

ULS - financing lean startups

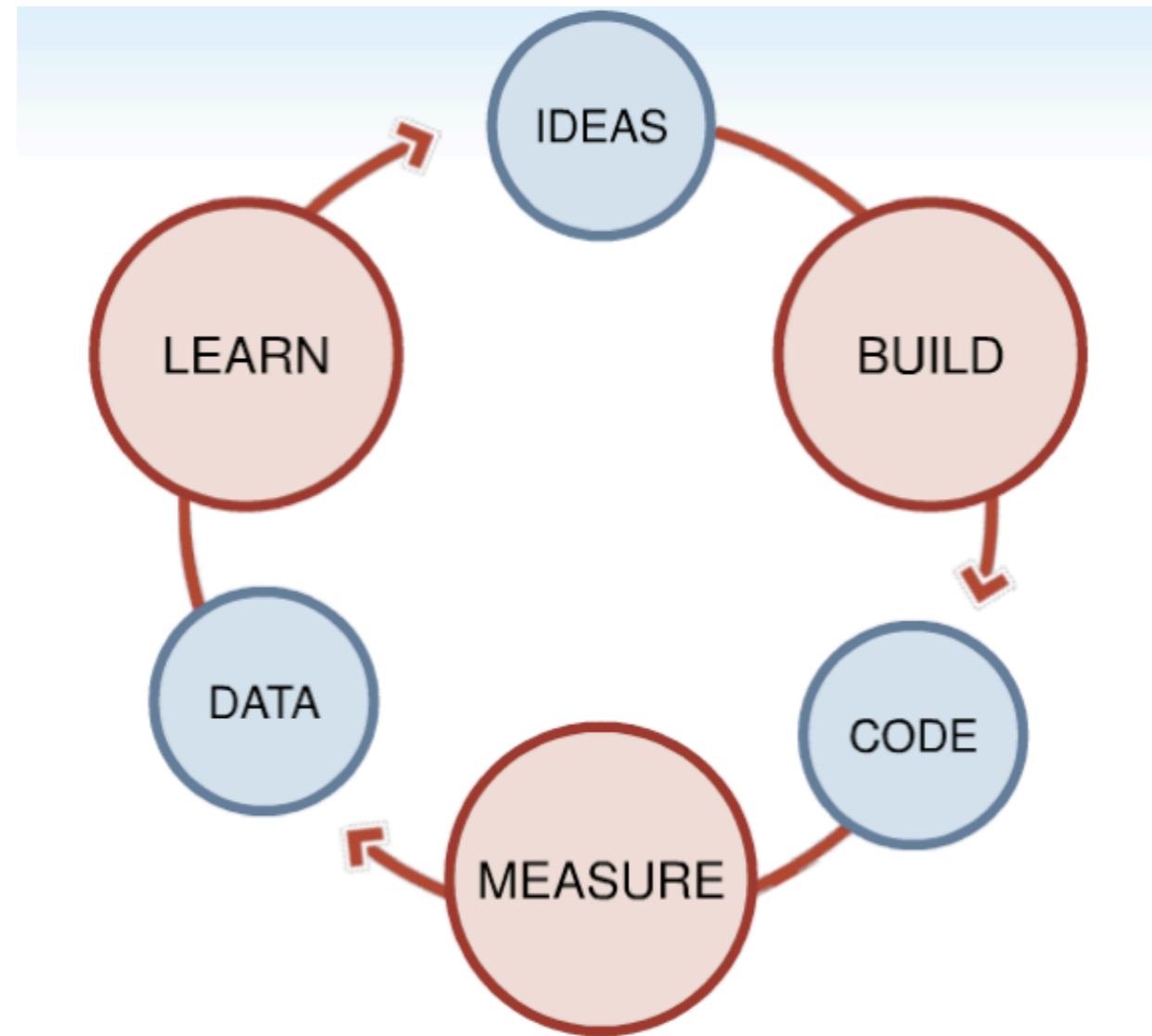
“lean startup” in 5 mins

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my love affair

“Doing things wrong leads to learning
how to do things right”

success = iterating
quickly



the beginning

- Four Steps to the Epiphany and Steve Blank's Customer Development process
- Eric Ries as a student of Steve's took the customer development process to the next level with Lean Startup

a toolkit

**“Standing on the shoulders of
giants”**

**Product
Market/Fit**

The Pivot

MVP

minimum viable product

Agile Development

Continuous Deployment

AARRR

Metrics

MDP

(more features \neq more desirability)

Continuous Usability Testing

finally

- Lean startup does not guarantee success it just helps you get there quicker and its definitely not one size fits all, you have to make it your own
- Lean != Cheap

for more

- startuplessonslearned.com
- venturehacks.com
- steveblank.com
- andrewchenblog.com
- meetup.com/lean-startup

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