The Lean Startup

(Think Big, Start Small)
<table>
<thead>
<tr>
<th><strong>Lean</strong></th>
<th><strong>Traditional</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Strategy</strong></td>
<td></td>
</tr>
<tr>
<td>Business Model</td>
<td>Business Plan</td>
</tr>
<tr>
<td>Hypothesis-driven</td>
<td>Implementation-driven</td>
</tr>
<tr>
<td><strong>New-Product Process</strong></td>
<td></td>
</tr>
<tr>
<td>Customer Development</td>
<td>Product Management</td>
</tr>
<tr>
<td>Get out of the office and test hypotheses</td>
<td>Prepare offering for market following a linear, step-by-step plan</td>
</tr>
<tr>
<td><strong>Engineering</strong></td>
<td></td>
</tr>
<tr>
<td>Agile Development</td>
<td>Agile or Waterfall Development</td>
</tr>
<tr>
<td>Build the product iteratively and incrementally</td>
<td>Build the product iteratively, or fully specify the product before building it</td>
</tr>
<tr>
<td><strong>Organization</strong></td>
<td></td>
</tr>
<tr>
<td>Customer and Agile Development Teams</td>
<td>Departments by Function</td>
</tr>
<tr>
<td>Hire for learning, nimbleness, and speed</td>
<td>Hire for experience and ability to execute</td>
</tr>
<tr>
<td><strong>Financial Reporting</strong></td>
<td></td>
</tr>
<tr>
<td>Metrics That Matter</td>
<td>Accounting</td>
</tr>
<tr>
<td>Customer acquisition cost, lifetime customer value, churn, viralness</td>
<td>Income statement, balance sheet, cash flow statement</td>
</tr>
<tr>
<td><strong>Failure</strong></td>
<td></td>
</tr>
<tr>
<td>Expected</td>
<td>Exception</td>
</tr>
<tr>
<td>Fix by iterating on ideas and pivoting away from ones that don't work</td>
<td>Fix by firing executives</td>
</tr>
<tr>
<td><strong>Speed</strong></td>
<td></td>
</tr>
<tr>
<td>Rapid</td>
<td>Measured</td>
</tr>
<tr>
<td>Operates on good-enough data</td>
<td>Operates on complete data</td>
</tr>
</tbody>
</table>
TALK.

ASK.

LISTEN.
Brand Strategy
But first... is it a good idea?
Idea Validation Checklist
### HOW TO FILL OUT YOUR 1-PAGE PITCH

| **IDENTITY** | Describe your business in one sentence. What do you do and who do you do it for? For example, a bike shop’s identity might be: “We offer high-quality biking gear for families and regular people, not just gearheads.” 
Your identity is what sets you apart from the competition. It’s how you define who you are as a business. |
| **PROBLEM WORTH SOLVING** | Describe the problems that your potential customers have. Why do they need your products or services? |
| **TARGET MARKET** | Who are your customers? Describe your ideal customer here and, if you know, how many of them there are. |
| **OUR SOLUTION** | What is your product or service? Describe it here and how it solves your customer’s problem. |
| **THE COMPETITION** | What other products and services do your potential customers use today to solve their problems? How are you better than the competition? |
| **SALES CHANNELS** | Describe how you will sell to your customers. Will you sell directly to them at a storefront or with a website? Will you use a sales team or distributors? Describe your sales process here. |
| **MARKETING ACTIVITIES** | What are the primary ways you will reach your customers? If you will be advertising or using PR, describe those activities here. |
| **REVENUE** | What are your primary revenue streams? Don’t worry about listing specific revenue goals when you are early in the process. Instead, describe how you will make money and what products or services will generate that revenue. |
| **EXPENSES** | List your major expenses here. There’s no need to go into a lot of detail in the early stages. Just list the areas that you expect to spend the most money on. |
| **MILESTONES** | List the your primary goals and objectives that you hope to achieve over the next few months. What do you need to get done to take your business from idea to reality? |
| **TEAM AND KEY ROLES** | If you have business partners or need to hire key people to help you launch the business, list those people and positions here. |
| **PARTNERS AND RESOURCES** | Some businesses need key partners in order to launch. Other businesses may have intellectual property or other resources that will help them get up and running. List those partners and resources here. |
Assumptions
(trust fall!)
Key differentiators
It’s NOT:

• Superior quality
• Features
• Price
• Service
How to influence human behavior?

