

Lean Startup in 100 Days

Von Idee zu Startup in 100 Tagen

Björn Ühss

Who's here?



Björn Ühss

Björn Ühss

- Run 4 businesses
 - Marketing Agency
 - Lean Innovation Consultancy
 - eCommerce Fashion Brand
 - .ai App Startup
 - [GrowthTribe Mastermind Event](#)
- Lean Start-up Coach for Corporates
- Co-launched Intuit QuickBooks Online in 150+ countries

22tribes.com



MIGROS

intuit



22tribes

Data-driven, Hypothesis-based,
performance-oriented.

Growth Marketing & Innovation Consulting
based on Rapid Experiment Sprints.



Wir unterstützen KMUs mit Online Marketing

Paid Advertising

- Google Adwords
- Facebook + Instagram Ads
- LinkedIn Ads
- Display Outbrain / Taboola
- YouTube Ads
- Remarketing
- Other traffic sources (Amazon, trafficjunky, affiliate)

Organic Traffic

- SEO (Onpage / Offpage)
- Copywriting
- Social Media Content

Analytics & Audits

- End2End Conversion Tracking
- Google Analytics, Mixpanel
- Audits of Adwords, Analytics, Tracking

Automation & Lead Gen

- Lead Gen, Marketing, Sales Funnels (e.g. LeadPages)
- E-Mail Drip Campaigns & Nurturing

Design & Development

- Landing Pages + Full Web Site Development
- Lead Pages + Funnels
- Ad Creatives, Banners, E-Books, Material
- Mobile & Web MVP and Full Development
- E-Commerce Web Stores

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Björn Ühss (LinkedIn)

Core Products

100 Day New Product Validation Sprint

Take the risk out of new venture ideas by answering 100 questions/assumptions in 100 days

Risky Assumption Mapping
Weekly Experiment Sprints
100 Questions in 100 Days
Executive Validation Report

90 Day Marketing Omnipresence

Set up and test all important online marketing channels and infrastructure within 3 months allowing you to drive traffic from various channels and be everywhere your customer is.

Competitor Matrix
Landing Page
Website
6+ Channel Setup

Single Service Online Marketing

Get expert support from our specialist teams in one specific marketing area

Paid Campaigns
Social Media
SEO
Remarketing
LinkedIn Outreach
Automation (Chatbots)
Analytics
Funnels

Other: Innovation Strategy Workshop, Keynotes, Executive Coaching, Team Mentoring, Train The Trainer

Jobs

- Digital Marketers
 - Account & Project Manager
 - Copywriter (English)
 - Copywriter (German)
 - PR Manager
 - Landing Page Creator
 - Social media / Videographer Needed* (Barcelona)
 - Experiment Designer / Master (ideally Barcelona but not necessary)
 - Lean Consultants
 - Conversion Rate Optimizer (CRO)
 - Developers
 - Event & Project Manager* (Barcelona)
 - Business development & Sales Manager
 - Various Interns in all areas incl. Social and others
 - Graphic Designer
 - GrowthTribe (Volunteers)
- 

Back to search results for "babychamp"



Roll over image to zoom in

Baby Carrier Sling Newborn | Ideal Gift | Designed in Berlin & London Sling by Babychamp
Pink

by BabyChamp

★★★★☆ 40 customer reviews | 16 answered questions

Price: **EUR 29.95** FREE Delivery. [Delivery Details](#)Prices for items sold by Amazon are **inclusive of German VAT**. For other items, please see [details](#).

In stock.

Want it delivered by **Monday, 28 Jan.** Order within **19 hrs and 50 mins** and choose **One-Day Delivery** at checkout. [Details](#)Sold by [BabyChamp](#) and [Fulfilled by Amazon](#). For Returns, please check the seller link. Gift-wrap available.1 new from **EUR 29.55**

Colour: Pink



- 5 in 1: 5-in-1: Mummy Baby Products in One – The perfect gift: (1) lightweight, elastic and modern baby carrier sling made from 55% natural cotton (2) Stillshirt/Elegant & convenient when breastfeeding (3) cuddly blanket for keeping warm in and off baby's (4) Baby Hammock for the installation of kids' beds instructions on our website maternity belt/TBauch (5) and baby shower gift
- Pain free baby with Gastroesophageal reflux disease (left in upright position after meals) and neck/back parents (carry baby in central place and not off to one side sling carrier nor remaining strains from baby CarrierBuckles)
- Hands-free activities: Carry Bags and Patiently shopping while your baby is comfortably warm in the wrap, go for Walkings alone or with dog

