



Emprendimiento e Innovación

Lean Startup

Here to

STA

www.christiancruzcastro.com

Facebook: @christian.investigador

christiancruz3@yahoo.com

1. Introducción





**Lean
Manufacturing**

Design Thinking

**Customer
Development**

Agile Development

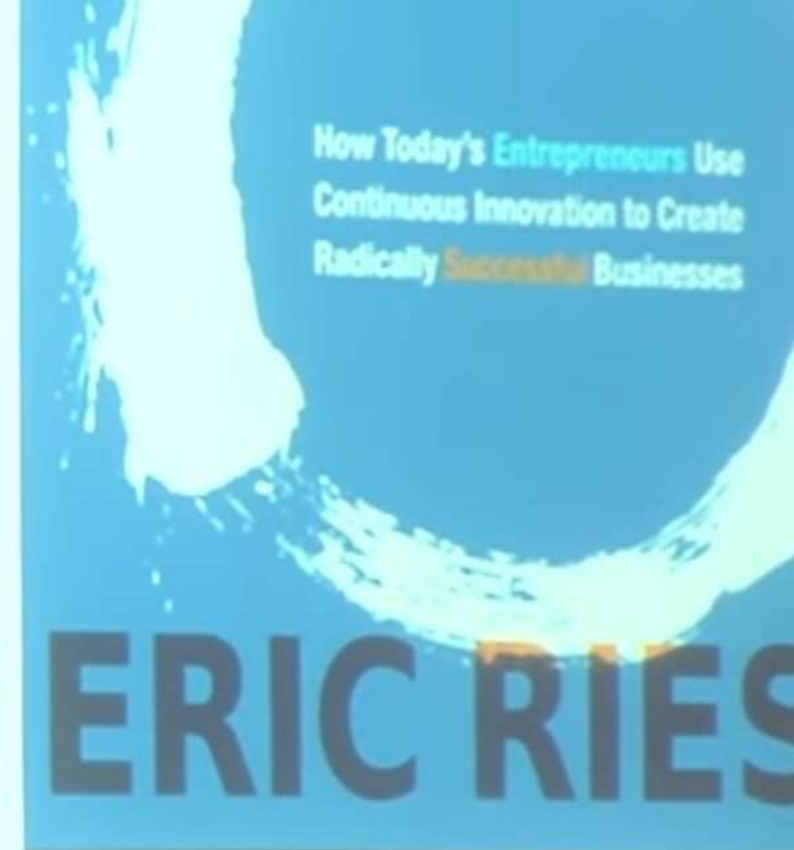


The question is not “Can this product be built?” In the modern economy, almost any product that can be imagined can be built. The more pertinent questions are “Should this product be built?” and “Can we build a sustainable business around this set of products and services?”

To answer those questions, we need a method for systematically breaking down a business plan into its component parts and testing each part empirically.

Startup Lessons Learned Blog and *The Lean Startup* (Crown Business, October 13, 2011);
Entrepreneur-in-Residence at Harvard Business
School; Co-Founder and former Chief Technology
Officer of

Man School of
UNIVERSITY OF



Starts at 5:00pm sharp – Fleck Atrium



LEAN STARTUP:

HOW TODAY'S ENTREPRENEURS USE
CONTINUOUS INNOVATION TO CREATE
HIGHLY SUCCESSFUL BUSINESSES

by Eric Ries

AL ENTREPRENEUR
CREATED THE

LEAN STARTUP

MENT TO HELP
BUSINESSES ALLOCATE THEIR
RESOURCES
MORE EFFECTIVELY



STARTUPS
ARE **NOT**
ABOUT

COMING UP

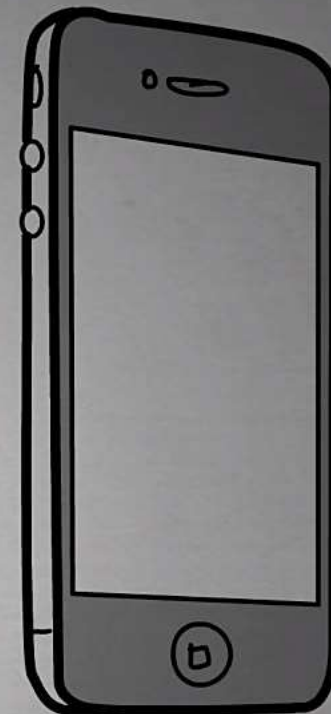
WITH

ACK



WANT THAT FEATURE"

