



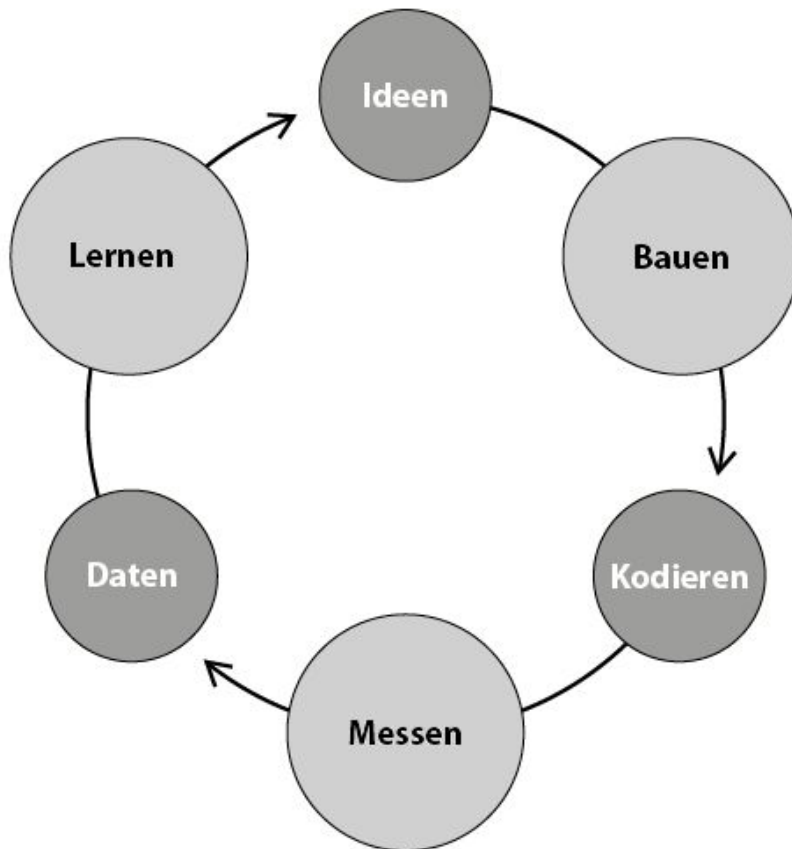
# **Gründerfrühling: Validierung der Geschäftsidee und Geschäftsmodellierung**

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# Lean Startup

## Bauen-Messen-Lernen-Feedbackschleife



**GESAMTZEIT des Durchlaufs durch die  
Schleife minimieren**

1. Formulierung der „Leap-of-Faith Assumption“
2. Bauen des MVP
3. Messen der Reaktionen
4. Lernen aus den Reaktionen
5. Repeat...!



# Lean Startup

## Minimal funktionsfähiges Produkt

### Definition:

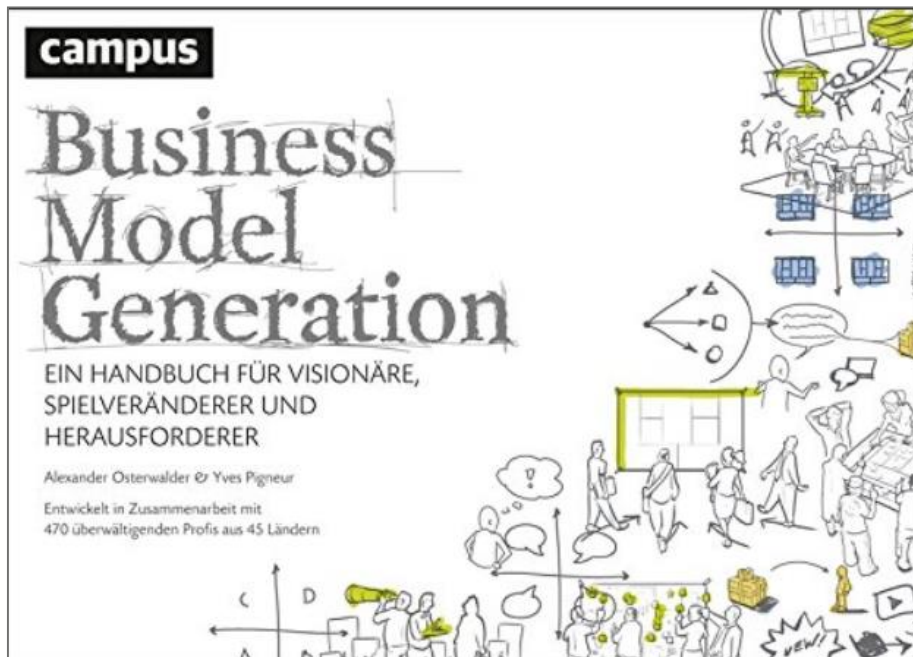
Produkt mit den **minimalen** Anforderungen und Eigenschaften, die zum Testen der aufgestellten Hypothese(n) nötig sind (minimum viable product)).

