



Building scalable products that customers love
#gotocph



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CEO & Co-founder, Omnicloud

Omnichloud, May 2012



tweet me @perjonsson

this story starts..



this story starts..



+



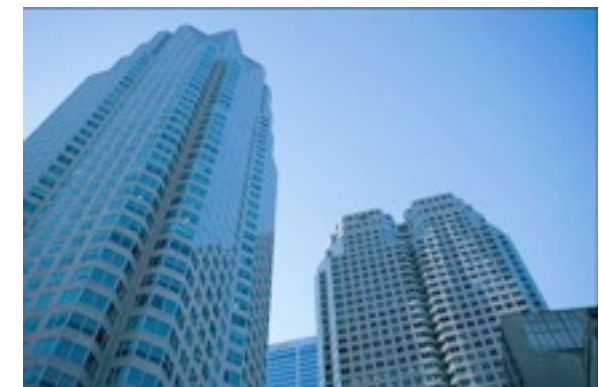
this story starts..



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or



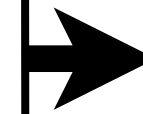
mgmt inc

massive corp

we knew two things



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a story of an elephant



a story of an elephant



then we met this guy



FOCUS!

focus, in extreme uncertainty..

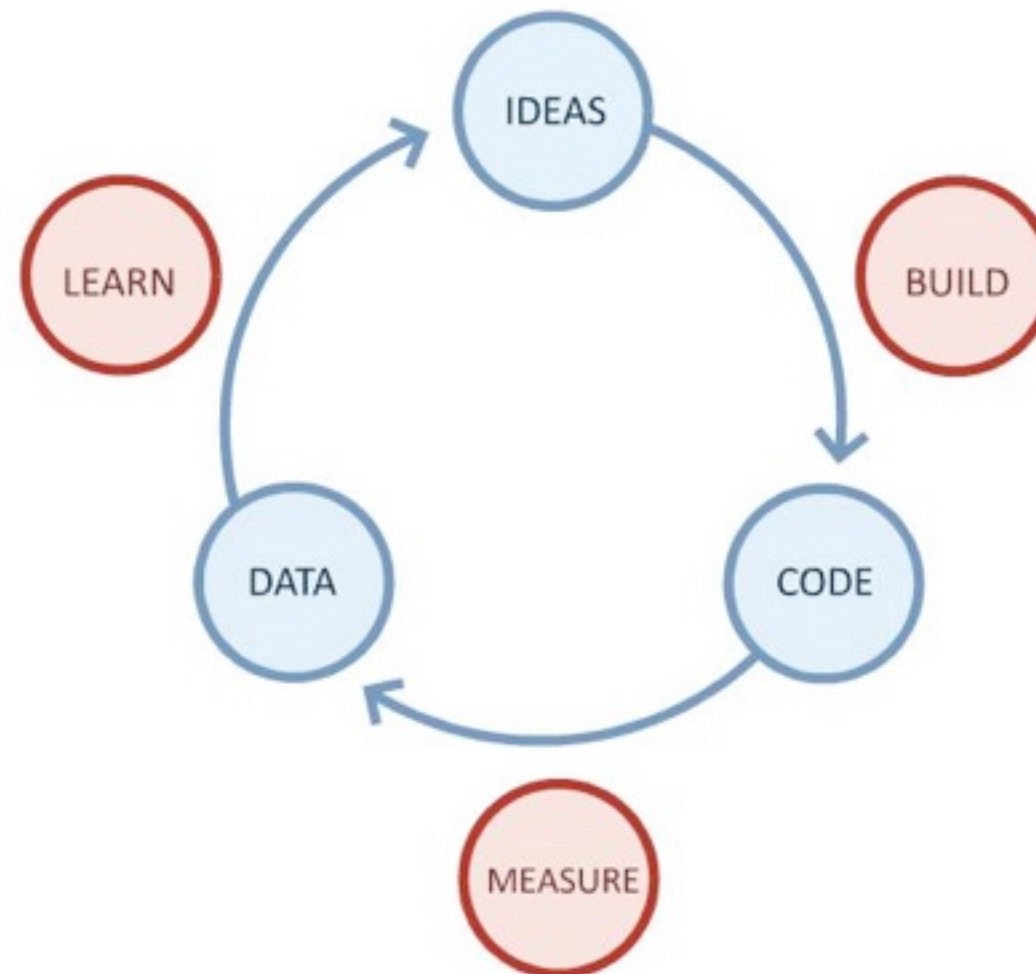




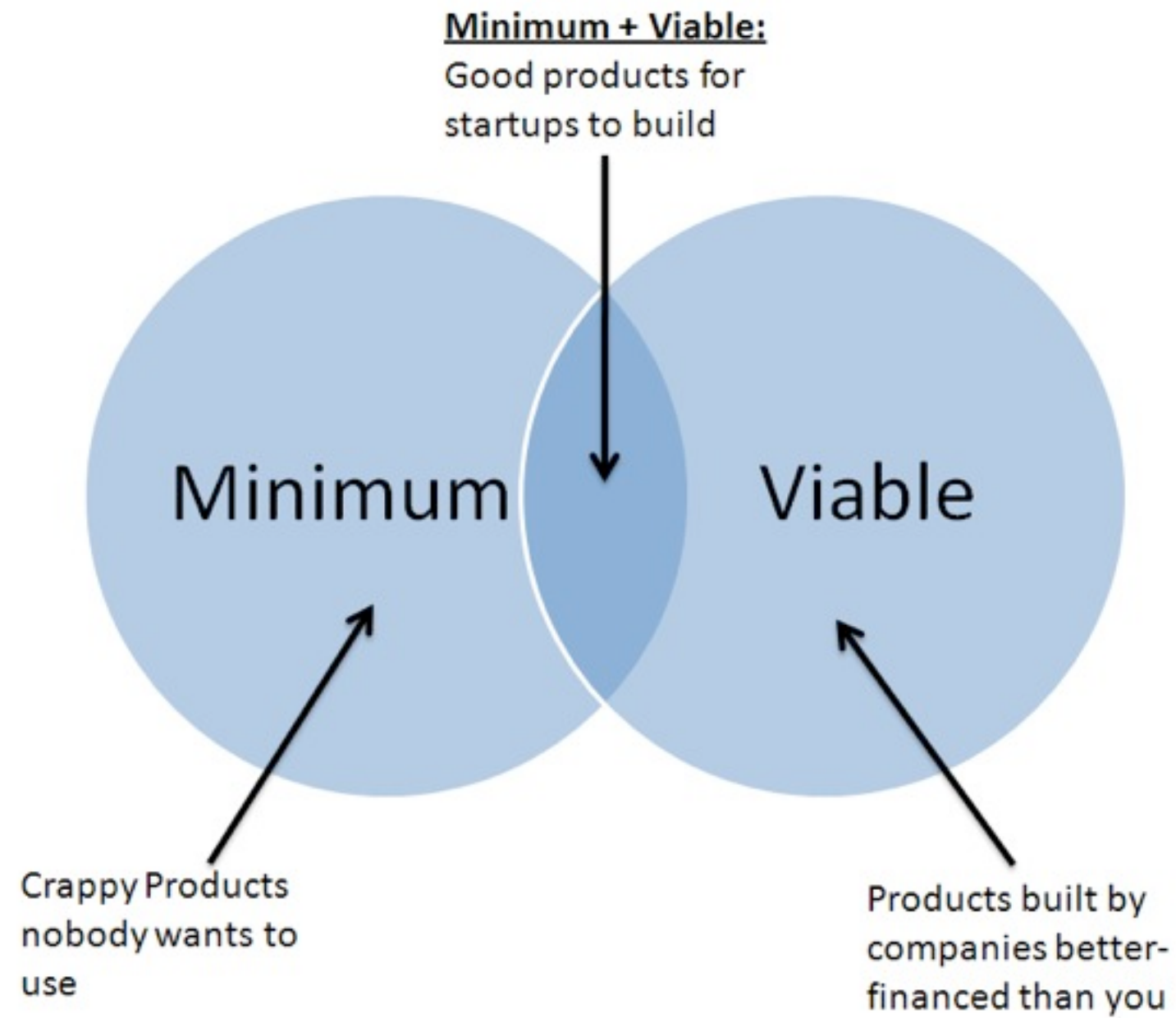




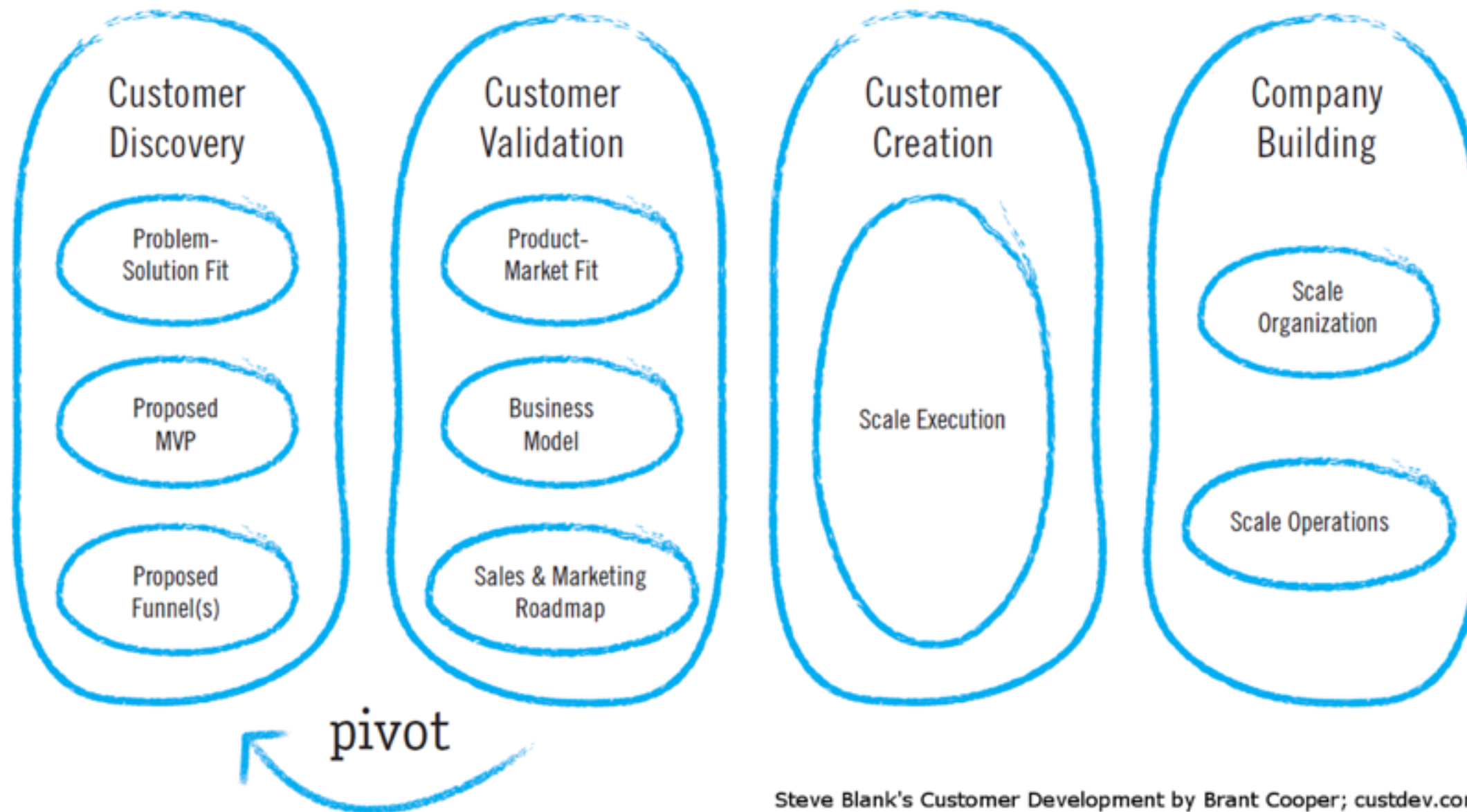
