

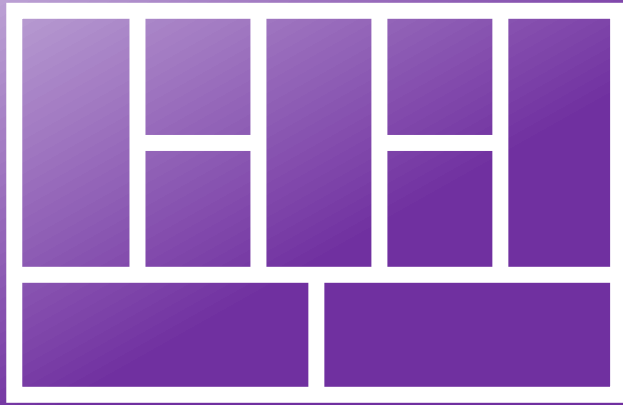
Raising the Curtain on Innovation Theater

Government Lean Startup That Works

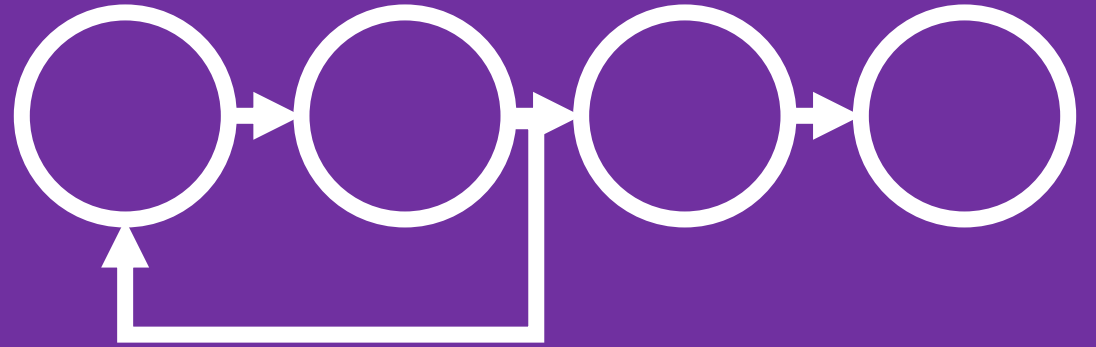
@jonruark



THE LEAN STARTUP



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Agile


1. Frame Hypotheses

- Frame Hypotheses ☐ Business Model Canvas

Key Partners  <small>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform? Which Key Channels do partners perform? Which Key Relationships do partners perform?</small> Guess	Key Activities  <small>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</small> Guess	Value Propositions  <small>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?</small> Guess	Customer Relationships  <small>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?</small> Guess	Customer Segments  <small>For whom are we creating value? Who are our most important customers?</small> Guess
	Key Resources  <small>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</small> Guess		Channels  <small>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 these with customer routines?</small> Guess	
Cost Structure  <small>What are the most important costs inherent to our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</small> Guess		Revenue Streams  <small>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?</small> Guess		

