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¿QUÉ ES UN PIVOTE?

“Un pivote es una corrección estructurada diseñada para probar una nueva hipótesis básica sobre el producto, la estrategia y el motor de crecimiento.”

-Eric Ries. “El método Lean Startup”.

TIPOS DE PIVOTES

Pivote de acercamiento (Zoom-in)

Pivote de alejamiento (Zoom-out)

Pivote de Segmento de Consumidor

Pivote de Necesidad del Consumidor

Pivote de Plataforma

Pivote de Arquitectura del Negocio

Pivote de Captura de Valor

Pivote de Motor de Crecimiento

Pivote de Canal

Pivote de Tecnología



"I'm not leaving you. I'm pivoting to another man."

PRODUCTO MÍNIMO VIABLE

*“Es la versión de un producto nuevo que permite a un equipo recolectar la máxima **cantidad de conocimiento validado** sobre usuarios con el menor esfuerzo posible”*

-Eric Ries

LANDING PAGE



Square

Accept credit cards anywhere.



Square Register

Turn your iPad into a register.



Square Card Case

Pay with your name.

Start accepting credit cards today.

Sign up and we'll mail you a free Square Card Reader.

Get Free Card Reader

Next-day deposits into your bank account ▶

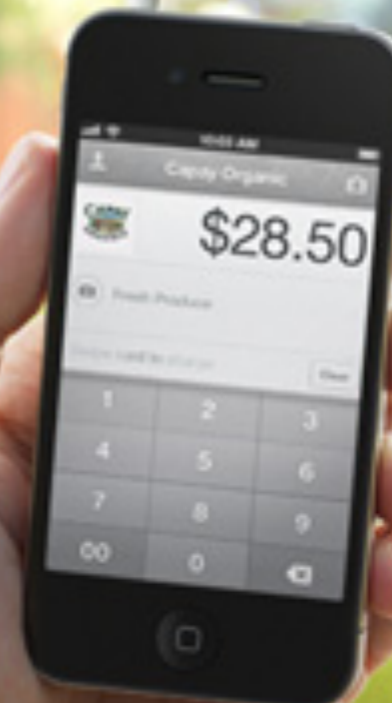
2.75% per swipe for all major credit cards ▶

Works with: VISA



DISCOVER

iOS



LANDING PAGE



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CHANGE

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CONTINUE *to* WEBSITE


LANDING PAGE

Tweet more consistently with  **buffer**

- 1 Choose times to tweet.**
For example, 3 times a day at 9:30, 13:30 and 17:30.
- 2 Add tweets to your buffer.**
Manually or with our handy browser extensions.
- 3 buffer does the rest. Relax.**
We tweet for you. Just keep that buffer topped up!

[Plans and Pricing](#)

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Tweet more consistently with  **buffer**


Hello! You caught us before we're ready.

We're working hard to put the finishing touches onto buffer. Things are going well and it should be ready to help you with Twitter very soon. If you'd like us to send you a reminder when we're ready, just put your email in below:

[Remind me](#)

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LANDING PAGE

Tweet more consistently with  **buffer**

Tweet more consistently

- 1 Choose time**
For example, 3 times a day
- 2 Add tweets**
Manually or with a content calendar
- 3 buffer does it**
We tweet for you.

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| Free | Standard | Max |
|-------------------------------------|------------------------------------|--------------------------------------|
| \$0 /mo | \$5 /mo | \$20 /mo |
| Who? Dip your toes. Find your feet. | Who? Great for most users. | Who? Best for business & enterprise. |
| 1 1 tweet per day | 10 10 tweets per day | ∞ Unlimited tweets per day |
| 5 5 tweets in your buffer | 50 50 tweets in your buffer | ∞ Unlimited tweets in buffer |

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Twitter

th  **buffer**

ady.

into buffer. Things are
on Twitter very soon. If
ready, just put your

WIZARD OF OZ



Shoes, Clothing, Bags, etc.