lean startup, the feedback loop



minimize total time through the loop



Customer Development



Steve Blank's Customer Development by Brant Cooper; custdev.com

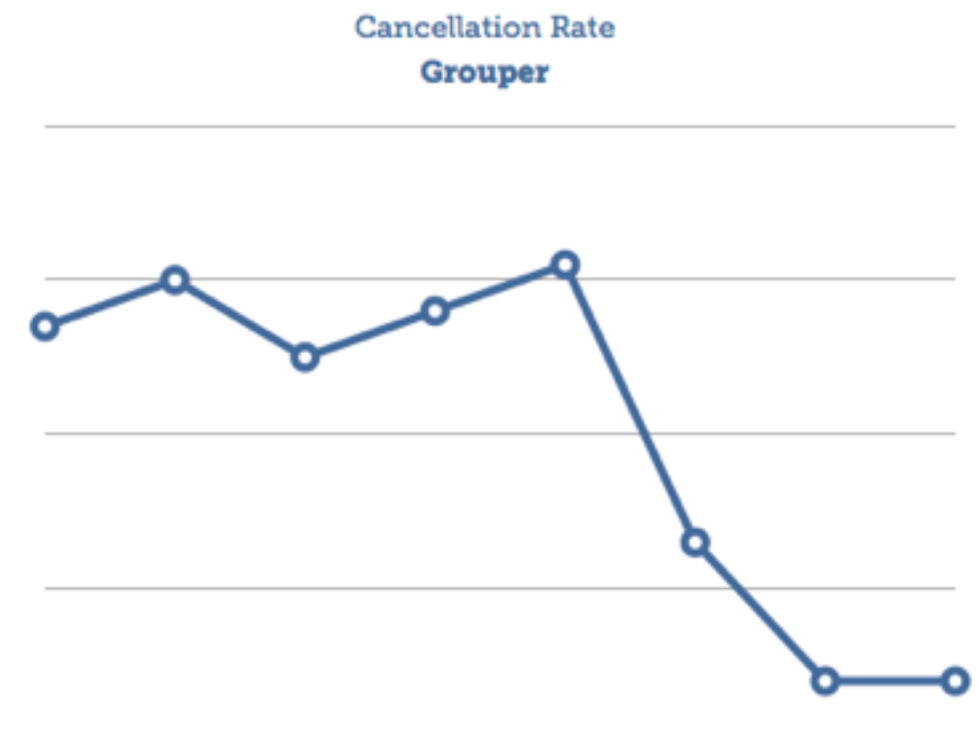
visualize your business model

Problem Top 3 problems 1	Solution Top 3 features 3	Unique Value Proposition Single, clear, compelling message that states why you are different and worth buying 2	Unfair Advantage Can't be easily copied or bought 7	Customer Segments Target customers 1
	Key Metrics Key activities you measure 6		Channels Path to customers 4	
Cost Structure Customer Acquisition Costs Distribution Costs Hosting People, etc. 5			Revenue Streams Revenue Model Life Time Value Revenue Gross Margin 5	

the "lean canvas"