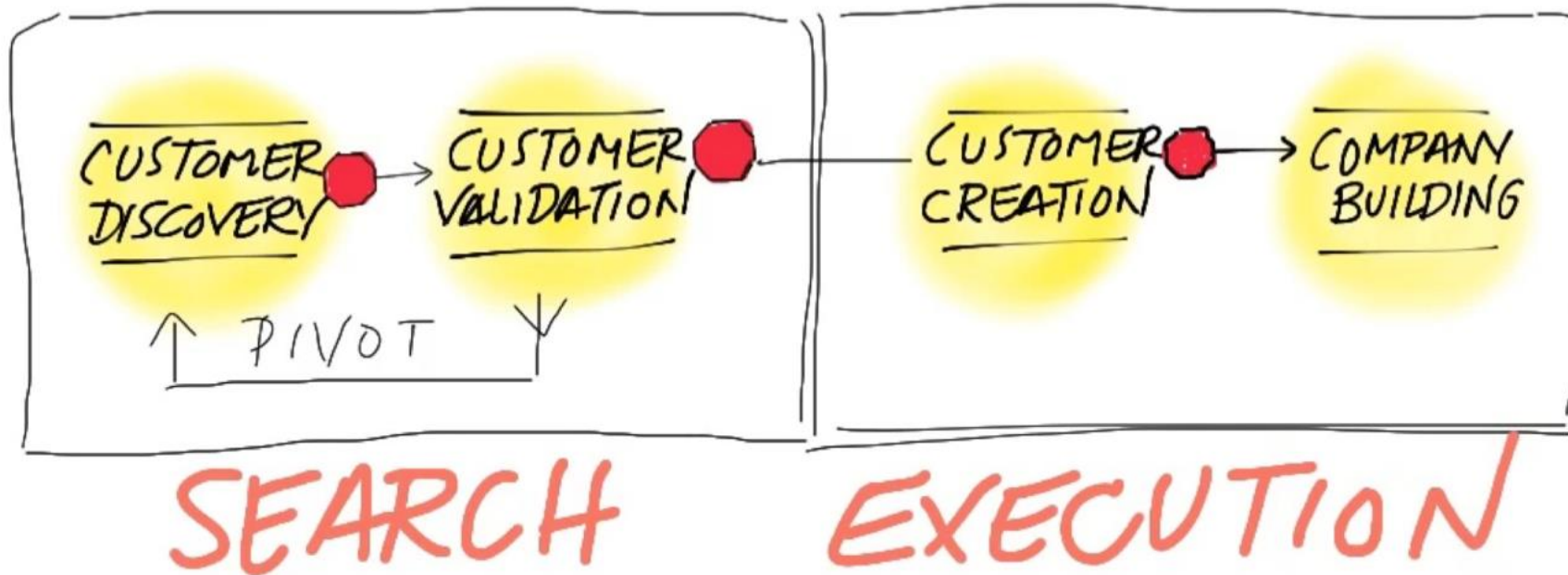
www.businessmodelgeneration.com

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2. Test Hypotheses

- Frame Hypotheses ☐ Business Model
- Test Hypotheses ☐ Customer Development



There Are No Facts Inside The
Building, So Get Outside

(from behind the desk)

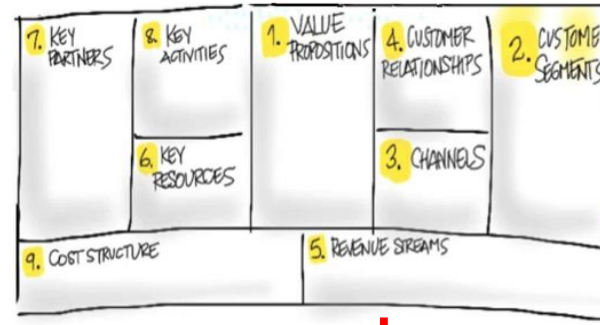
“Get out of the building” = Talking to
people

Lean: Gemba = Go Where the Work is Done!!

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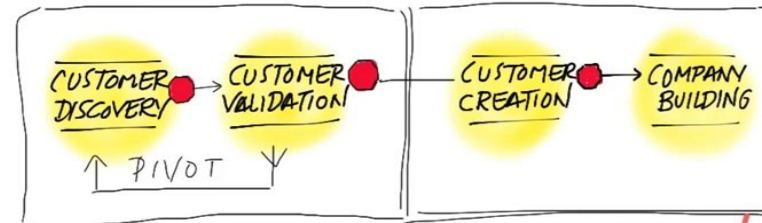
Elements of Lean Startup