BUILD



FEED

LEARN

MEASURE



DESARROLLA TU
**PROPUESTA
DE VALOR**

Realizado por:
cideX

Desarrolla tu Propuesta
de Valor

UniMOOC

MOOC
Vigilancia Tecnológica:
herramientas y estrategias
— para innovar —

Vigilancia tecnológica.
Herramientas y
estrategias para innovar.

UniMOOC



Introducción al Big Data
para negocios

UniMOOC



Aprende chino para
negocios

UniMOOC



Innovación aplicada a la
medicina: salud a la
carta

UniMOOC



Comercio Internacional
y Nueva Economía

UniMOOC

**CREA TU
STARTUP**
CON STEVE BLANK

Lean Startup: desarrolla
tu modelo de negocio

UniMOOC

Cómo hacer
negocios en
China

Cómo hacer negocios en
China

UniMOOC

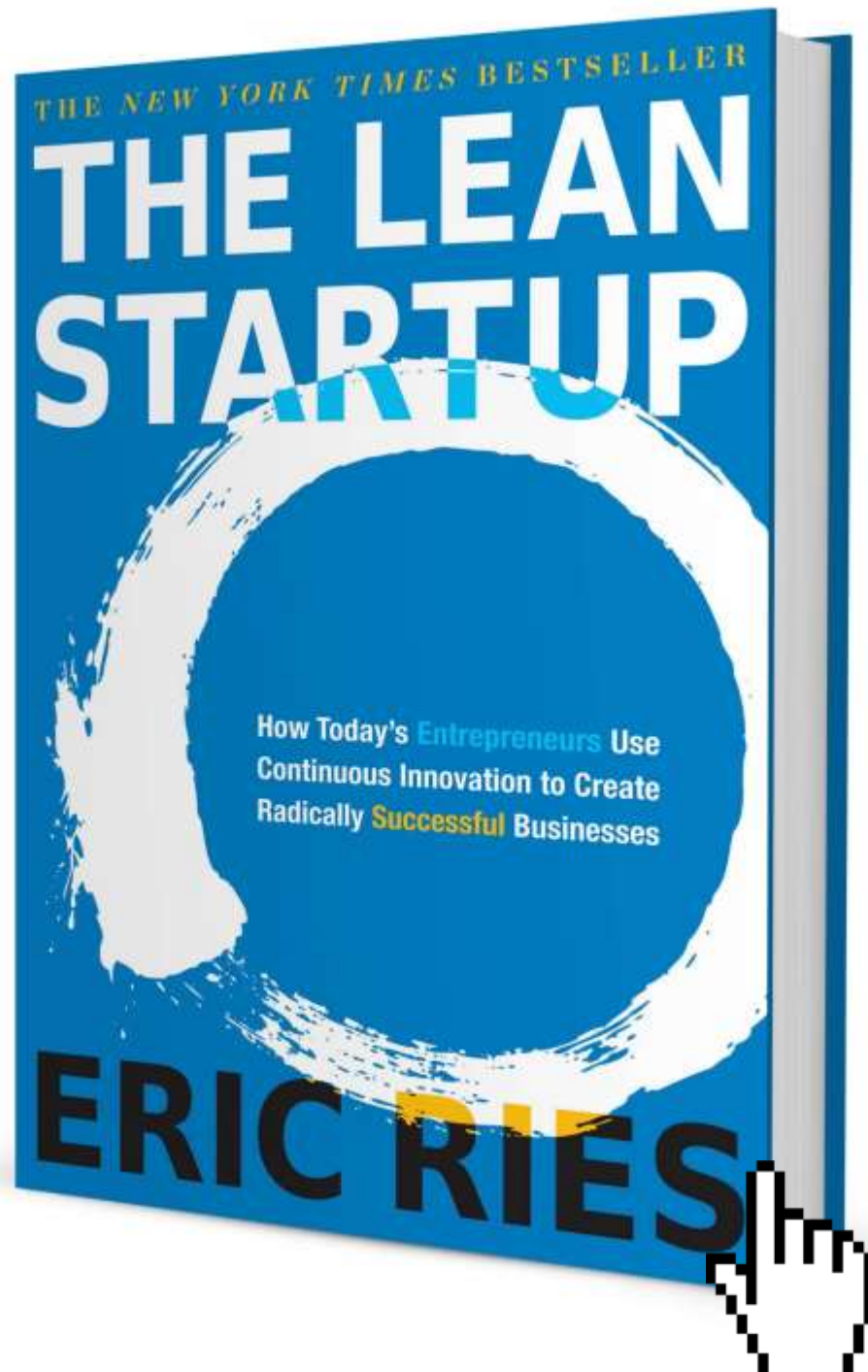


Componentes:

- 1) Canvas**
- 2) Desarrollo de clientes**
- 3) Producción Ágil**







2. The Lean Startup: **Principios**

- 1) Entrepreneurs are everywhere
- 2) Entrepreneurship is management
- 3) Validate learning
- 4) Build-Measure-Learn
- 5) Innovation accounting



¿Porqué fracasan las Startups?

1) Incertidumbre

En el pasado, el diseño de un buen plan de negocios, la definición de una estrategia sólida y la ejecución de una investigación de mercados profunda garantizaban una mayor probabilidad de éxito. Pero cuando estas herramientas se aplican al desarrollo de una startup no funcionan, porque estas empresas operan en contextos de elevada incertidumbre. Las startups, por lo general, no saben quiénes son sus clientes o, lo que debería ser su producto.

2) Just Do It

Cuando las estrategias de administración tradicional fallan, algunos emprendedores tienden a adoptar el enfoque "Just Do It". Desde esta perspectiva se piensa que si la "administración" es el problema, el "caos" es la respuesta. Desafortunadamente, este enfoque tampoco funciona.



EJERCICIO

Individual

- 1) Who, exactly, is an entrepreneur? / p.25
- 2) If I'm an entrepreneur, what's a startup? / p.27
- 3) The Snaptax Story / p.29
- 4) A seven-thousand-person lean startup / p.31

2. Canvas



The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 
	Key Resources 		Channels 	
Cost Structure 			Revenue Streams 	



This work is licensed under the Creative Commons Attribution-ShareAlike 4.0 International License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-sa/4.0/> or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, California, 94105, USA.

DESIGNED BY: Strategyzer AG
The makers of Business Model Generation and Strategyzer

 **Strategyzer**
strategyzer.com

STRATEGY



1. ORGANIZE
OUR
THINKING

2.