- manipulate
- inspire
At the center of it all:

The Golden Circle provides compelling evidence of how much more we can achieve if we remind ourselves to start everything we do by first asking why.
THIS IS YOUR LIFE.
DO WHAT YOU LOVE, AND DO IT OFTEN.
IF YOU DON'T LIKE SOMETHING, CHANGE IT.
IF YOU DON'T LIKE YOUR JOB, QUIT.
IF YOU DON'T HAVE ENOUGH TIME, STOP WATCHING TV.
IF YOU ARE LOOKING FOR THE LOVE OF YOUR LIFE, STOP;
THEY WILL BE WAITING FOR YOU WHEN YOU START DOING THINGS YOU LOVE.
STOP OVER ANALYZING. ALL EMOTIONS ARE BEAUTIFUL.
WHEN YOU EAT, APPRECIATE LIFE IS SIMPLE. EVERY LAST BITE.
OPEN YOUR MIND, ARMS, AND HEART TO NEW THINGS AND PEOPLE, WE ARE UNITED IN OUR DIFFERENCES.
ASK THE NEXT PERSON YOU SEE WHAT THEIR PASSION IS, AND SHARE YOUR INSPIRING DREAM WITH THEM.
TRAVEL OFTEN; GETTING LOST WILL HELP YOU FIND YOURSELF.
SOME OPPORTUNITIES ONLY COME ONCE, SEIZE THEM.
LIFE IS ABOUT THE PEOPLE YOU MEET, AND THE THINGS YOU CREATE WITH THEM.
SO GO OUT AND START CREATING.
LIFE IS SHORT. LIVE YOUR DREAM AND SHARE YOUR PASSION.
The Origins of WHYs

Gut feeling.
Trust.
Instinct.
Discovery.
Authenticity.
Every single company and organization on the planet knows WHAT they do.

Everyone is easily able to describe the products or services a company sells or the job function they have within that system.
Some companies and people know HOW they do WHAT they do.

Whether you call them a “differentiating value proposition”, “proprietary process” or “unique selling proposition”, HOWs are often given to explain how something is different or better.

Many think these are the differentiating or motivating factors in a decision.
Very few people or companies can clearly articulate WHY they do WHAT they do.

**By WHY means what is your purpose, cause or belief?**

Why does your company exist? Why do you get out of bed every morning? And why should anyone care?

An inspired leader, every single one of them, regardless of their size or their industry, thinks acts and communicates from the inside out.
The example starts to prove that people don’t buy WHAT you do; they buy WHY you do it.

It’s not WHAT Apple does that distinguishes them. It’s WHY they do it. Their products give life to their cause.
Loyalty

A simple claim of better, even with the rational evidence to back it up, can create desire and even motivate a decision to buy, but it doesn’t create loyalty.

It is the cause that is represented by the company, brand, product or person that inspires loyalty.
Loyalty

A simple claim of better, even with the rational evidence to back it up, can create desire and even motivate a decision to buy, but it doesn’t create loyalty.

It is the cause that is represented by the company, brand, product or person that inspires loyalty.

Your brand is a feeling, an experience, a memory, a relationship.
Lasting Success

Instead of asking, WHAT should we do to compete, consider WHY did we start doing WHAT we’re doing in the first place, and WHAT can we do to bring our cause to life considering all the technologies and market opportunities available today?
VALUES = VERBS

For values or guiding principles to be truly effective they have to be verbs.

It’s not integrity — it’s always do the right thing.

It's not innovation — it's look at the problem from a different angle.
Testing the Water
YOGI SURPRISE
A YOGI INSPIRED MONTHLY SURPRISE

Whether you’re a wellness enthusiast or a seasoned yoga master, Yogi Surprise is the perfect compliment to your healthy lifestyle.

call to action

Win a lifetime subscription!

incentive

tagline that describes what it is

a reason to care

completed brand, professional logo