Part 1

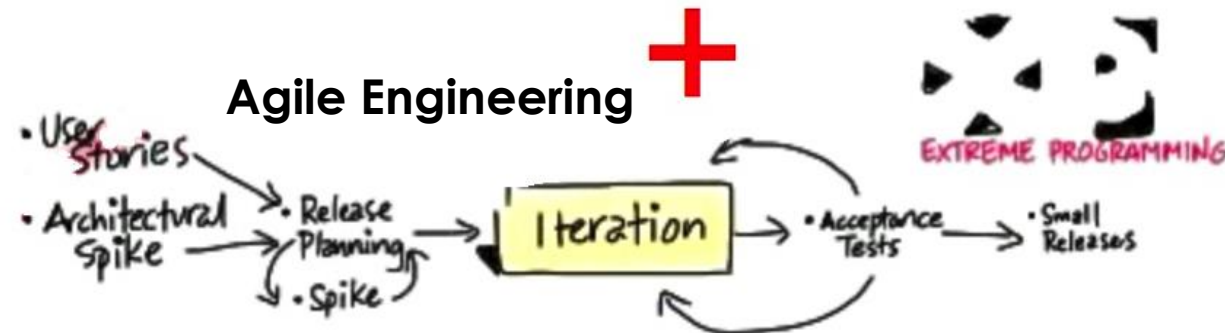


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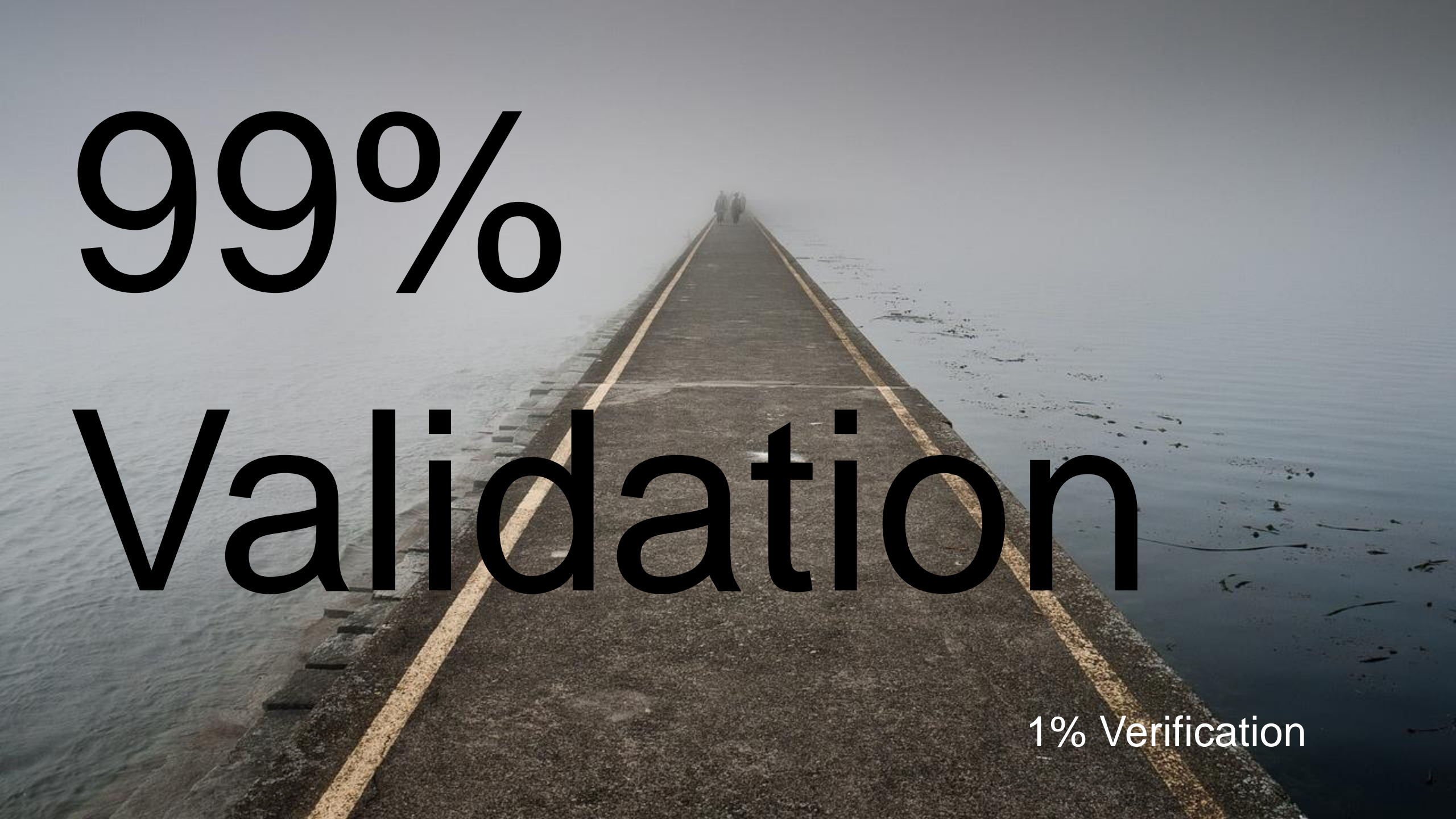
Part 2