SEARCH 🔍

CLEARANCE
▶ SHOP NOW

== **FREE** ==
SHIPPING & RETURNS



SEARCH BY: [Size](#), [Narrow Shoes](#), [Wide Shoes](#), [Popular Searches](#)

- SHOES
 - CLOTHING
 - BAGS & HANDBAGS
 - AT HOME
 - BEAUTY
 - ACCESSORIES
 - SHOP BY...
 - WOMEN'S
 - MEN'S
 - KIDS'
 - ALL DEPARTMENTS ▾
- ALPHABETICAL BRAND INDEX # · A · B · C · D · E · F · G · H · I · J · K · L · M · N · O · P · Q · R · S · T · U · V · W · X · Y · Z

SHOP WOMEN'S

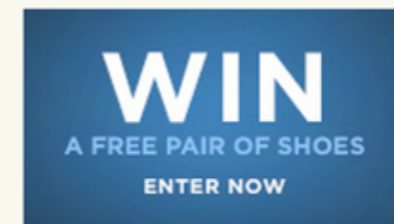
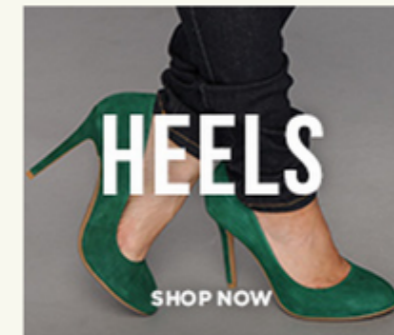
- Clothing
- Shoes
- Sandals
- Sneakers & Athletic Shoes
- Dresses

SHOP MEN'S

- Clothing
- Shoes
- Sneakers & Athletic Shoes
- Sandals
- Shirts & Tops

SHOP KIDS'

- Girls' Clothing
- Boys' Clothing
- Girls' Shoes
- Boys' Shoes



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CONCIERGE

food on the table 

your friends.

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Not a member yet?

LOGIN

SIGN UP FOR FREE

Free!

The Better Way To Plan Meals And Save Money



weekly meal plan



fast recipes kids will love



savings at your grocery store



organized grocery list



stress-free mom

Start Meal Planning

Free to use, sign up in 60 seconds.

or **take the tour**

Family Meal Planning in Minutes

Take Advantage of Grocery Sales

Create Organized Grocery List

CROWDFUNDING

Pebble: E-Paper Watch for iPhone and Android

by Pebble Technology

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[Backers](#) **68,929**

[Comments](#) **15,517**

[Palo Alto, CA](#)

[Product Design](#)

Funded! This project successfully raised its funding goal on May 19, 2012.



68,929

backers

\$10,266,845

pledged of \$100,000 goal

0

seconds to go

Funding period

Apr 11, 2012 - May 18, 2012 (37 days)