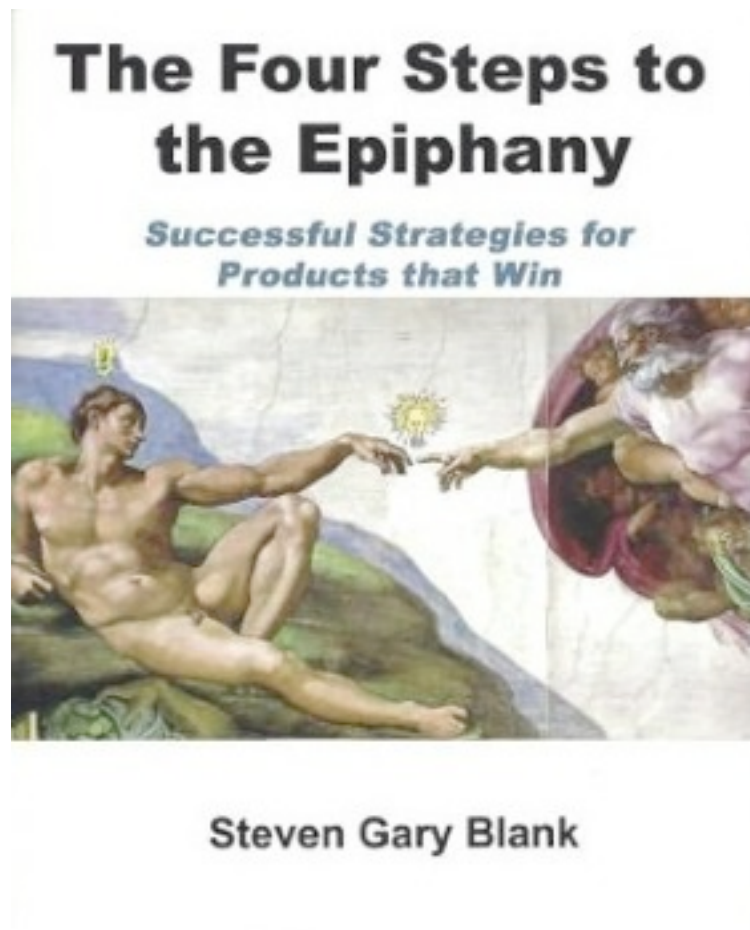


Uh oh. Now you're hooked.

