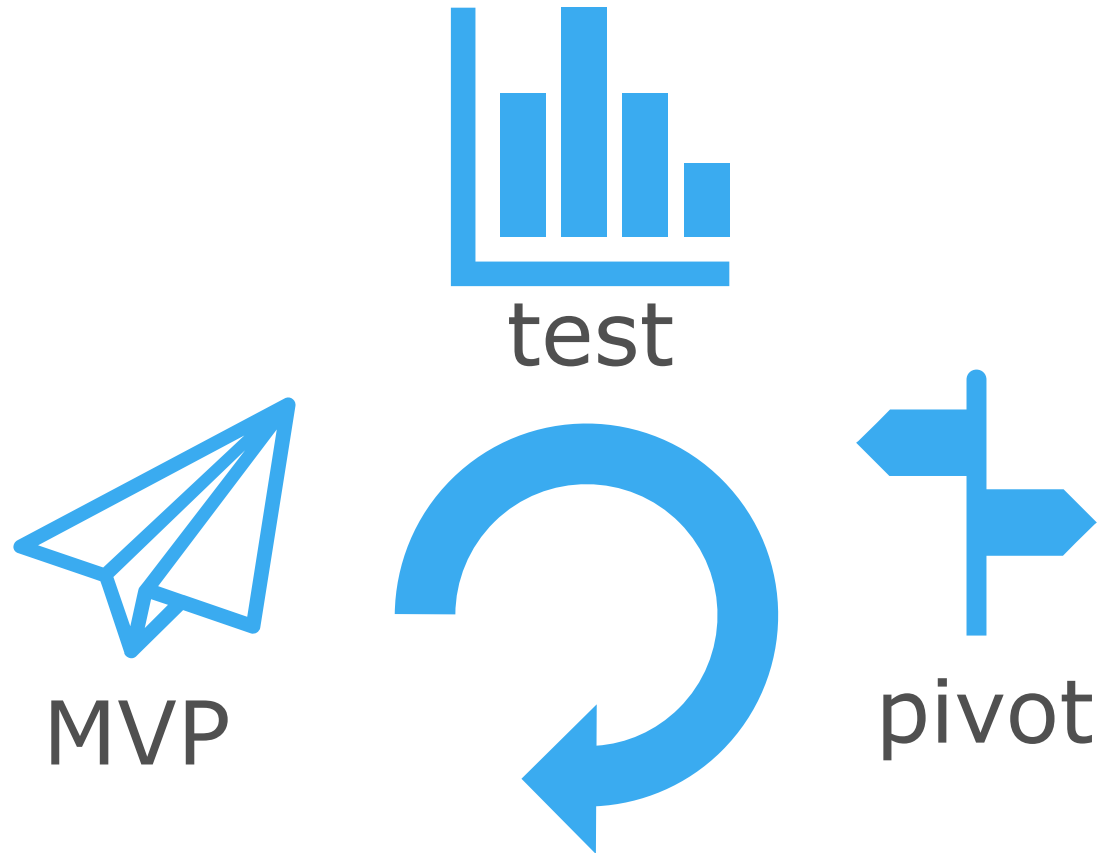
Make it lean!



