

LEAN RESEARCH

Champagne Insights on a Beer Budget

3 STAGES OF A STARTUP

Problem/Solution Fit



Product/Market Fit



Scale



FOCUS: Validated Learning
EXPERIMENTS > Pivots

FOCUS: Growth
EXPERIMENTS > Optimization

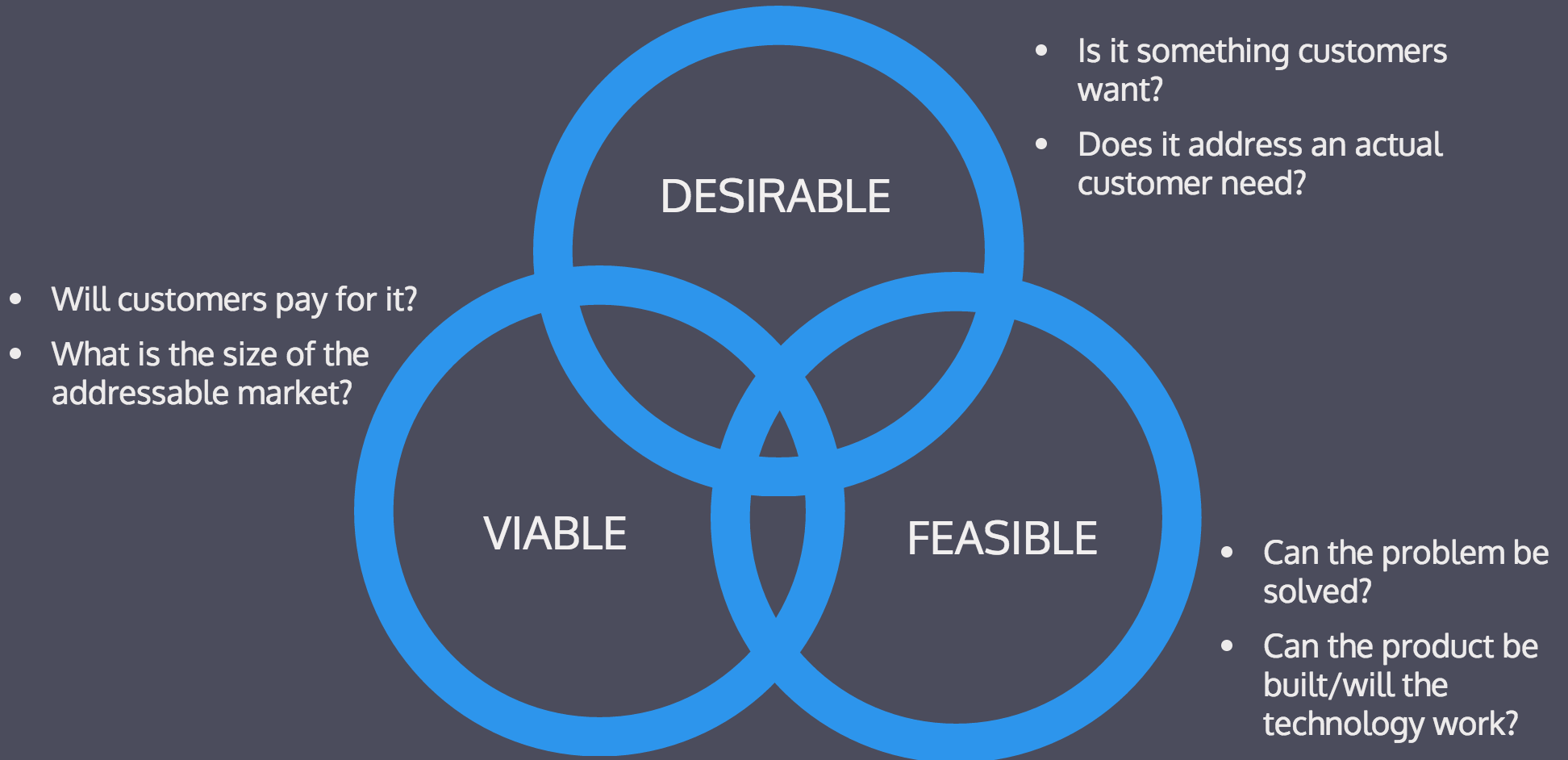
DO I HAVE A PROBLEM
WORTH SOLVING?