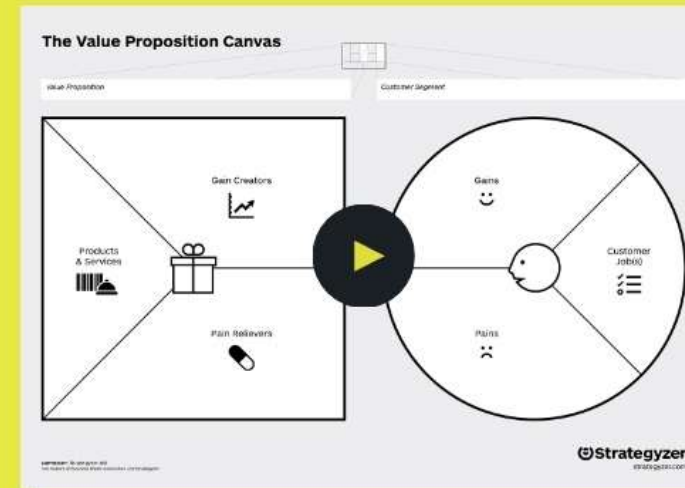
The Value Proposition Canvas

Create the value your customers want

A simple way to understand your customers needs, and design products and services they want. It works in conjunction with the Business Model Canvas and other strategic management and execution tools and processes.

[DOWNLOAD THE CANVAS](#)

We will keep you informed of related products, news and enroll you in our free mini-course



Learn how the Value Proposition canvas works in **3.5 minutes**

Mastering Value Propositions NEW

An online course that will teach you how to better understand customers, and create value propositions that sell.

[LEARN MORE AND PREVIEW](#)