[See more product details](#)[Report incorrect product information.](#)Share    

Quantity: 1



Add to Basket



Buy Now

Add to List



Add to Baby Wishlist

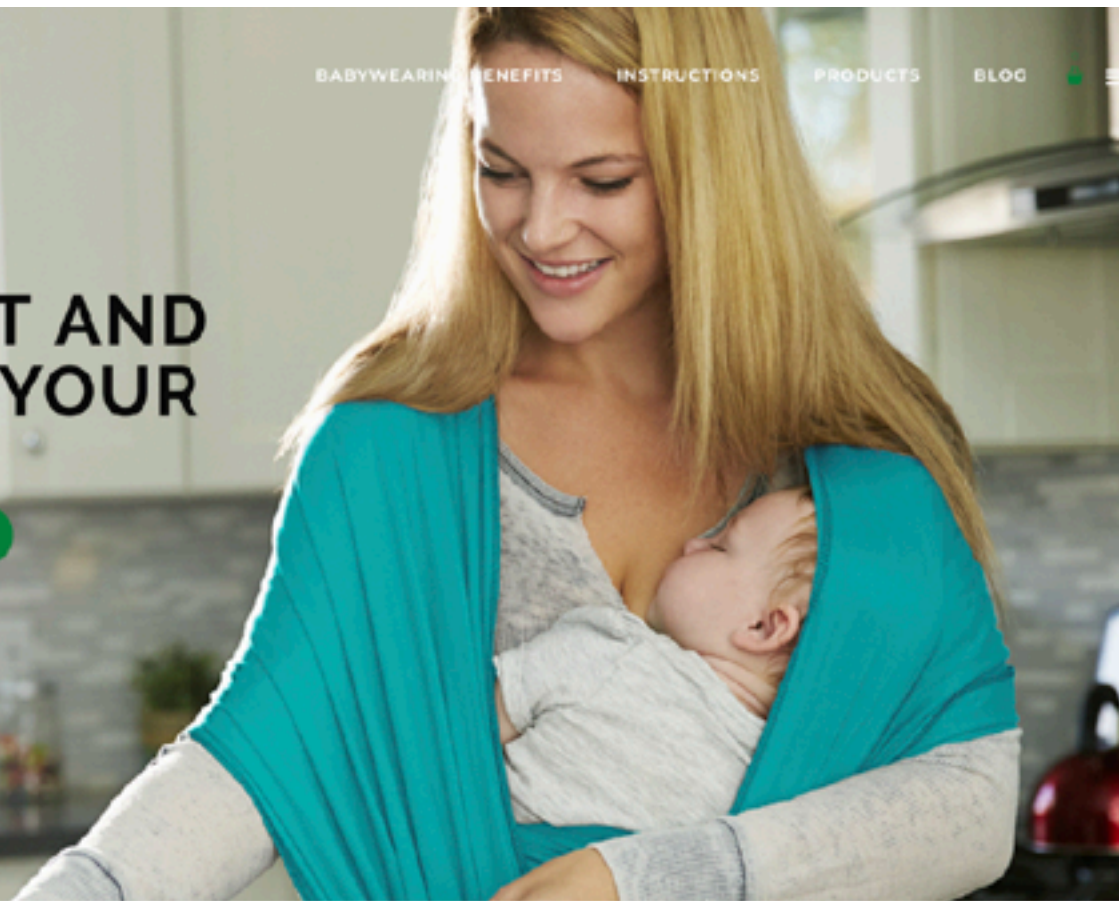
Have one to sell?

[Sell on Amazon](#)Stylishes multifunktionales
Babytragegloch - Tragegloch für Neugeb...

★★★★★

BEST COMFORT AND BENEFITS FOR YOUR BABY

BUY NOW



Monatliches GrowthTribe Mastermind für ambitionierte Menschen, Executives und Startup Owners: Nächstes Treffen 24.2 www.GrowthTribe.space. Mit Kommentar “NeDeNa” könnt ihr ein vergünstigtes Ticket erhalten

The image is a promotional banner for a GrowthTribe event. It features a dark, starry night sky background with silhouettes of mountains on the left and right. In the center, a person is silhouetted against the sky, standing with their back to the viewer. The text is white and centered, providing details about the event date, location, and ticket information. Navigation links are visible in the top right corner, and call-to-action buttons are at the bottom.

GrowthTribe Barcelona

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Sunday, 24. Feb 2019

Next GrowthTribe Meetup

The 1st Monthly Mastermind & Workshop Event in Barcelona
Set the Right Goals, Reach Them Faster, and
Achieve More Than You Ever Thought Possible This Year
Application Only

| | |
|---|---|
| Next Event: Sunday 24. Feb 2019 11.00 - 16.00. Every month | Barcelona @ zztribes.com C/ Llull 48, 1-1 (Lightbox) |
|---|---|

[Join FB Group >>](#) [Last Tickets >>](#)

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I'm Bruno

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603 867 946

I
HAVE :

DIGITAL
INNOVATION
&
MARKETING
AGENCY

I Have a
Audio Visual
company

I
NEED :

FREELANCERS



I Need:
more clients

GO TO:
BIT.LY/22FREE
UNDER SURVEY



Today

- Lean Startup 101 (Introduction)
- Rapid Experimentation
- Tools to test & launch faster
- Stories & Lessons Learned
- Q&A

Dream Job As Kid



Lesson 1:

Commit to act fast.