Part 3



Agile Engineering *(not a serial pipeline process)*



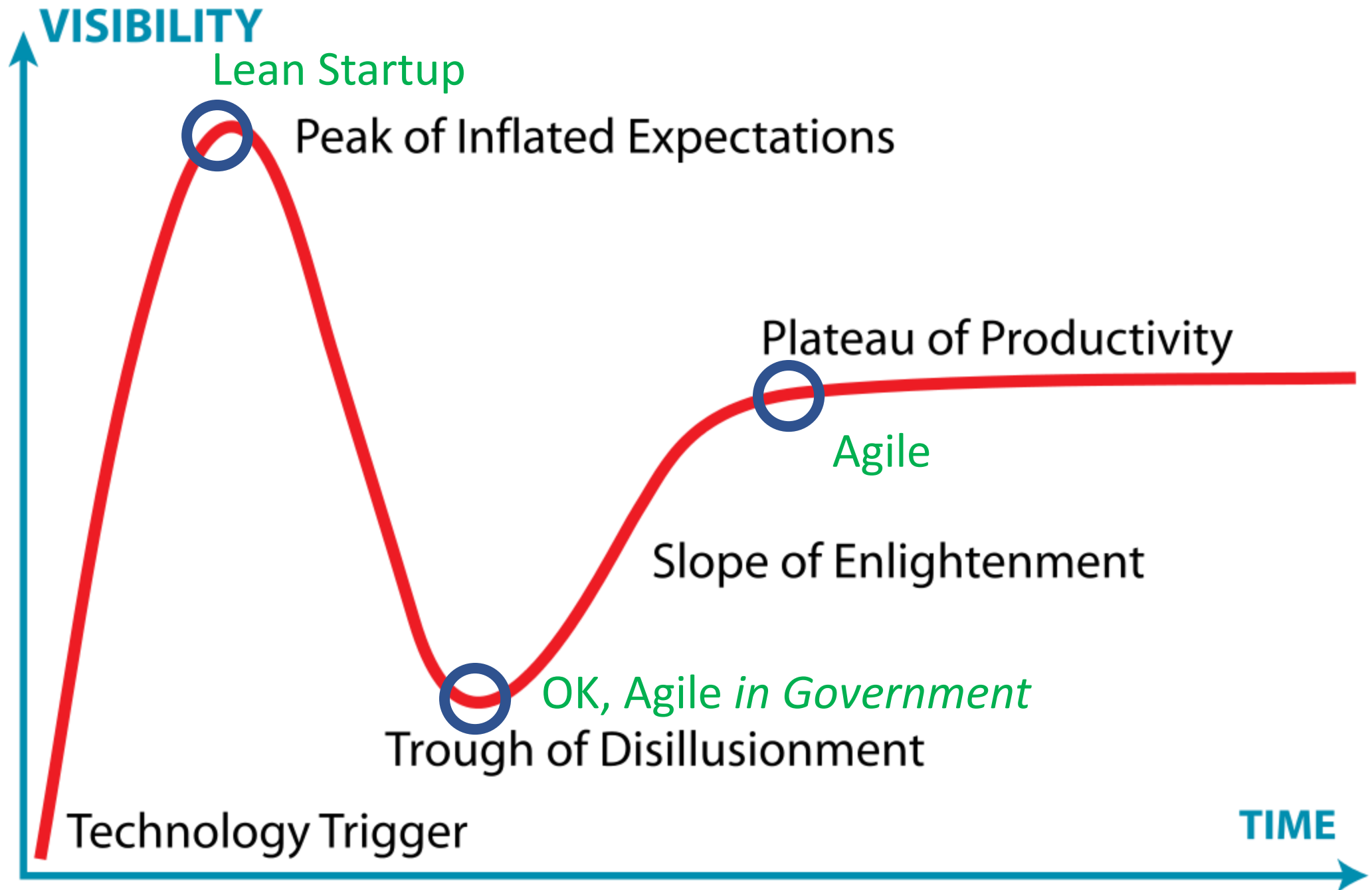
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Validation