✓ 60 Day money-back guarantee



3. Antecedentes



PROCESS




Marketing

- Create Materials/
Positioning

- Early Buzz

- Launch Event
- Branding

Sales

- Hire Sales VP/
Staff

- Build Sales
Organization

Bus Dev

- Hire first Bus
Dev

- Do deals for FCS

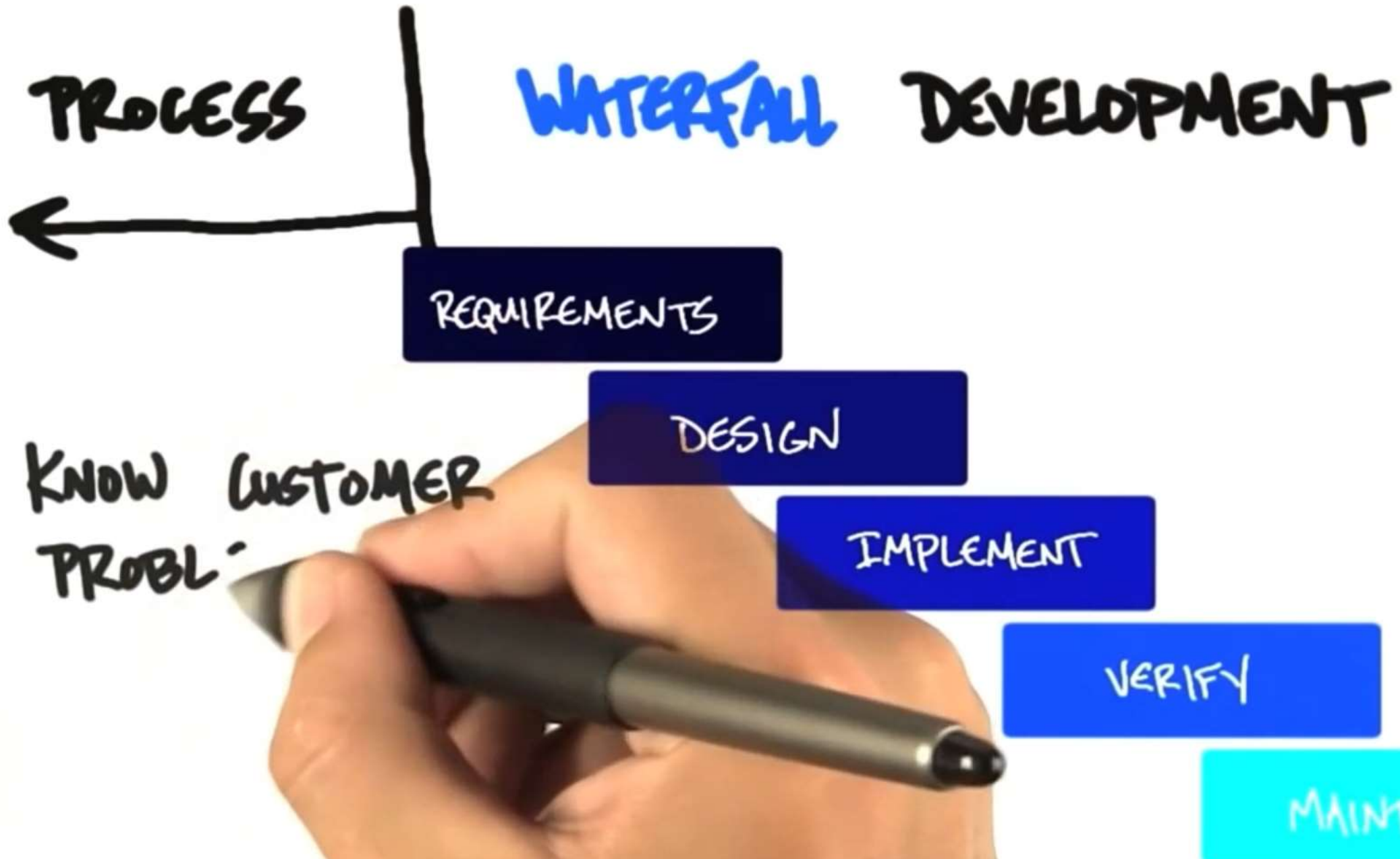
Engineering

- Write MRD

- Waterfall

- Q/A

- Tech Pubs





More startups fail from
a lack of customers than from
a failure of product development



ORGANIZATION →