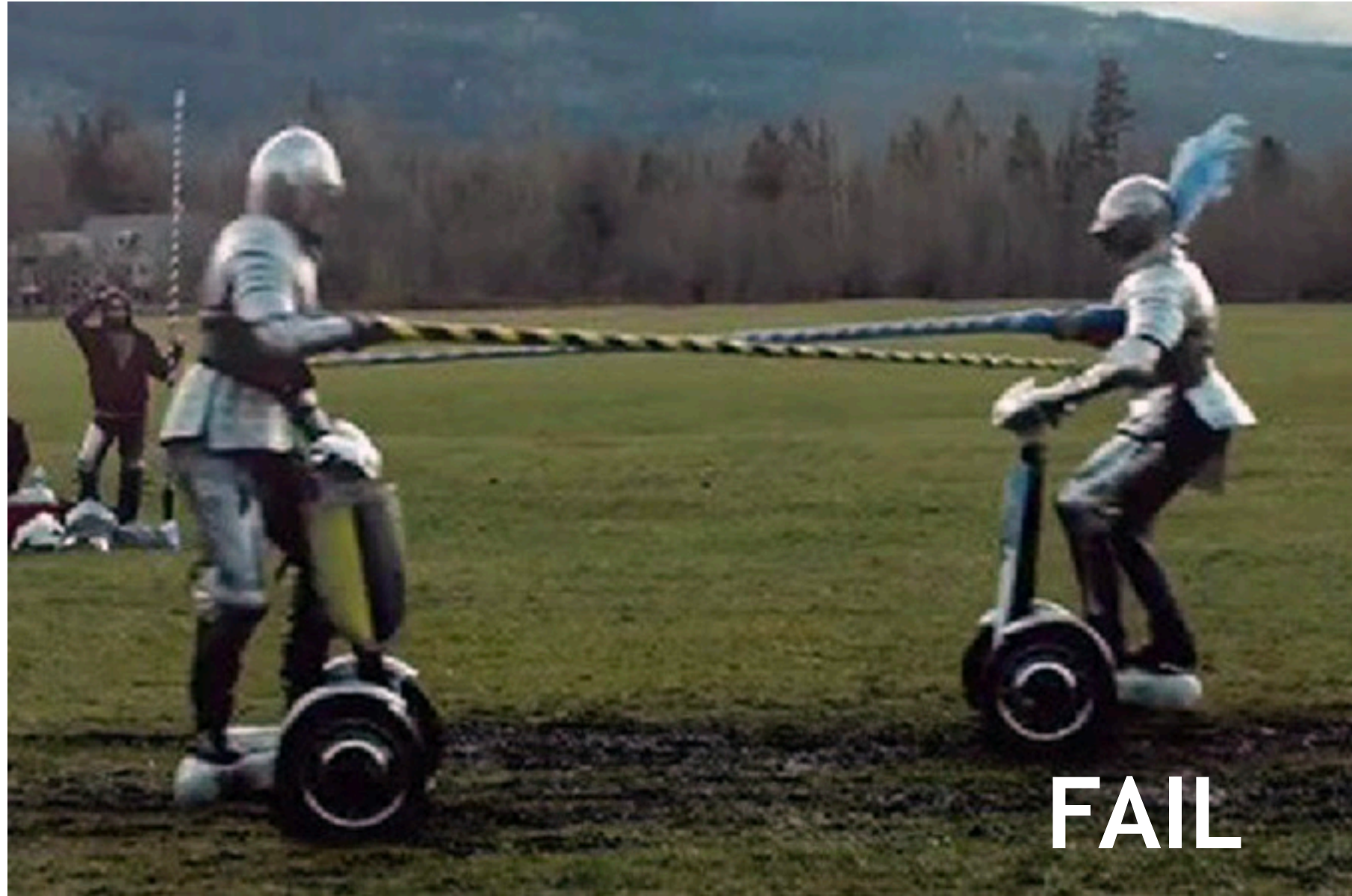
Ideas take time to become reality.

Do the first step towards your idea within the first 24h.

Get started now or you might get started never.