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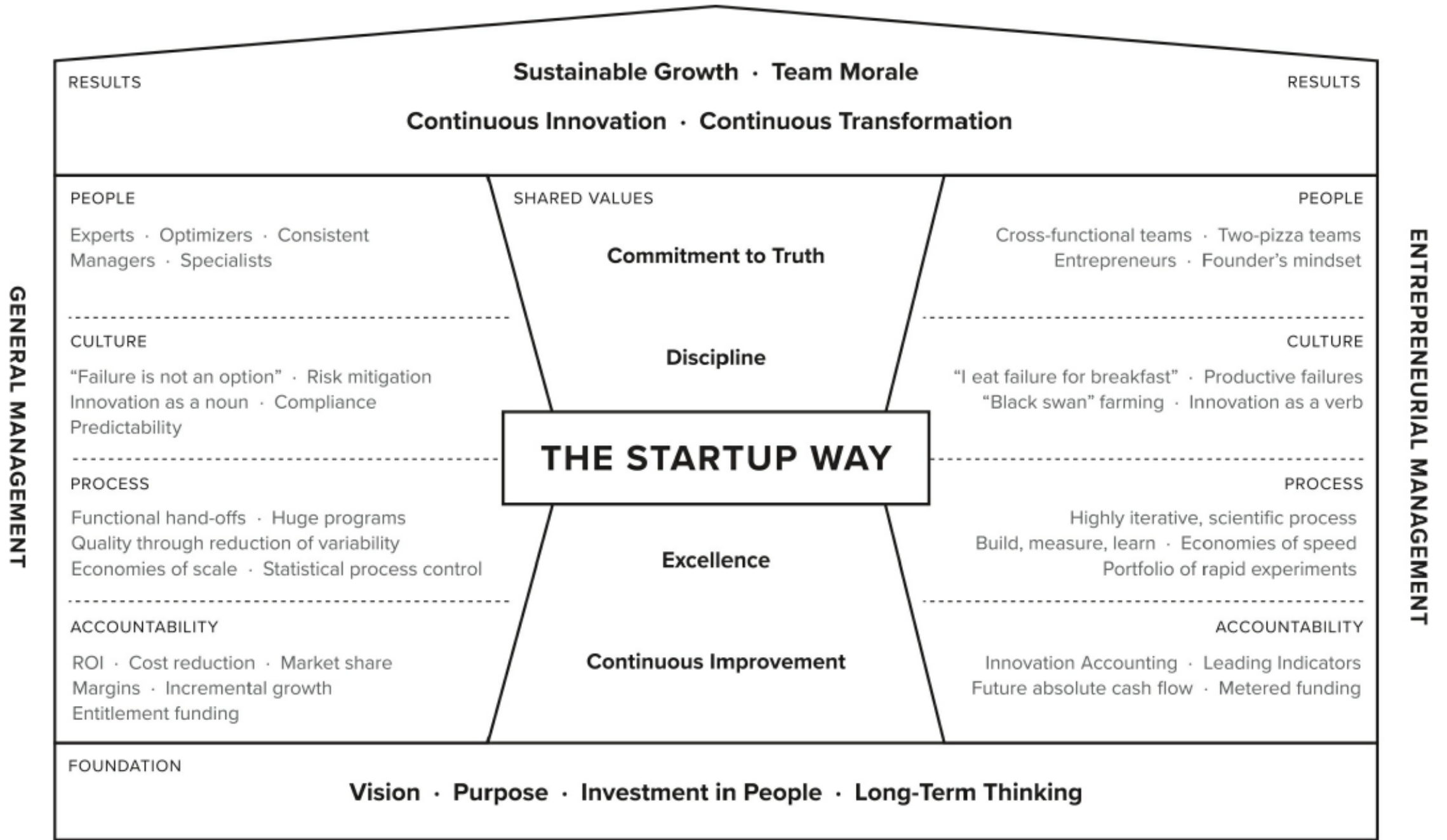