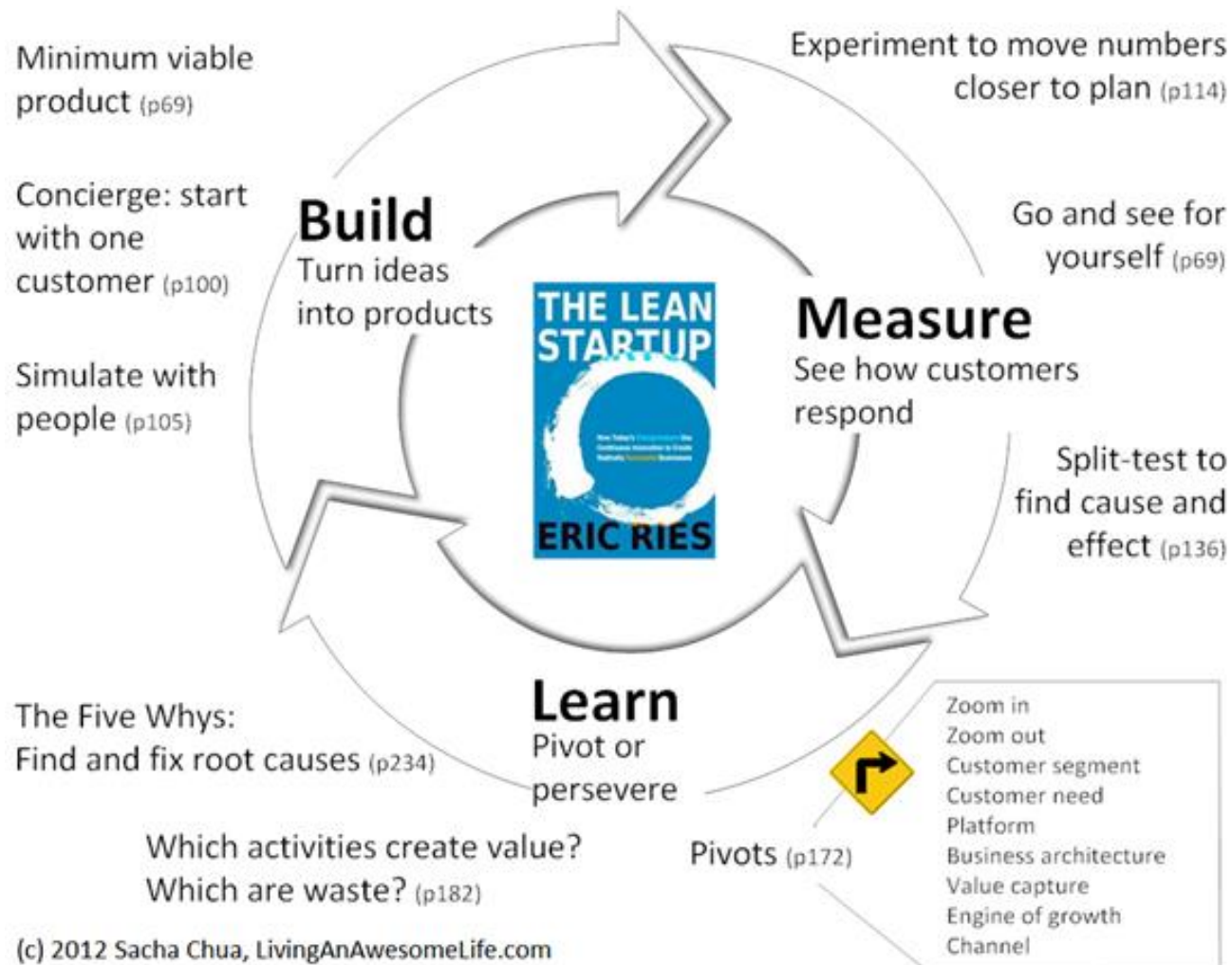
Lean Startup - Focus on uniqueness & speed