Project by

Pebble Technology

Palo Alto, CA

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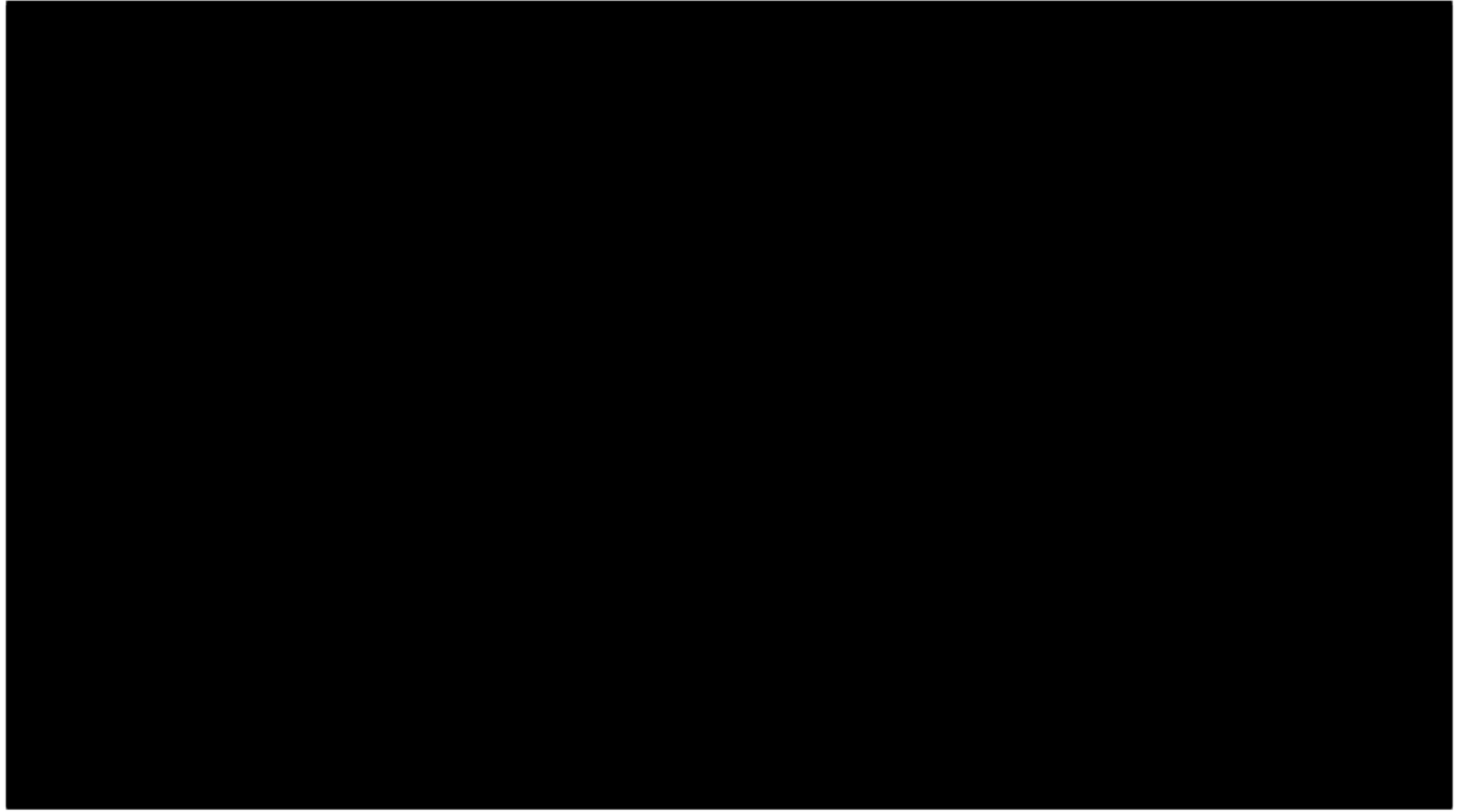


Dropbox

www.getdropbox.com

Drew Houston

beta@getdropbox.com







India

7% tiene lavadora, la gran mayoría lava la ropa en un río o les paga a los Dhobi.

Los Dhobi prestan el servicio de lavar la ropa en el río más cercano

Ustedes son una empresa de servicio de lavandería

¿Qué harían?

EXPERIMENTO I

Instaló una lavadora en un furgón, en diferentes esquinas (8.000 USD)

Hipótesis de valor: la gente puede entregar su ropa sucia y pagar para que se la lavaran (no lavaban la ropa en el furgón)

Además querían saber: ¿Cómo animar a la gente que se acercara?, ¿Importaba la velocidad?, ¿Les preocupaba la limpieza? ¿Reclamaban cuando les entregaban la ropa sucia?

Resultado

La gente desconfiaba que la lavadora estuviese en el furgón y les preocupaba que les robaran la ropa

EXPERIMENTO 2

Crearon un carro más sofisticado, parecido a un Kiosco móvil que incluía una lavadora energéticamente eficiente, una secadora y una cuerda para tender.

Resultado

116.000 kilos en el año 2010

v/s

30.600 kilos en el año 2009

60% de los clientes se repite