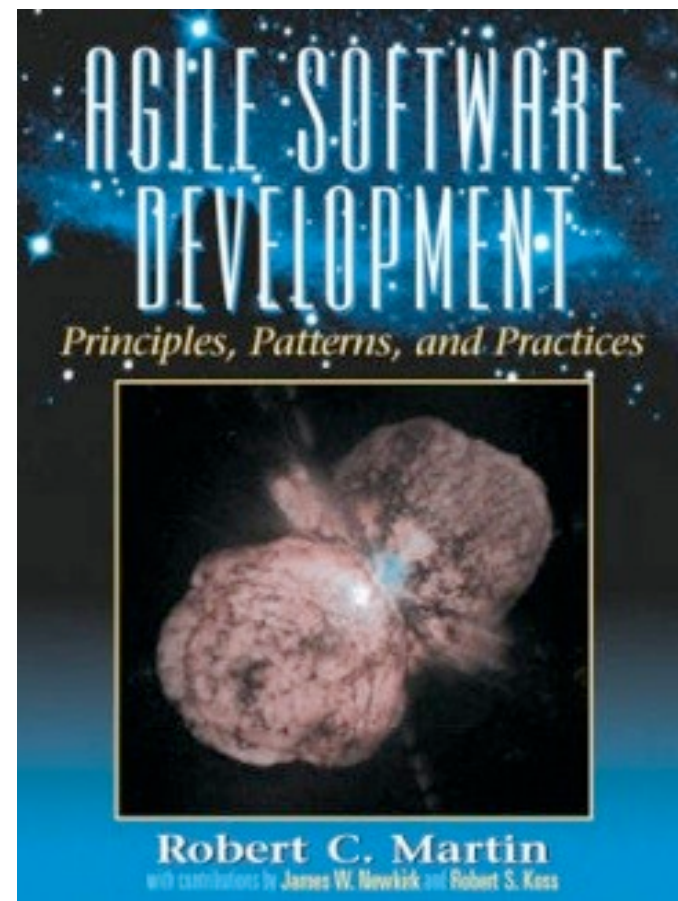


readings

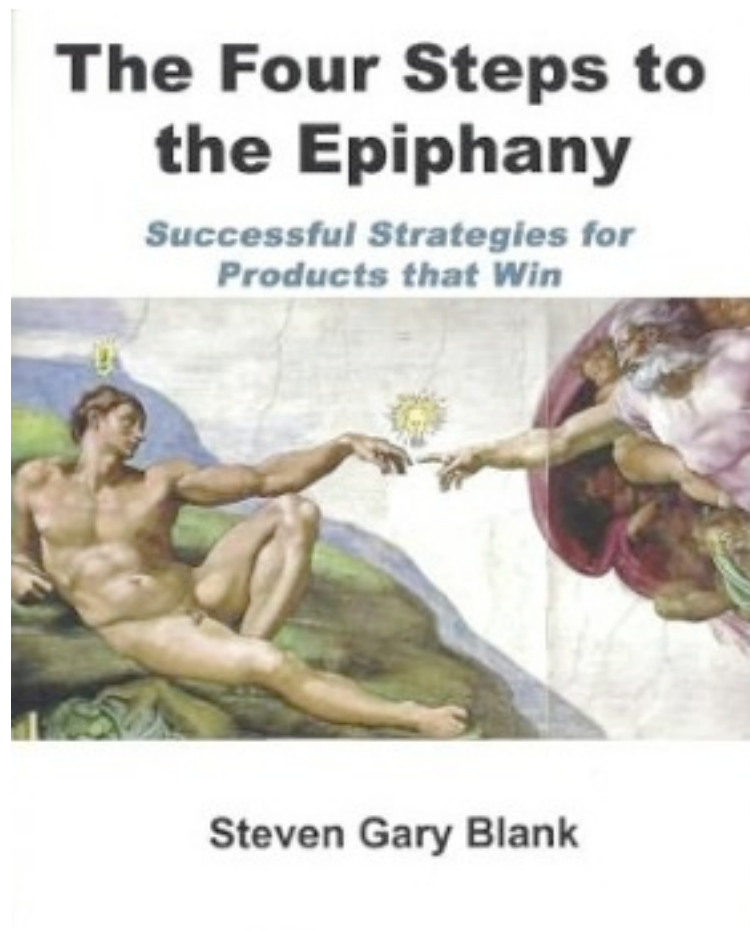
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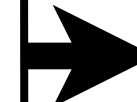
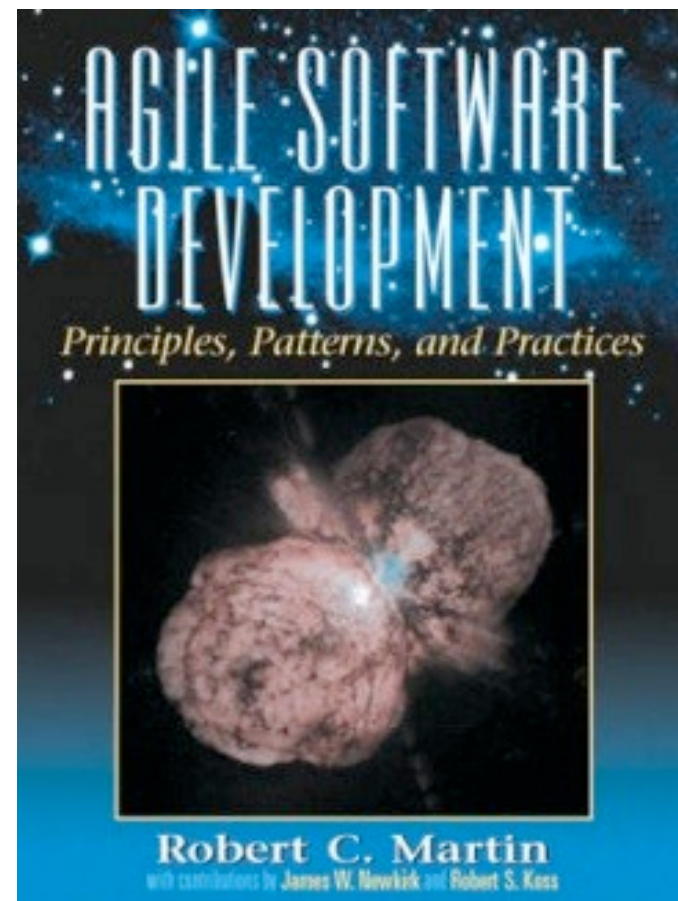
