How to Start-up

Don't Speculate. Don't Assume. Know your Facts!

IDEE ➔ HYPOTHESE ➔ TEST/ANALYSE EVALUATION ➔ PROTOTYP MVP ➔ TEST/ANALYSE EVALUATION ➔ VERKAUFEN WACHSEN

hypothesengenerierend ➔ hypothesenüberprüfend ➔ Design Thinking, Value Proposition canvas ➔ Lean Start-Up Methoden ➔ Lean Canvas, Model Canvas, Business Businessplan

Problem Solution Fit ➔ Product-Market-Fit
The Value Proposition Canvas

**Value Proposition**

- **Products & Services**
  - List all the products and services your value proposition includes.
  - What products and services do you offer? What makes them unique?
  - What does your offering include?
  - What are the key features?

- **Customer Job(s)**
  - Describe the jobs that your customer is trying to get done.
  - What do customers dream about?
  - What positive social consequences does your product/service deliver?

- **Customer Segment**
  - Who is your target market?
  - What are their demographics?
  - What are their psychographics?

- **Customer Need(s)**
  - What are the main difficulties and challenges your customer encounters?
  - What are the main risks your customer fears?
  - What do your customers expect or hope to achieve?

- **Channels**
  - How will you reach your customers?
  - What are the most effective channels for your product/service?

- **Customer Relationship**
  - How will you build relationships with your customers?
  - What are the key customer interactions?
  - How will you measure success and failure?

- **Costs**
  - What are the key costs associated with your offering?
  - How will you manage costs?

- **Revenues**
  - How will you generate revenue?
  - What is your pricing strategy?

- **Customer Focus**
  - What does your customer focus on?
  - How will you measure customer satisfaction?

**Gain Creators**

- **Value Proposition**
  - What do customers dream about?
  - What positive social consequences does your product/service deliver?

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**Pain Relievers**

- **Value Proposition**
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**Customer Satisfaction**

- **Value Proposition**
  - What do customers dream about?
  - What positive social consequences does your product/service deliver?

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- **Customer Focus**
  - What does your customer focus on?
  - How will you measure customer satisfaction?
<table>
<thead>
<tr>
<th>Problem</th>
<th>Lösung</th>
<th>Alleinstellungsmerkmal</th>
<th>Unfairer Vorteil</th>
<th>Kundensegmente</th>
</tr>
</thead>
<tbody>
<tr>
<td>beschreibe die 1-3 größten Probleme deiner Kunden</td>
<td>beschreibe eine Lösung für jedes Problem</td>
<td>Eine einfache, klare Botschaft die erklärt warum deine Lösung anders und beachtenswert ist</td>
<td>Etwas das es anderen schwer macht, die Lösung zu kopieren,</td>
<td>Liste deine Ziel- und Nutzergruppen auf</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Bestehende Alternativen</th>
<th>Kennzahlen</th>
<th>Kurzkonzept</th>
<th>Kanäle</th>
<th>Early Adopter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wie werden diese Probleme bisher gelöst?</td>
<td>Welche messbaren Zahlen zeigen ob die Lösung funktioniert</td>
<td>Die X für Y Analogie Youtube = Flickr für Videos</td>
<td>Wie erreicht du deine Kunden</td>
<td>beschreibe die Eigenschaften deines idealen Kunden</td>
</tr>
</tbody>
</table>

<table>
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<tr>
<th>Kosten</th>
<th>Einnahmen</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liste deine festen und variablen Kosten auf.</td>
<td>Liste deine Einnahmequellen auf</td>
</tr>
</tbody>
</table>

Vielen Dank an: [http://www.podolak.de](http://www.podolak.de)
### Key Partners
- Who are our Key Partners?
- Who are our Key Suppliers?
- Which Key Resources are we acquiring from partners?
- Which Key Activities do partners perform?
- How do we motivate partnerships?
- How do we measure the success of partnerships?

### Key Activities
- What Key Activities do our Value Propositions require?
- Our Distribution Channels?
- Customer Relationship?
- Revenue Streams?
- Revenue Models?

### Key Resources
- What Key Resources do our Value Propositions require?
- Our Distribution Channels?
- Revenue Models?
- Revenue Streams?
- Revenue Models?

### Channels
- Through which Channels do our Customer Segments want to be reached?
- How are we reaching them now?
- How are our Channels integrated?
- Which ones work best?
- Which ones are most cost-efficient?
- How are we integrating them with customer routines?

### Customer Relationships
- What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
- How are they integrated with the rest of our business model?
- How costly are they?

### Value Propositions
- What value do we deliver to the customer?
- Which one of our Customer Segments are we helping to solve?
- What bundles of products and services do we offer to each Customer Segment?
- How do we identify the needs we are satisfying?

### Customer Segments
- For what value are our customers really willing to pay?
- For what do they currently pay?
- How are they currently paying?
- How would they prefer to pay?
- How much does each Revenue Stream contribute to overall revenues?

### Cost Structure
- What are the most important costs inherent in our business model?
- Which Key Resources are most expensive?
- Which Key Activities are most expensive?

### Revenue Streams
- For what value are our customers really willing to pay?
- For what do they currently pay?
- How are they currently paying?
- How much does each Revenue Stream contribute to overall revenues?