

LEAN STARTUP



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.

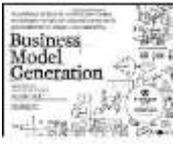
It emphasises the importance of getting customer feedback from the earliest stage of the development process. Many believe that application of Lean Startup principles gives entrepreneurs a better chance of success without needing large amounts of outside funding and the need to develop elaborate business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



Business model generation: a handbook for visionaries, game changers, and challengers / Alexander Osterwalder and Yves Pigneur (John Wiley & Sons, 2010).

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). 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).

Identifies tools and methods for measuring the progress of the development of a business idea.

Internet Sources

Websites containing free sources of industry statistics, information and contacts

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

Videos

Lean Startup overviews

Lean Startup Machine: <http://www.youtube.com/user/LeanStartup/videos>

Online channel with lean startup content and case studies

Eric Ries, The Lean Startup. 2009: <http://vimeo.com/7849753>

Replacing Requirements with Hypotheses, Josh Seiden. 2012: <http://vimeo.com/38132933>

Value Proposition, 2015: The first of a series of short lectures on applying Lean Startup methods to developing a value proposition: <https://vimeo.com/142192408>

Videos from Leanconf 2014, Manchester: <http://goo.gl/EoVW2M>

Customer Development

The Entrepreneurs Library: A Look Inside 'Lean Customer Development' by Cindy Alvarez.

<https://www.youtube.com/watch?v=SdVp140EEe4>

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

<https://www.youtube.com/watch?v=0LwbFZkyRkk>

LiffitInc: How to Approach Strangers for Customer Interviews

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

LiffitInc, Good and Bad Examples of Customer Interview Questions:

<https://www.youtube.com/watch?v=CI9vMBFHlf0>

You're probably interviewing the wrong customers: Customer Development Labs

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

Business Model Canvas

Business Model Canvas Explained. Strategyzer: <http://www.youtube.com/watch?v=QoAOzMTLP5s>

The Value Proposition Canvas. Strategyzer

<https://www.youtube.com/watch?v=aN36EcTE54Q>

The Business Model Canvas - 9 Steps to Creating a Successful Business Model - Startup Tips.

<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>

8 methods to test your minimal viable product. The Lean Playbook.

<https://www.youtube.com/watch?v=cEyjOkRCpV8>

Minimum Viable Product, Eric Ries. <http://www.youtube.com/watch?v=E4ex0fejo8w>

What is a Minimum Viable Product. Ash Maurya.

https://www.youtube.com/watch?v=MHJn_SubN4E

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

<https://www.youtube.com/watch?v=67zEC2sxCyl>

Making sense of MVP: The CRM Team

<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>

Blogs and Groups

Startup Lessons Learned: <http://www.startuplessonslearned.com/>

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

Lean Startup Circle Group: <https://groups.google.com/forum/#!forum/lean-startup-circle>

Business & IP Centre Manchester,

Central Library, St. Peter's Square, M2 5PD

0161 234 1991

businessinfo@manchester.gov.uk

www.manchester.gov.uk/bipc

Please note that every effort has been taken to ensure the accuracy of the information contained in this document.