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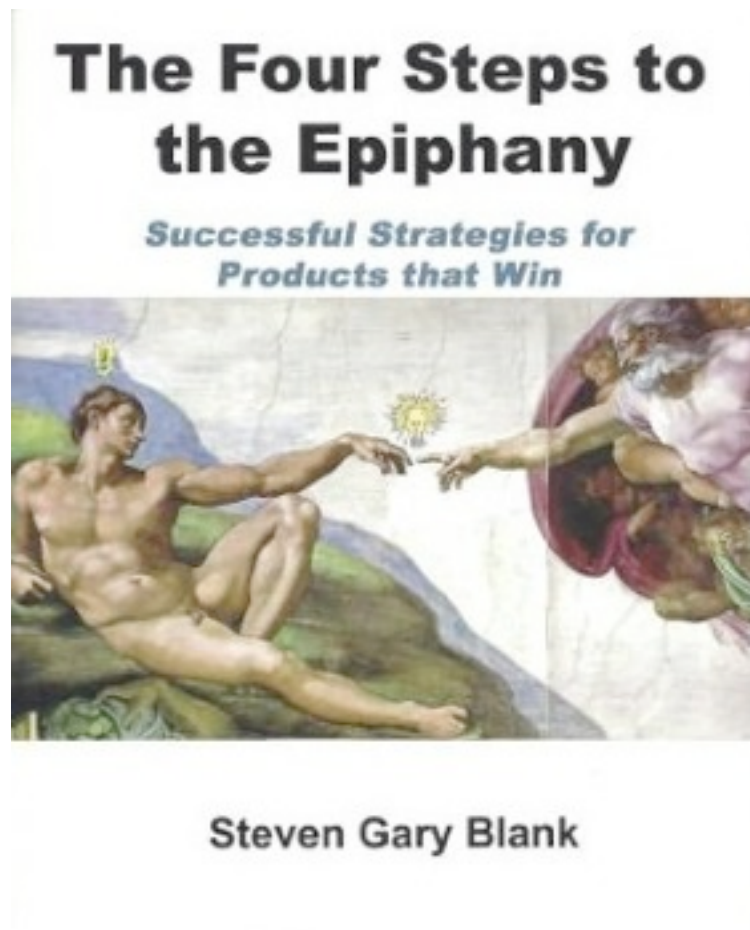
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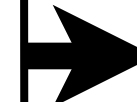
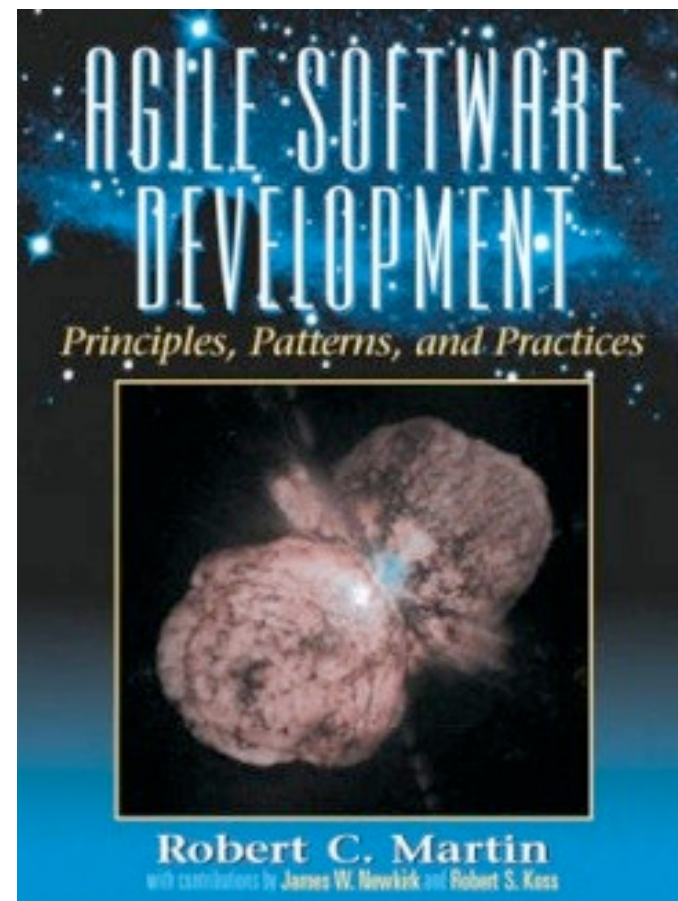
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readings