FOUNDERS RUN
CUSTOMER DEV TEAM

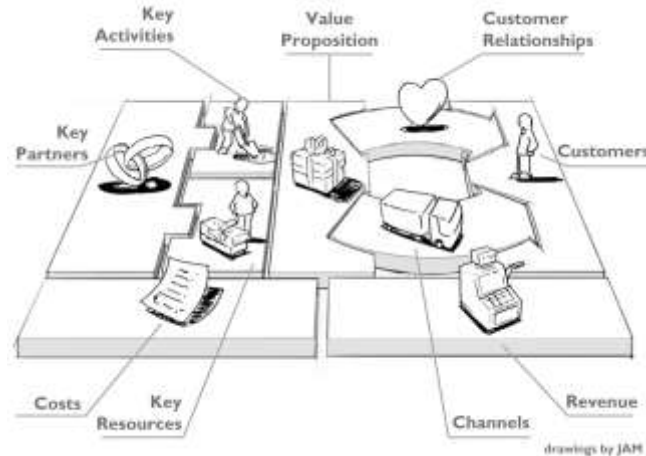
- NO SALES
- NO MARKETING
- NO BUS DEV

• FOUNDER → GET OUT OF BUILDING

Estrategia

Investigación

Hipótesis del modelo de negocios



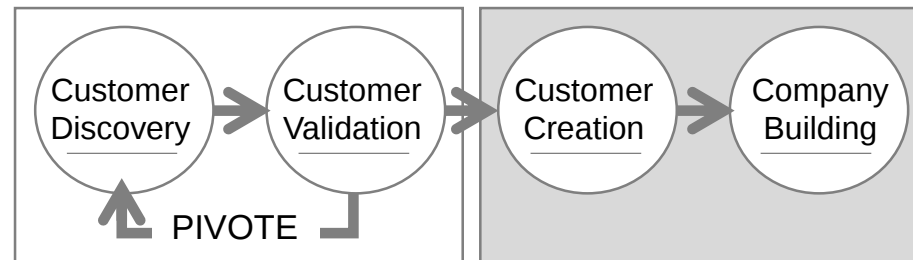
Ejecución

Plan operativo y proyección financiera



Proceso

Desarrollo de clientes y Desarrollo Ágil



Investigación

Ejecución

Product Management Agile o Desarrollo en Cascada

- User Stories
- Arquitectural Spike

Iteration