A new product/idea



FAIL



C1

ACQUISITION



1 year



Same Technology

New Audience + Channel



Lessons Learnt

The Same Product Can Be A Success To Another Audience.. or with different positioning/Value Prop

1. Are you using the right channels?
2. Do you involve influencers?
3. Do you test different audiences & positioning?

Same product.... ... different positioning



Doing all this right... and still 90% of startups fail

Start with an idea and vision



Write Business Plan



Raise \$\$



Hire the best



Build an exceptional product



Marketing



90% chance to fail

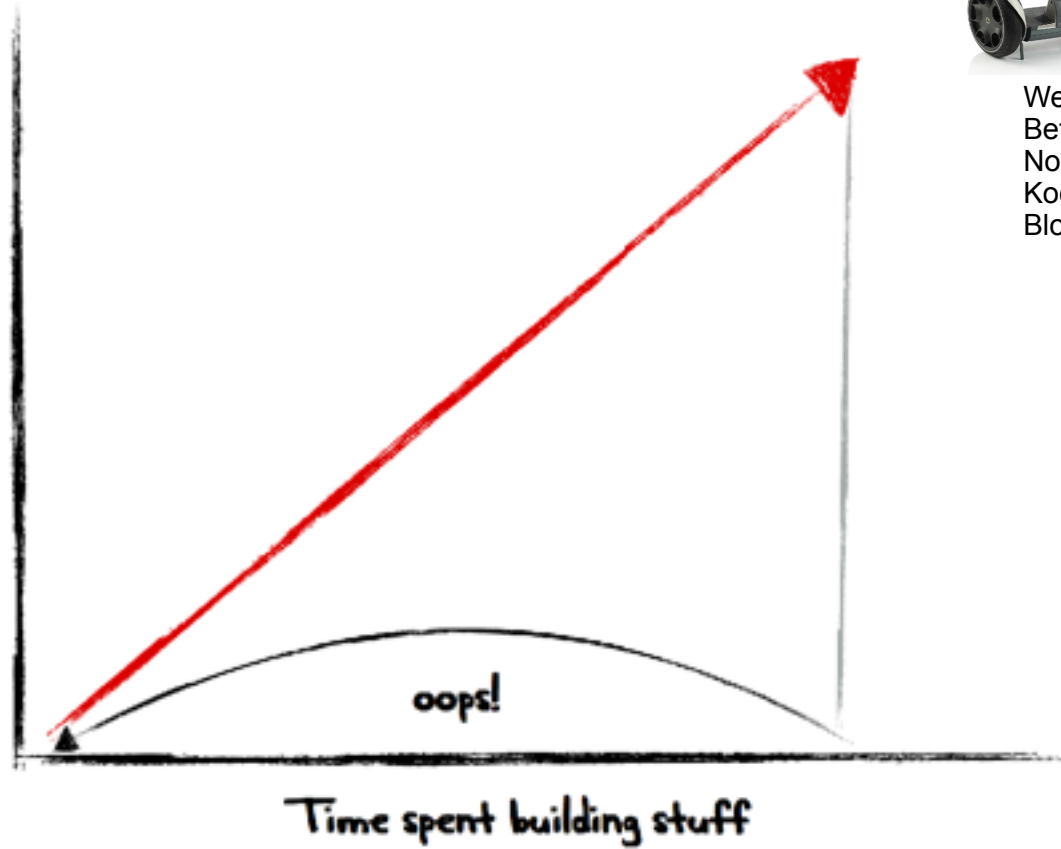




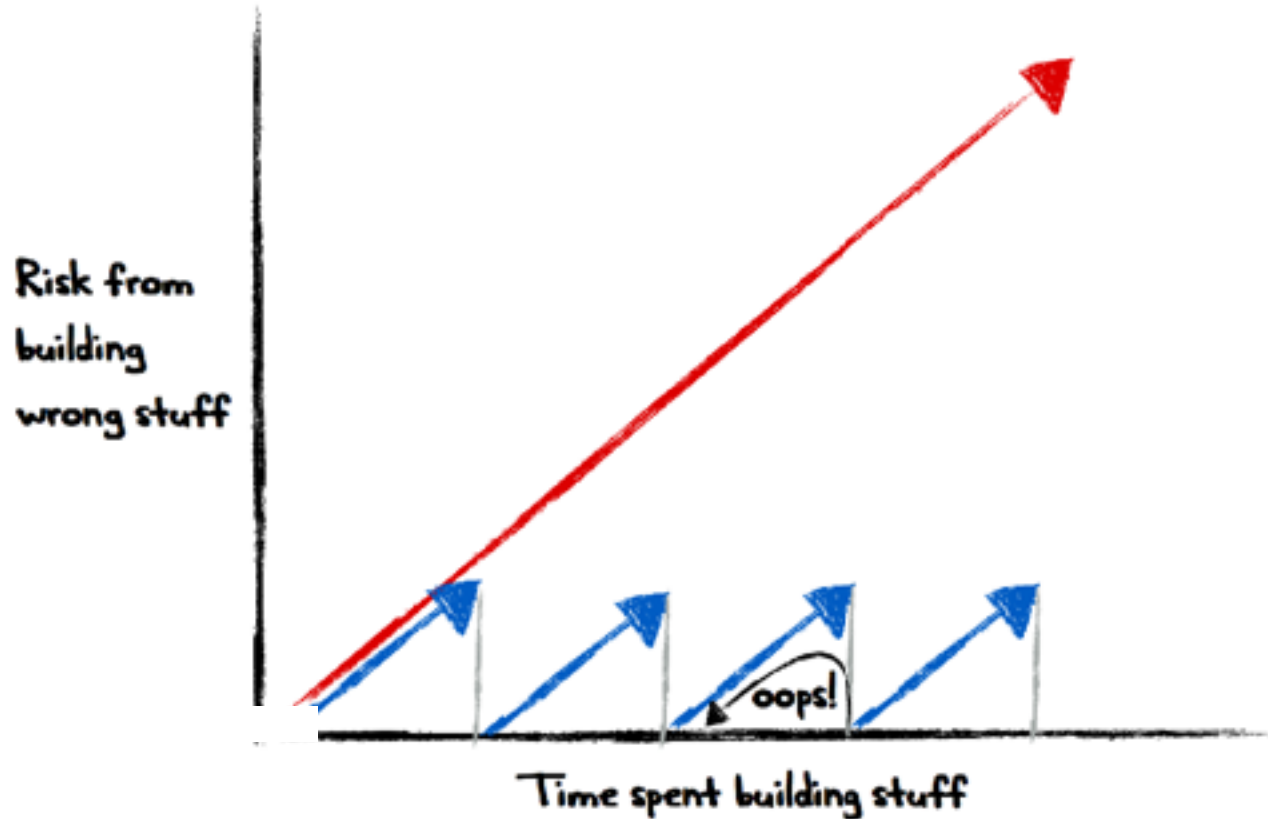


WebVan
Better Place
Nokia
Kodak
Blockbuster

Risk from
building
wrong stuff



Invest **more** time putting your solution idea in **front of customers** and **experiment**. Fail = Learn (hopefully!)



Not only Startups Fail but Big Corporations fail to learn and adapt

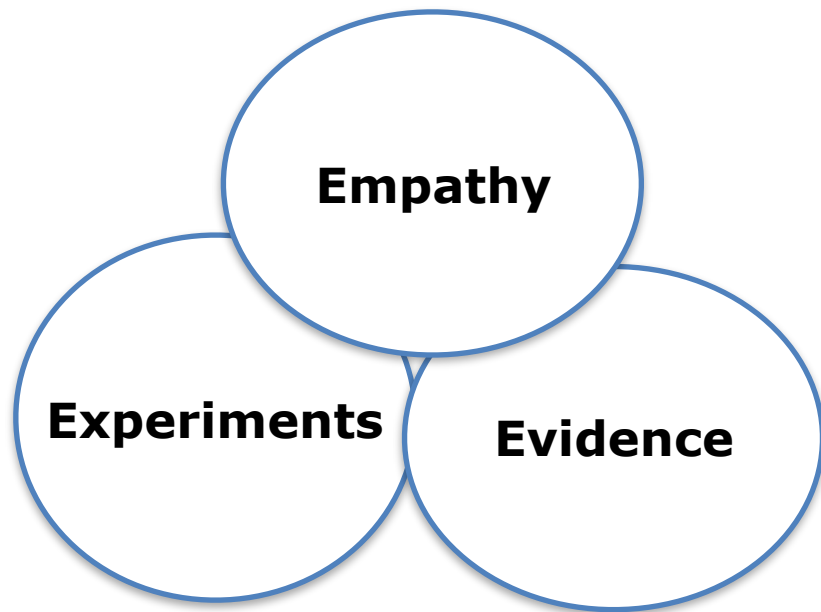


No adaptation

Survival of the fittest*

*fittest = “most adapted, not “biggest/strongest”

3 E's



Their first business?



an Technology angepasst





Video by Mail > Online Library > Subscription > Content Producer



[thefacebook]

[login](#) [register](#) [about](#)

Email:

Password:

[register](#)

[login](#)

Welcome to Thefacebook!

[Welcome to Thefacebook]

Thefacebook is an online directory that connects people through social networks at colleges.

We have opened up Thefacebook for popular consumption at **Harvard University**.

You can use Thefacebook to:

- Search for people at your school
- Find out who are in your classes
- Look up your friends' friends
- See a visualization of your social network

To get started, click below to register. If you have already registered, you can log in.

[Register](#)

[Login](#)

[about](#) [contact](#) [faq](#) [terms](#) [privacy](#)

a Mark Zuckerberg production

Thefacebook © 2004

Lesson 2:

Be flexible. Adapt & Iterate often.

Your idea will change on the way anyway.

Try a lot. See what sticks. Follow what works.

Startup vs. Corporate

Startup = Searching

Startup = a temporary organization
formed to **search** for a repeatable
and scalable business model.