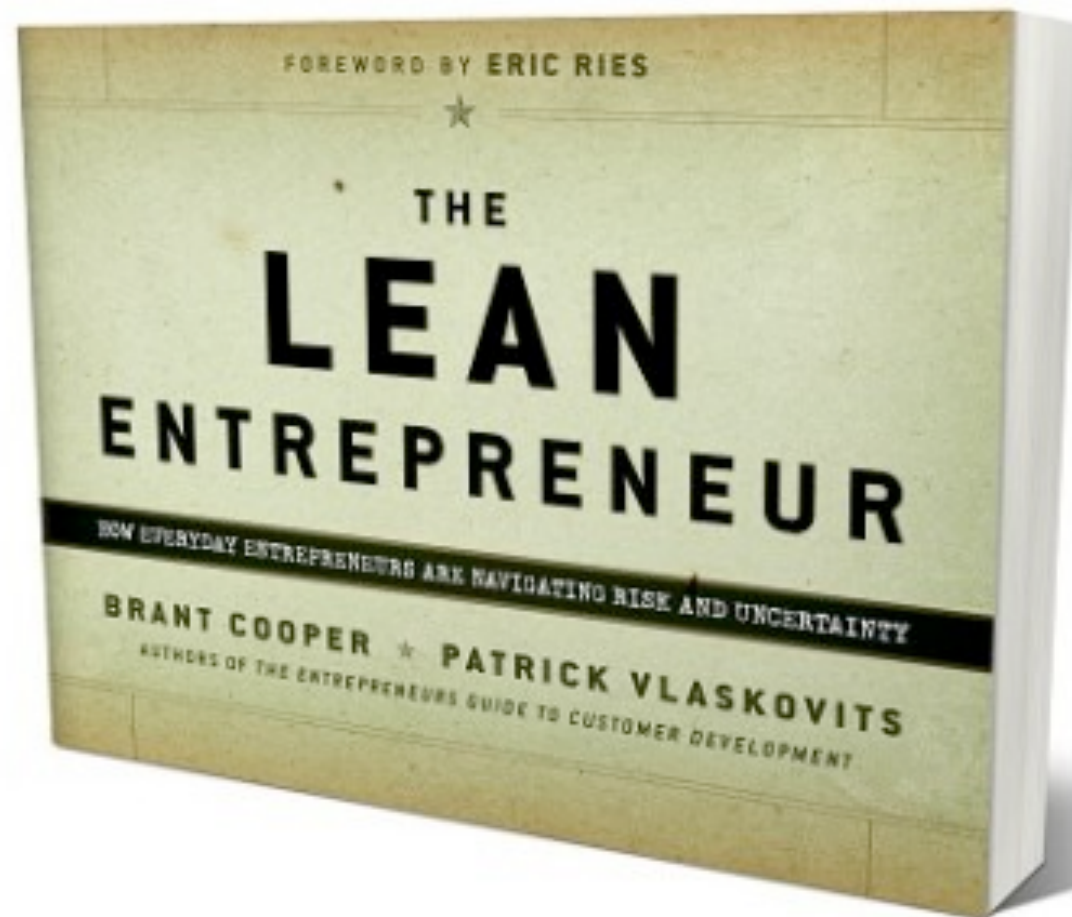
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meetups

<http://leanstartup.pbworks.com/w/page/15765228/Meetups>

wildcard read



**(published fall 2012,
claims to be hands on)**

<http://www.youtube.com/watch?v=4A2taQhChGo>
(trailer video with Christoffer Walken impersonation)