### Ziel:

- **Risiko** einer vollwertigen Produktentwicklung minimieren
- **Zeit** und **Kosten** sparen
- Nicht am **Kundenbedürfnis** vorbei entwickeln

# Geschäftsmodell

## Business Model Canvas als Framework



„Eine gemeinsame Sprache zur Beschreibung, Visualisierung, Bewertung und Veränderung von Geschäftsmodellen.“

# The Business Model Canvas

Designed for:

Designed by:

On: Day Month Year

Iteration: No.

## 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?

**NOTES FROM OUR PARTNERSHIP:**  
Opportunities and synergy  
Reduction of risk and uncertainty  
Acquisition of particular resources and activities

## Key Activities



What Key Activities do our Value Propositions require?  
Our Distribution Channels?  
Customer Relationships?  
Revenue streams?

**CATEGORIES**  
Production  
Problem Solving  
Platform/Network

## Value Propositions



What value do we deliver to the customer?  
Which one of our customer's problems are we helping to solve?  
What bundles of products and services are we offering to each Customer Segment?  
Which customer needs are we satisfying?

**CHARACTERISTICS**  
Novelty  
Performance  
Customization  
"Getting the Job Done"  
Design  
Brand/Status  
Price  
Cost Reduction  
Risk Reduction  
Accessibility  
Convenience, Usability

## Customer Relationships



What type of relationship does each of our Customer Segments expect us to establish and maintain with them?  
Which ones have we established?  
How are they integrated with the rest of our business model?  
How costly are they?

**EXAMPLES**  
Personal assistance  
Self-Service  
Automated Services  
Communities  
Co-creation

## Customer Segments



For whom are we creating value?  
Who are our most important customers?

**Basic Market**  
Niche Market  
Segmented  
International  
Multi-sided Platform

## Key Resources



What Key Resources do our Value Propositions require?  
Our Distribution Channels? Customer Relationships?  
Revenue Streams?

**TYPES OF RESOURCES**  
Physical  
Intellectual (brand, patents, copyrights, data)  
Human  
Financial

## 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?

**IS YOUR BUSINESS MODEL:**  
Cost Driven (lowest cost structure, low price value proposition, maximum automation, extensive outsourcing)  
Value Driven (focused on value creation, premium value proposition)

**KEY COST STRUCTURE CATEGORIES:**  
Fixed Costs (rent, salaries, utilities)  
Variable Costs  
Economies of scale  
Economies of scope



## Revenue Streams

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?

**FORMS:**  
Asset sale  
Usage fee  
Subscription Fee  
Licensing  
Freemium, Pay  
Advertising

**TYPE OF MODEL:**  
Lump Sum  
Product/Service dependent  
Customer segment dependent  
Business dependent

**MARKET SEGMENT:**  
Organizational (B2B/B2G)  
B2C Management  
Real-time Market