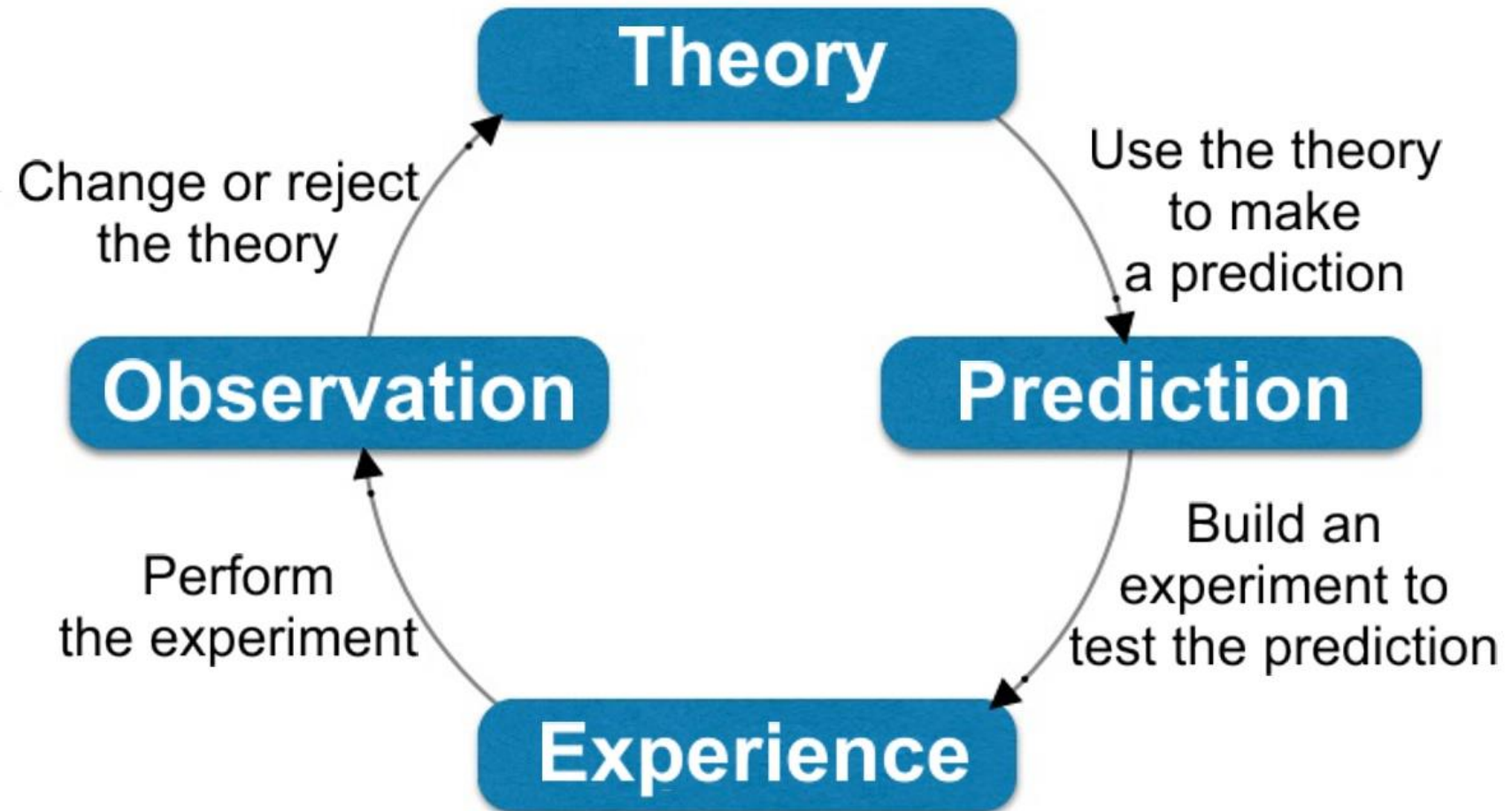
Lean Startup - Three big ideas



Build-Measure-Learn feedback-loop