Google

Market Capitalization

$367.86B

Ev Williams

Biz Stone

Blogger™

Ev Williams

Biz Stone

**Renunció luego
de un año**

**Renunció 11
meses después**

Ev Williams

Biz Stone

twitter

Market Capitalization

$29.44B

Pero Google no aprendió la lección…

Ben Silbermann

Se une a Google en 2006

Renuncia tres años después

Ben Silbermann

Pinterest

Market Capitalization

$5B

Nuevamente, Google no aprendió la lección…

Kevin Systrom

Deja Google por sentirse sofocado por las políticas organizacionales

Kevin Systrom

Instagram

¿Conclusiones?

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Experiment Board

Project Name:

Team Leader Name:

Start here. Brainstorm with stickies, pull it over to the right to start your experiment.	Experiments	1	2	3	4	5
Who is your customer? Be as specific as possible. *Time Limit: 5 Min*	Customer					
What is the problem? Phrase it from your customer's perspective. *Time Limit: 5 Min*	Problem					
Define the solution only after you have validated a problem worth solving. *Time Limit: 5 Min*	Solution					
List the assumptions that must hold true, for your hypothesis to be true. *Time Limit: 10 Min*	Riskiest Assumption					

Need help? Use these sentences to help construct your experiment.

To form a Customer/Problem Hypothesis:	To form a Problem/Solution Hypothesis:	Method & Success Criterion					
I believe <u>my customer</u> has a problem <u>achieving this goal</u>.	**I believe <u>this solution</u> will result in <u>quantifiable outcome</u>.**						

🏃 **GET OUT OF THE BUILDING!** 🏃

To form your Assumptions:	To identify your Riskiest Assumption:	Result & Decision					
In order for <u>hypothesis</u> to be true, <u>assumption</u> needs to be true.	**The assumption with the least amount of data, and core to the viability of my hypothesis is...**						
Determine how you will test it: **The least expensive way to test my assumption is...**	Determine what success looks like: **I will run experiment with <u># of customers</u> and expect a strong signal from <u># of customers</u>.**	Learning					

Download Experiment Board and watch case studies at **www.javelin.com**

THE LEAN ENTERPRISE

How Corporations Can Innovate Like Startups

Trevor Owens · Obie Fernandez

WILEY

HIPÓTESIS { Cliente

Problema

Solución

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W...us...s s...ssible.

W...ob...it...st...ec

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Problem					
Solution					
Riskiest Assumption					
Method & Success Criterion					

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	1	2	3	4	5
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Experiment Board

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W...oblem? Phrase it...st...ec

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	1	2	3	4	5
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¿Y la solución?

La solución no se declara en este momento.

No queremos enfocarnos en la solución… aún.

Lo que es realmente importante aquí es **enfocarse en entender al cliente y el problema**, y tratar de validar aquello.

Cada cliente tiene un problema

Cada problema tiene una solución

Pero, no toda solución tiene un problema
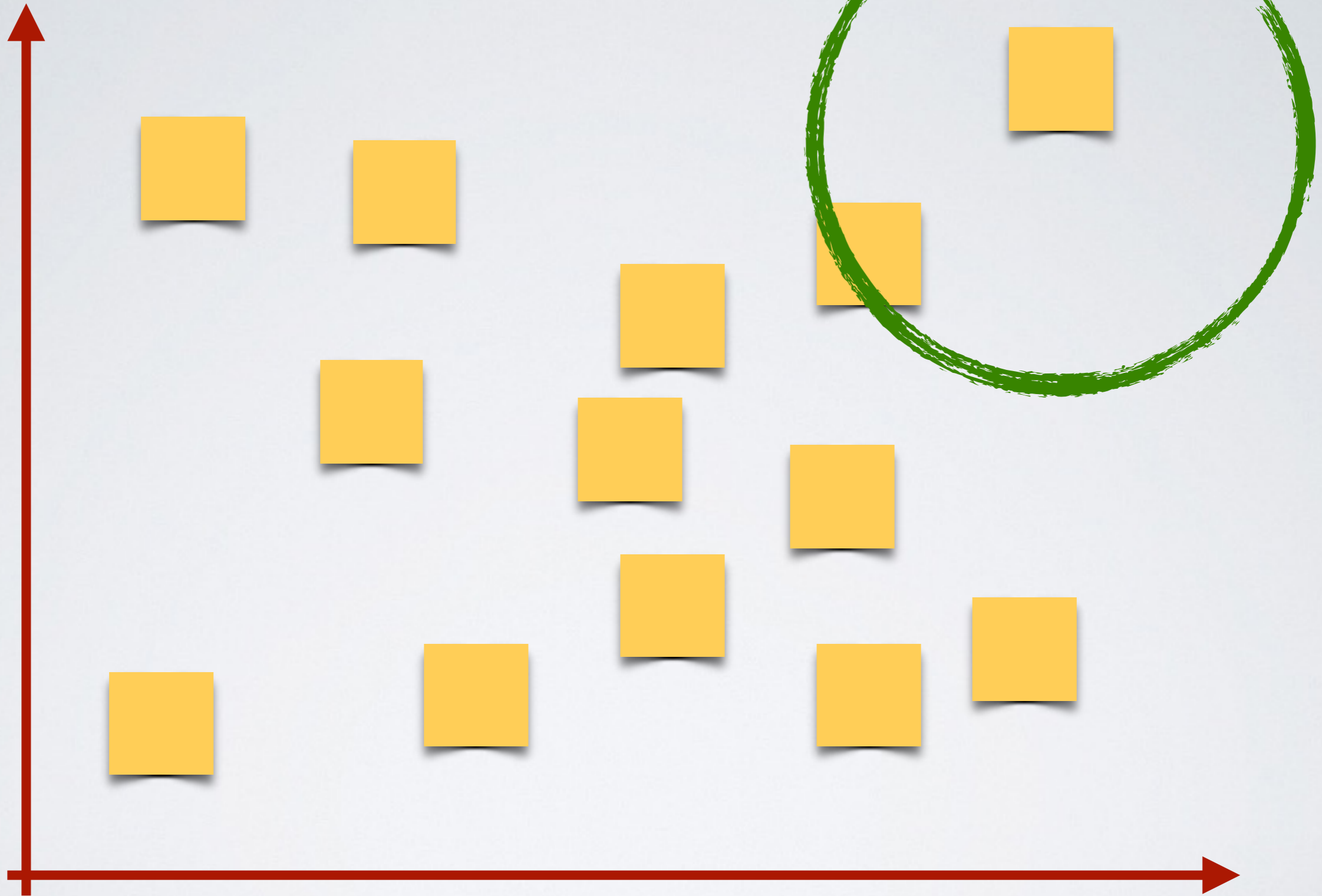
Y no todo problema tiene un cliente

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...us...s s...ssible.

...oblem? Phrase it...st...ec

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...np...st...r y...is

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Customer					
Problem					
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Elegir el **supuesto más riesgoso**

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Javelin

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...us...s s...ssible.

...oblem? Phrase it...st...ec

Define the solution only after you have validated a problem worth solving. _Time Limit: 5 Min_

...np...st... your hypothesis

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MÉTODOS DE TESTEO

Exploración

Pitch (Pre-Sell)

Concierge

Prototipo

A menor información, más exploratorio se necesita ser.

Entrevistas cara-a-cara es el mejor método exploratorio.

CRITERIO MÍNIMO DE ÉXITO

Es la mínima cantidad de validación que necesitas para invertir más recursos, tiempo y esfuerzos para seguir con el proyecto.

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¿PIVOTEAR O PERSEVERAR?