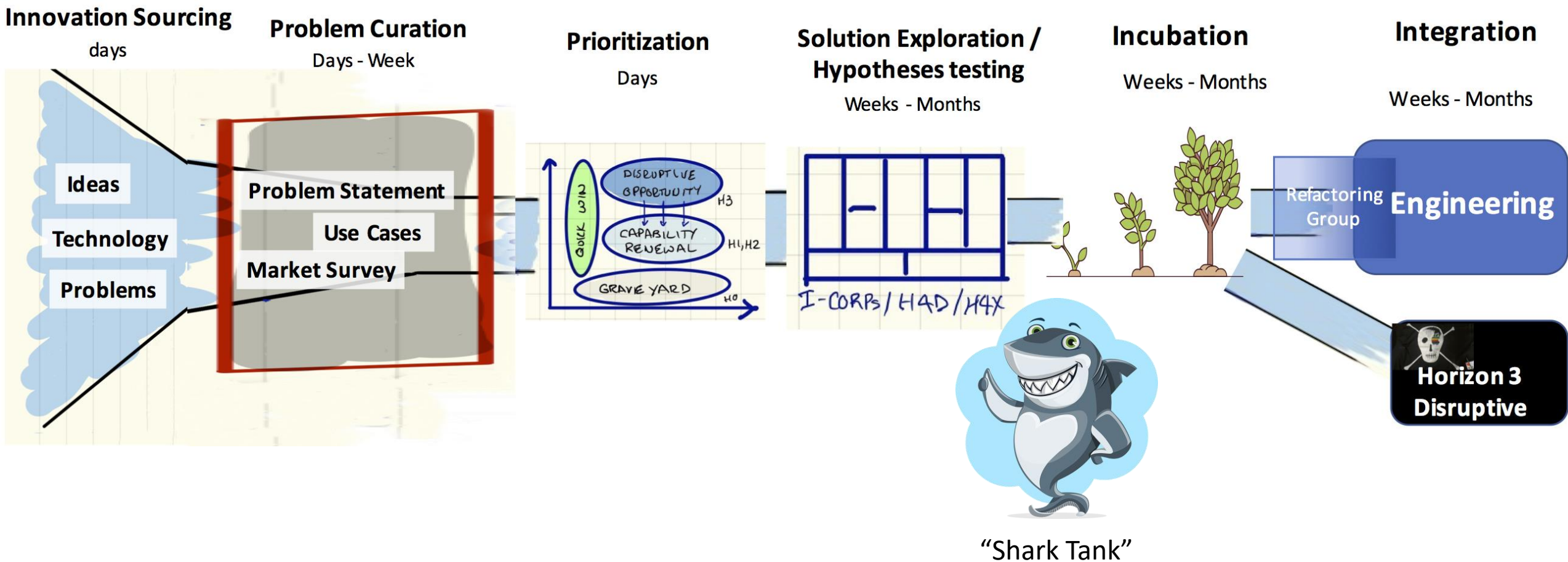
1. Entrepreneurs are everywhere
2. Entrepreneurship IS Management
3. Validated Learning
4. Build-Measure-Learn
5. Innovation Accounting