by E. Ries

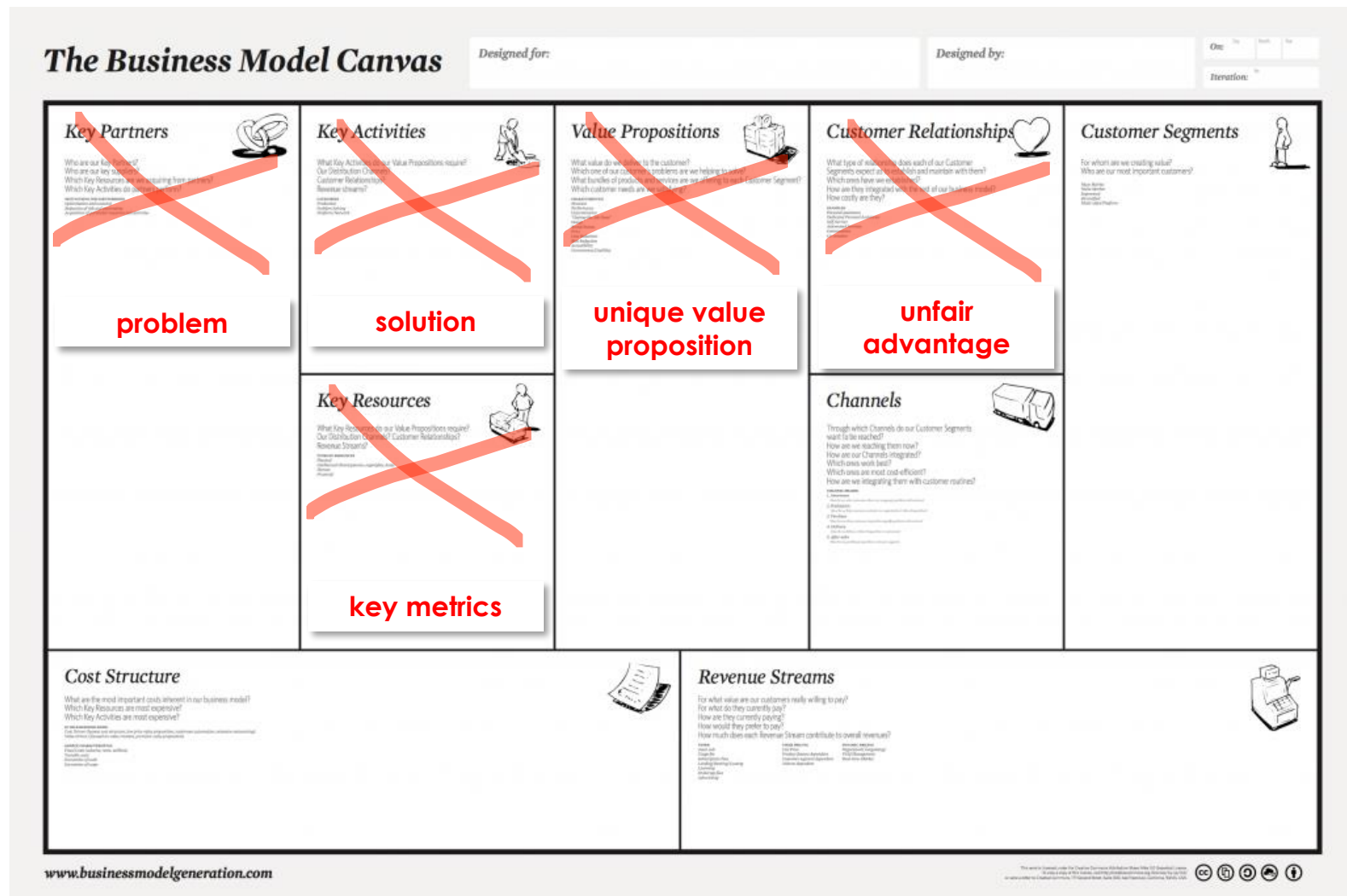


Scientific method by Francis Bacon (1620)