UNCERTAINTY / PATTERNS / INSIGHTS

CLARITY / FOCUS



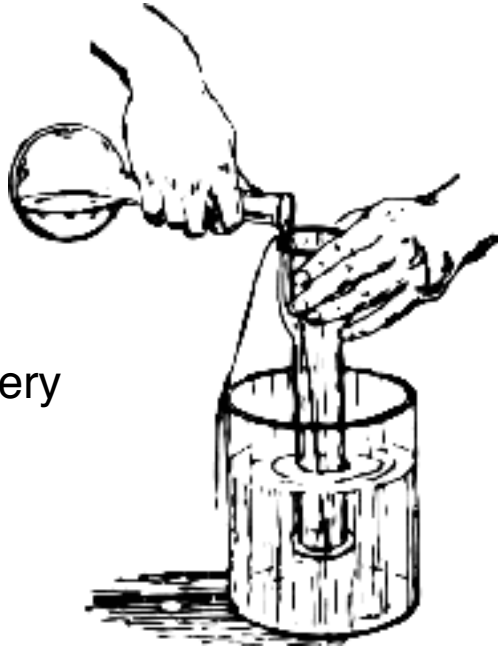
RESEARCH

CONCEPT PROTOTYPE

DESIGN

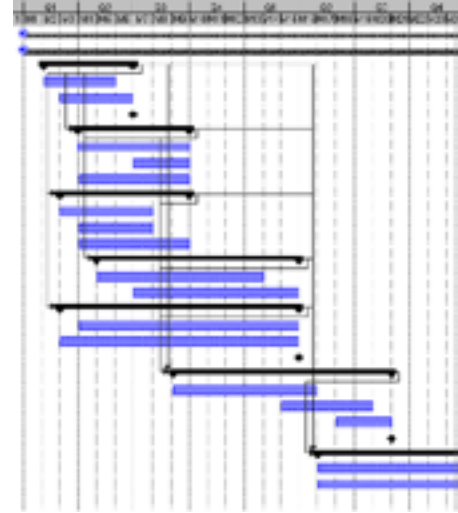
Search Unknown

Explore
Experimenting
Unexpected Discovery
Test
FAIL & learn
Iterate



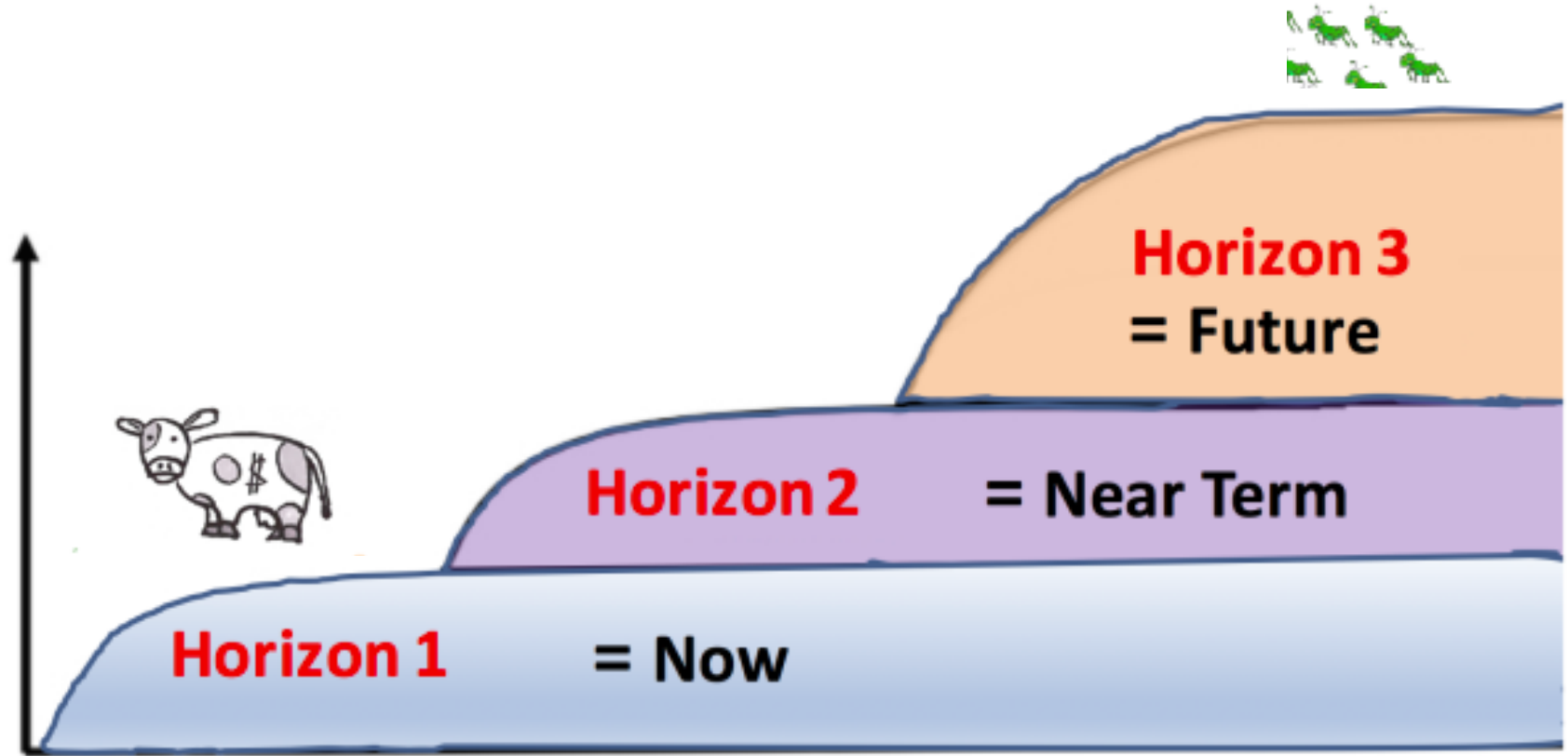
Execute Known

Exploit
Planning
Predictable Outcome
Do not **FAIL**
Optimize



McK 3 Horizon Model (70 - 20 - 10)

- Develop your idea as a side business first. Don't kill your cashcow



Business Model Canvas - One-Page-Business Plan

| | | | | |
|--|--|---|--|---|
| <i>Key Partners</i>  | <i>Key Activities</i>  | <i>Value Proposition</i>  | <i>Customer Relationships</i>  | <i>Customer Segments</i>  |
| | <i>Key Resources</i>  | | <i>Channels</i>  | |
| <i>Cost Structure</i>  | | | <i>Revenue Streams</i>  | |

THE LEAN STARTUP



How Constant **Innovation**
Creates Radically
Successful Businesses

Lean Startup = reduce waste

A **structured methodology** that provides companies a **scientific approach** allowing individuals & teams to quickly and independently **validate new ideas*** based on **customer insights & data** instead of opinion & hierarchy.

* You can test and validate product ideas, features or service improvements as well as marketing channels and growth/retention strategies

