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LEAN STARTUP

**AUDIOVISUAL CONTENT
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The videos aim to present a Lean Startup approach.

Lean Startup is a framework of different methodologies that helps healthcare projects in order to develop services and products.

Customer Development is a process in order to find out the business model of the company that allows it to capture value for customers.

LEAN STARTUP

The topic is structured around 2 educational videos:

Lean Startup as a Framework

Keywords: assumption;
mvp; validate learning;
pivot; innovation
accounting; build;
measure; learn

Length: 5'

Customer Development

Keywords: canvas;
customer; business model;
search; execute; validation;
discovery; building

Length: 4'

Assumptions

Form the best hypothesis to test your idea. Test your riskiest assumption

Experiments

Build a **MVP** to test your assumptions with customers

Validate Learning

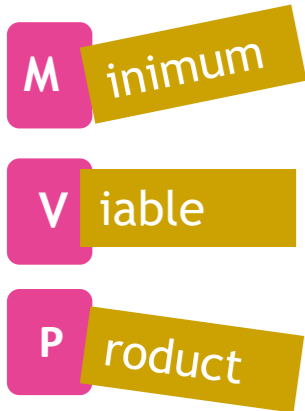
Be sure that you are learning how to build a sustainable product or service and that you are progressing in business

Learn Quickly

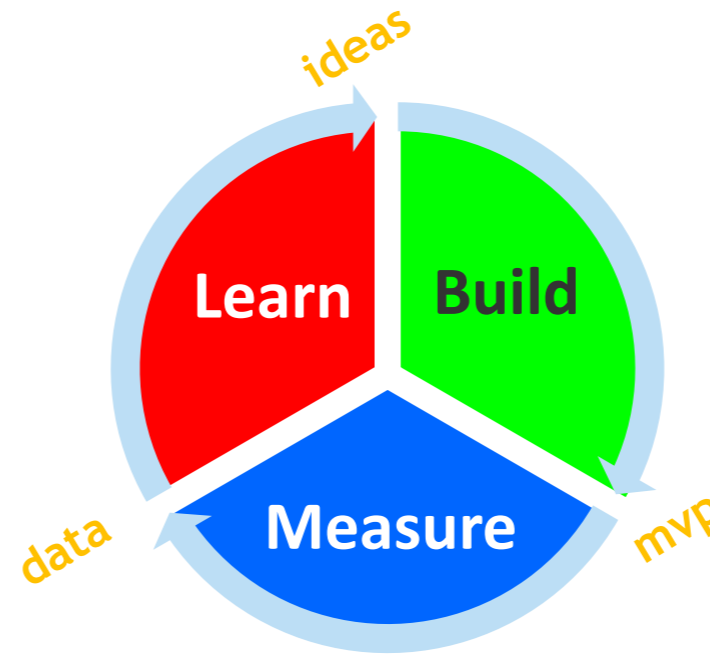
Build products or services, measure the customers' feedback and persevere or pivot (BML Loop)

Review

Think whether your product or service has a real value for customers



MPV is a product prototype that aims to understand what is the customer expectation against the product



Lean Startup Approach

1 Customer Discovery

- Discover whether the problem, product and customer hypotheses are correct.
- Find out who the target customers are and whether the product is solving their problem.

2 Customer Validation

- Validate your sales process and the assumptions that establish your business model.
- Prove that you have found customer and market that react positively to your product or service.

3 Customer Creation

- Test the customer acquisition model.
- The goal is to grow customers from few to many.
- It will depend on the type of market: Existing Market, Re-segment Market and New Market.

4 Company Building

- When you have understood your customer and market, then transform your learn & discovery-oriented startup into a mission-oriented company.

Customer Development Approach

Entrepreneur, mentor and teacher, **Néstor Guerra** has more than ten years of experience in the development and management of technological test and measurement businesses.

Currently CEO and co-founder of IEC, startup for smart cities. Professor of Business Design & Lean Startup at EOI in Postgraduate, MBAs and in-Company programs and Professor of Innovation and Lean Startup at h2i Institute. He is one of the most recognized experts in the field of entrepreneurship Lean Startup, providing training, consulting and mentoring using Lean Startup approaches in multinational companies such as Repsol or Telefónica. He has mentored programs such as Startup NEXT Google for Entrepreneur, Samba Health, Startup Dragon, BStartup, Yuzz. Collaborator on accelerators in both Spain and Latin America.

Co-author of *Spain Lean Startup. The State of the Art of Entrepreneurship Lean in Spain* (2013/2014/2015 eds.) and author of articles in prestigious magazines and blogs specialized in Lean Startup. Speaker at TEDx, Expomanagement, ESM, ESO, StartupWeek, EBE. Fellow at Imagine Creative Center in San Francisco and Babson College in Boston.



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Check these other references for further information:

- ❑ Lean Startup applied in Healthcare: A viable methodology for continuous improvement in the development of new products and services: https://ac.els-cdn.com/S1474667016322042/1-s2.0-S1474667016322042-main.pdf?_tid=67c438ce-df81-11e7-933b-0000aab0f26&acdnat=1513113434_cc3cd7a4d2e89e93a43432f692e61a37
- ❑ 3 Ways the Lean Startup Approach Is Revolutionizing Healthcare: <https://www.inc.com/andrew-medal/3-ways-lean-startup-approach-is-revolutionizing-healthcare.html>
- ❑ Steve Blank Discusses The Lean Startup Methodology In Digital Health (video): <http://hitconsultant.net/2013/08/19/steve-blank-lean-startup-methodology-in-digital-health/>



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