From Business Model Canvas to Lean Canvas

From Business Model Canvas to Lean Canvas



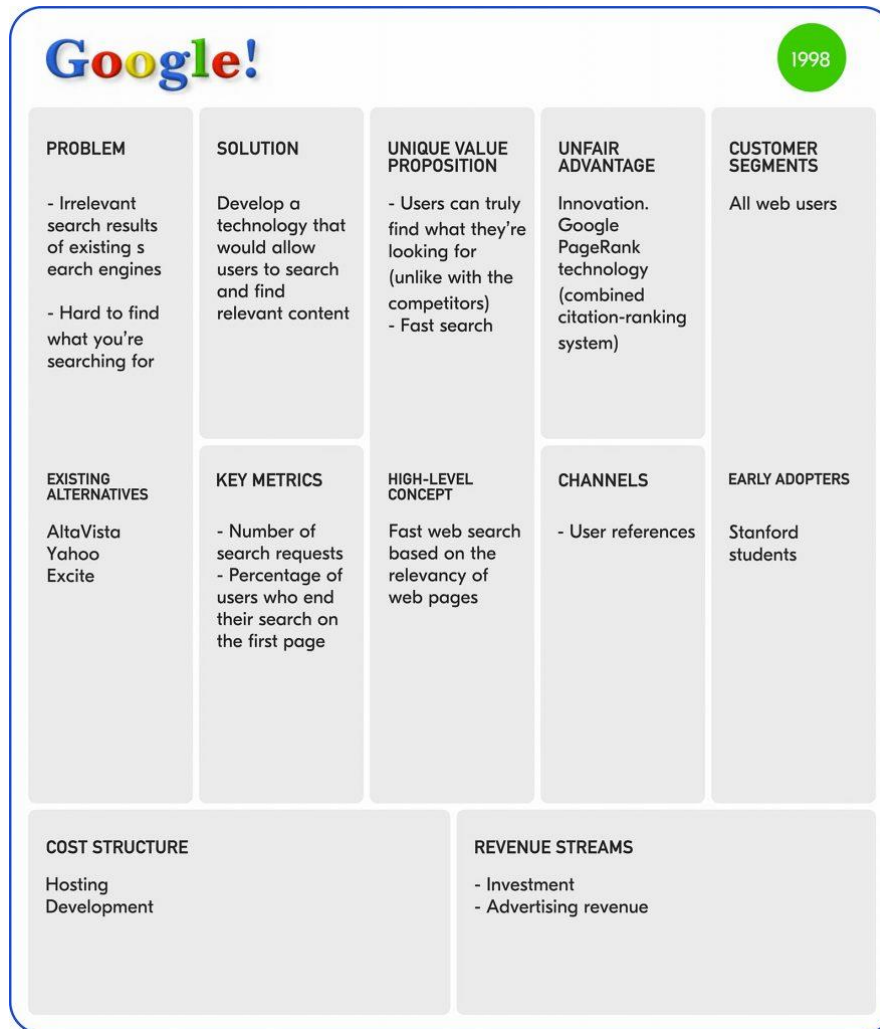
Lean Canvas by Ash Maurya

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

Lean Canvas by Ash Maurya

PROBLEM List your customers' top 3 problems <div>2</div>	SOLUTION Outline possible solution for each problem <div>4</div>	UNIQUE VALUE PROPOSITION Single, clear, compelling message that turns an unaware visitor into an interested prospect <div>3</div>	UNFAIR ADVANTAGE Something that can't be easily copied or bought <div>9</div>	CUSTOMER SEGMENTS List your target customers and users <div>1</div>
EXISTING ALTERNATIVES List how these problems are solved today	KEY METRICS List key numbers telling how your business is doing today <div>8</div>	HIGH-LEVEL CONCEPT List your X for Y analogy (e.g., YouTube = Flickr for videos)	CHANNELS List your path to customers	EARLY ADOPTERS List characteristics of your ideal customer
COST STRUCTURE List your fixed and variable costs <div>7</div>			REVENUE STREAMS List your sources of revenue <div>6</div>	

Lean Canvas - Example



Year of foundation: 1998

Venue: Menlo Park, CA

Original name: Googol

Founded by: Larry Page and Sergey Brin

Total funding amount: \$36.1 million
(last funding in 2000)

IPO: raised \$1.7 billion in 2004

Working with the Lean Canvas

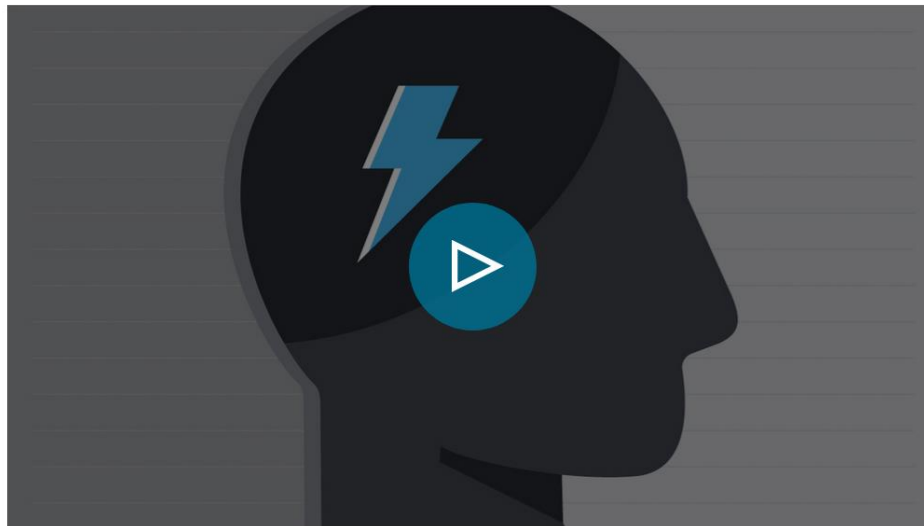


Outlook

No business idea yet?

Watch our webinar on Design Thinking!