Rapid Experiments

If I had asked people what they wanted,
they would have said faster horses

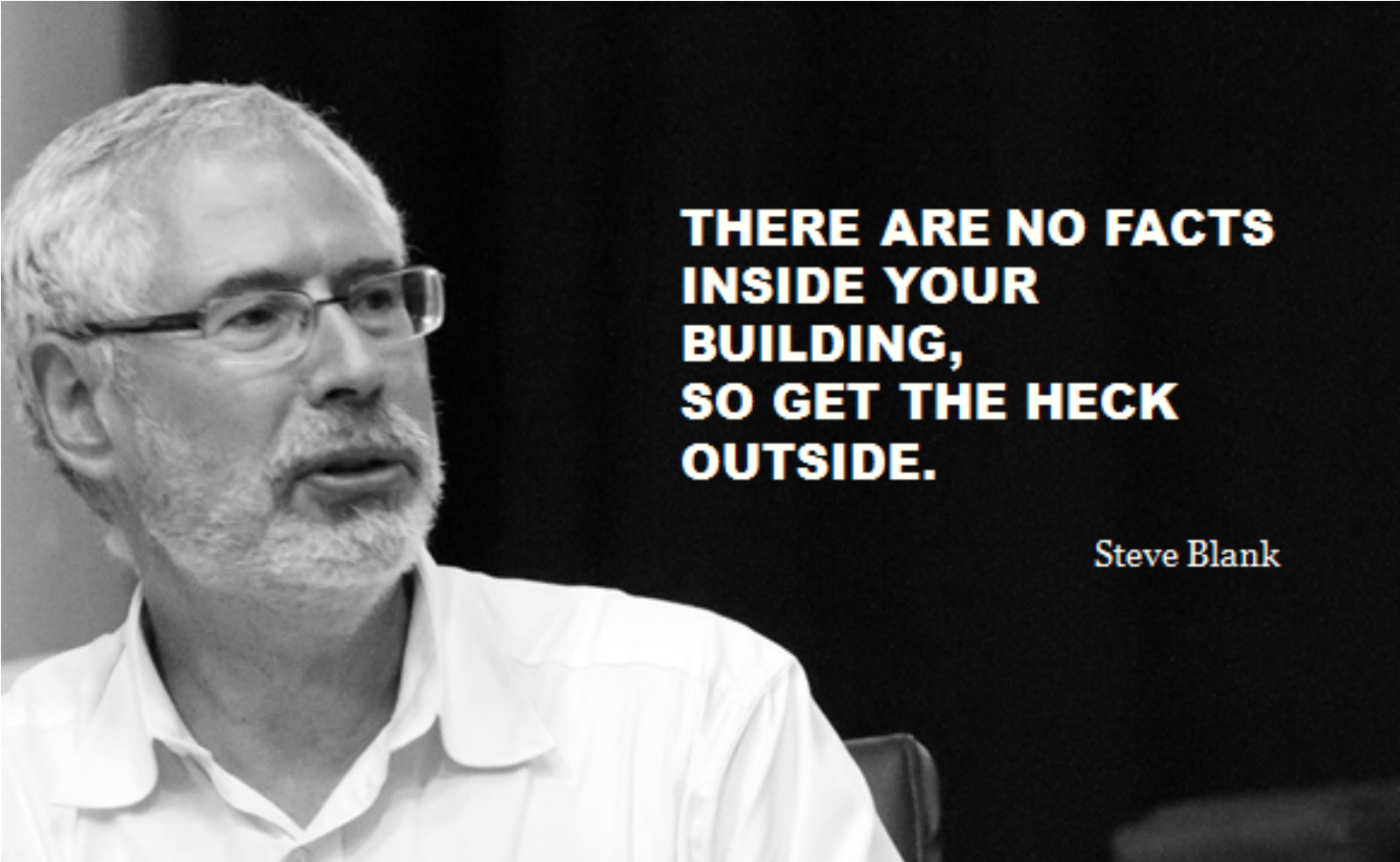
- *Henry Ford*





NOMADCRUISE



A black and white photograph of Steve Blank, an older man with a grey beard and glasses, wearing a light-colored button-down shirt. He is looking slightly to his right. The background is dark and out of focus.

**THERE ARE NO FACTS
INSIDE YOUR
BUILDING,
SO GET THE HECK
OUTSIDE.**

Steve Blank

Eat Your Own Dog Food - Use Your Own Products



Put Yourself In Your Customers Shoes - Follow & Experience Their Journey



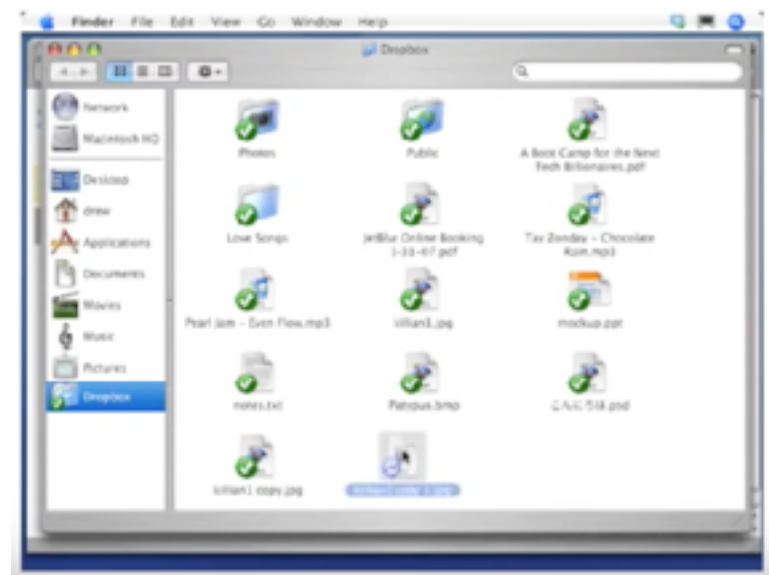
Lean Startup Examples



MyMuesli

Buffer: How to Test your Value Proposition + Pricing





Experiment (Uber Example) 1. Would people order?



Learning Goal: What we want to learn

Would people call a stranger to be a driver?

Experiment details: Include customer journey

Describe the experiment in details, what if the customer going to be exposed to?
How is that different from their experience today? How are you going to present the elements to the customer...

Go to next big event / concert. Hang Tear off Flyer in bathroom with our number.
Friend waits with nice car, dressed nicely.



Metric & threshold

- 10x flyers x 15 tear off strips
- 30% of strips gone end of night
- 3 calls

Time box

3 hours (during concert)



Search



Home



My Network



Jobs



Messaging

Noti

[Part-time MBA in London](#) - MBA for working professionals. Apply by now and start in !

start lean - grow fast - innovate big



Björn Ühss

Corporate Innovation & Entrepreneurship Consultant, Lean Startup Coach,
Online Marketing Agency Founder

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London, United Kingdom • 500+

What's your riskiest assumption?
“Would people buy a healthy energy drink?”



Experimente:

- Segment
- A/B Label Design
- Taste & Colour
- Value Proposition / USP
- Price
- Real Environment
- Real Customers
- Behaviour not Promise
- Data not Opinion
- Marketing Funnel
- Qualitative & Quantitative Customer Feedback



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