HAVE I BUILT SOMETHING
PEOPLE WANT?

HOW DO I ACCELERATE
GROWTH?

PROBLEM/SOLUTION FIT

KEY QUESTIONS



DO I HAVE A PROBLEM WORTH SOLVING?

PRODUCT/MARKET FIT

KEY QUESTIONS



WHAT ARE YOU SOLVING?

- What are the unmet consumer needs and pain points?
- What life impact does this problem (or a potential solution) have?

WHO IS THE COMPETITION?



- What products or services is the consumer using today (existing alternatives)?
- What hacks, substitutions, or compensating behaviors exist?



WHO HAS THE PAIN?

- Who has developed hacks/compensating behaviors for this problem?
- Who would realize a significant life impact from a solution?



HAVE I BUILT SOMETHING PEOPLE WANT? WHAT'S MY UNIQUE VALUE PROPOSITION?

WHAT'S THE REVENUE MODEL? WILL CUSTOMERS PAY?

CREATING A LEARNING PLAN

001.

START WITH CRITICAL ASSUMPTIONS



LEAN BUSINESS MODEL CANVAS

Also called: "leap of faith assumptions" (*The Lean Startup*) and "falsifiable hypotheses" (*Running Lean*)

002.

STATEMENT: PROVE/DISPROVE

"WHAT MUST BE TRUE"

These should be written as affirmative statements that can either be proven or disproven. They should be specific and testable.



003.

PRIORITIZE

TACKLE IN ORDER

Prioritize the assumptions, setting clear success criteria and metrics for each. Also define the approach/methodology to be used.





DESK RESEARCH

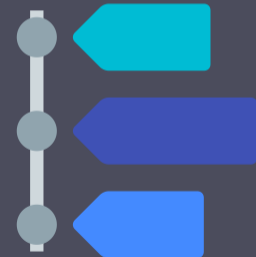
MARKET SIZE/GROWTH



CUSTOMER DEMO/STAT



TRENDS



CENTRAL
INTELLIGENCE
AGENCY



Market
Research.com

Knowledge. Identified & Delivered.



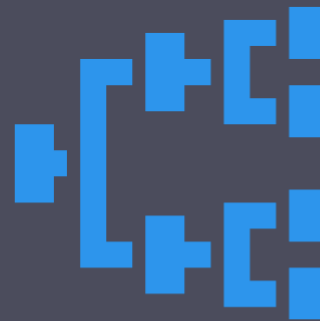


INTERVIEWS

FRIENDS & FAMILY



EXTENDED NETWORK



B2B



Meet in a neutral location or if possible, in a relevant context (e.g. their home)



A small thank-you gift (e.g. gift card) is a nice touch, particularly for extended networks.



OBSERVATION

GO WHERE YOUR POTENTIAL CUSTOMERS ARE



PART OF A CUSTOMER INTERVIEW



"FLY ON THE WALL"





SURVEYS

FREE ONLINE

Google



LOW-COST ONLINE



Google consumer surveys

USER TESTING

User Testing.com

SurveyMonkey

LoopTM

TolunaTM
In touch with people



- What? Who? When?
- How many? How much?



DESK RESEARCH

- Annual Co-working Survey (syndicated research)
- LinkedIn keyword searches
- Chamber of Commerce



INTERVIEWS

- Local entrepreneurs & freelance workers
- Extended network/referrals
- Co-working space owners in other cities



EXPERIMENTS

- Test & learn pop-up co-working events
- Observation, polling & focus group
- Identify early adopters



SURVEYS

- Sent to co-working event participants
- Evaluate experience, benefits, get consumer language
- Feedback on pricing models

Stay in touch

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