Innovation Thrives With 5 Things

1. Space
2. Methodology
3. Metrics
4. Resources
5. Culture







Innovation Thrives With 5 Things

- ✓ Space
- ✓ Methodology
- ✓ Metrics
- ✓ Resources
- ✓ Culture

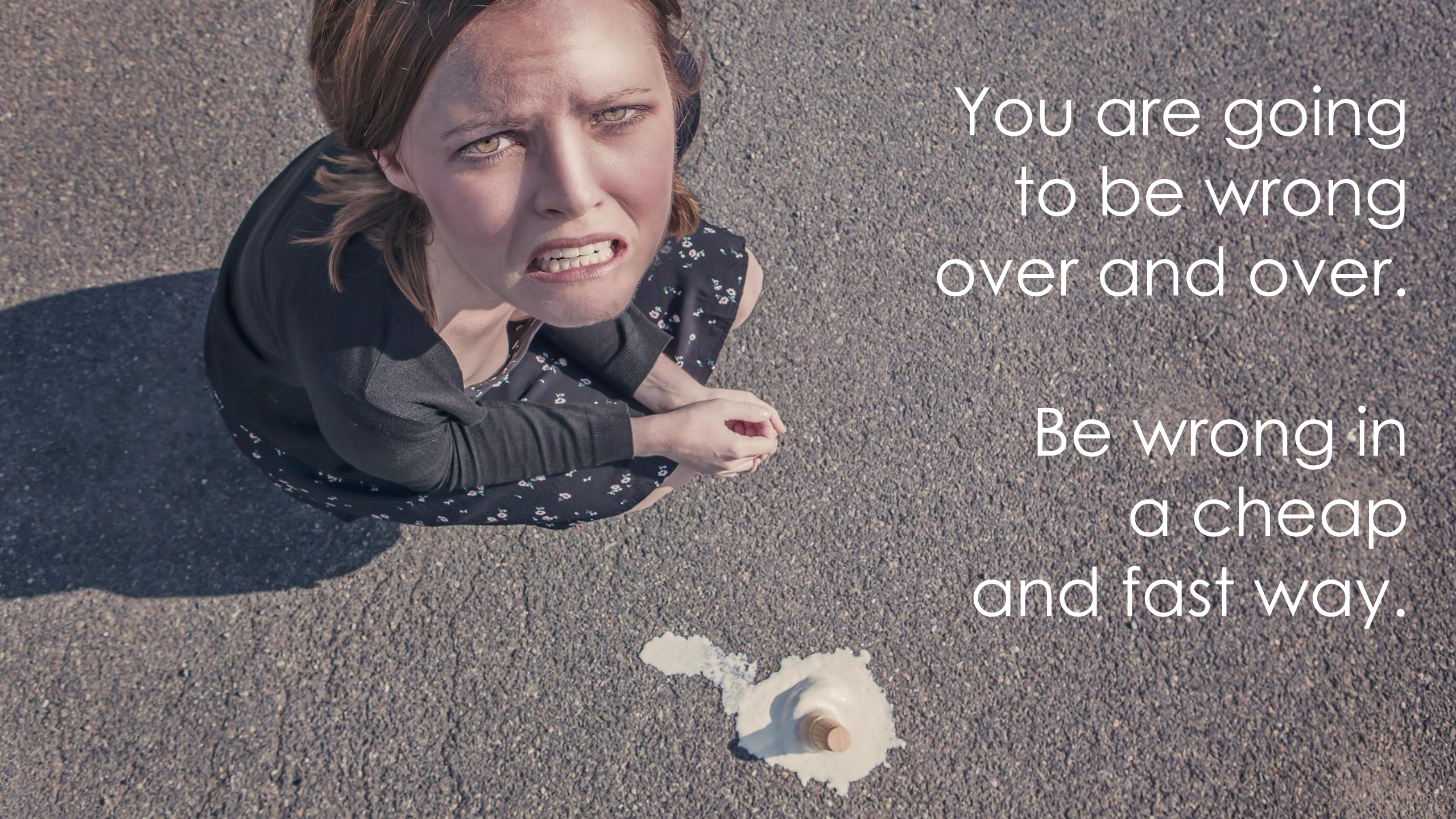


A close-up photograph of a hand in a dark suit sleeve giving a thumbs up gesture. The hand is positioned on the left side of the frame, with the thumb pointing upwards and the other fingers curled. The background is dark and out of focus.

Customer Development

Riding the wave

We *CAN* move fast

A high-angle shot of a woman with short brown hair, wearing a black long-sleeved shirt and a dark floral skirt, crouching on a dark asphalt surface. She has a frustrated or angry expression on her face, with her teeth bared. In front of her, on the asphalt, is a melted ice cream cone. The scene is brightly lit, casting a shadow of the woman onto the ground to her left.

You are going
to be wrong
over and over.

Be wrong in
a cheap
and fast way.



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