Design Thinking: Turn research into innovation



UP NEXT



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CAREER PLANNING

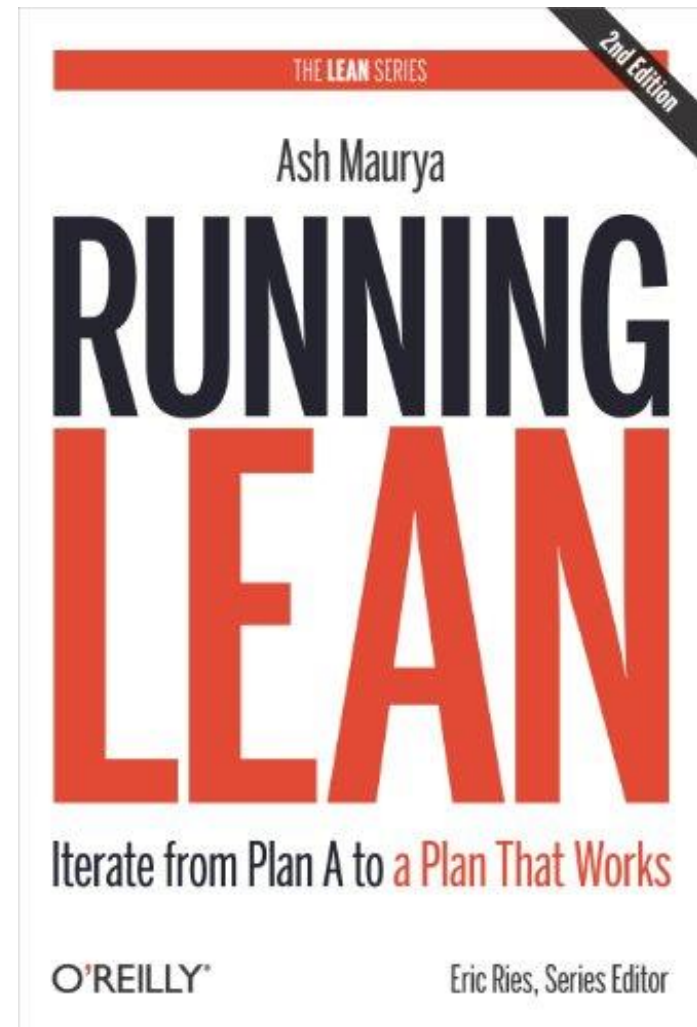
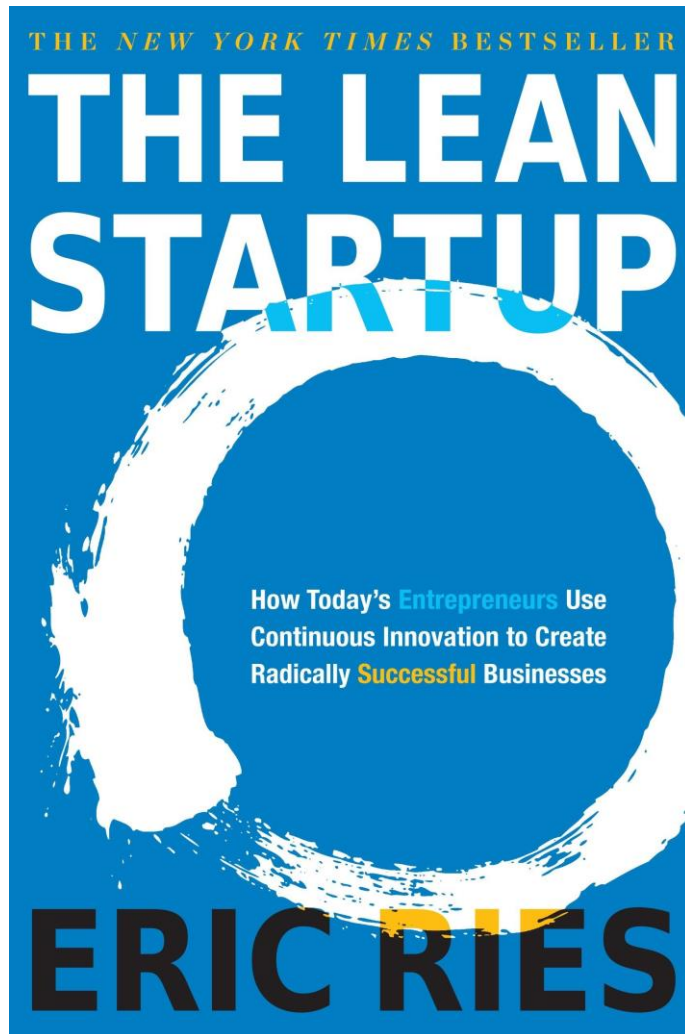
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Resources

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References & further reading



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