Die Entscheidung ist richtig - nur wann?

Das Richtige tun durch Denken in Lebenszyklen

Steffen Brandt

andrena objects ag

Understand the Business Lifecycle

Life, in general

The ten lifecycle stages

Adapting behavior to context

Wrapping up

SHIFTUP

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Why do we grow up, grow old, and die?

Evolution!

Photo by Alan Godfrey on Unsplash

A product is like one organism.

The organization is like its species.

The economy is like the biosphere.

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An ant hill has a life too

Ten Stages of the Human Lifecycle

1. Infant (0-1 years)
2. Toddler (2-3 years)
3. Early child (4-5 years)
4. Child (6-8 years)
5. Late child (9-12 years)

6. Teenager (13-19 years)
7. Young adult (20-35 years)
8. Adult (36-55 years)
9. Mature adult (56-79 years)
10. Late adult (80-100+ years)

Ten Stages of the Human Lifecycle (Exercise)
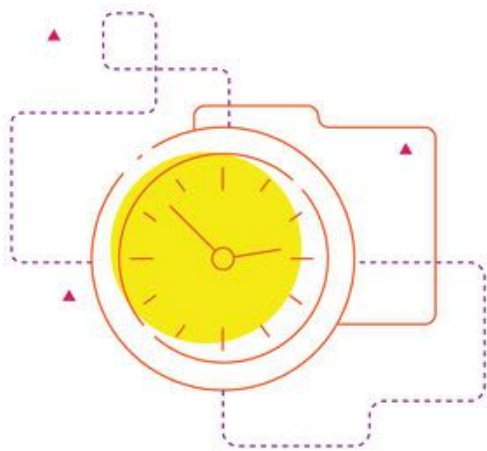
5 minutes

- What are some typical rules for (and behaviors of) humans in the different stages of their life?

- From which stage does the rule (or behavior) normally start? And at which stage does it typically end?

- Add an **arrow ->** or **<-** per rule/behavior to indicate its start or end stage.

- Place the sticky notes on the 10 lifecycle posters.

1   2   3   4   5   6   7   8   9   10

School ➡

School ⬅

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Say hello to iPod.
1,000 songs in your pocket.

Product Vision

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https://atlanta.eater.com/2018/2/21/17036612/dads-coffee-bar-opening-decatur

Minimum Viable Product (Lo-Fi)

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Which business model area are we exploring?
Learning Goal

The best location for my new coffee bar

1

What do we believe that might be wrong?
Risky Assumption ✓ Relevant ✓ Critical?

I believe the best location for a coffee bar is Side Street

2

Complete Hypothesis = We believe *[this relevant, critical assumption is true]*. We will know we're wrong when we *[do some repeatable, safe-to-fail actions]* and as a result get *[some timely, measurable outcome]*.

Which smallest test gives us fast results?
Test Actions ✓ Repeatable ✓ Safe-to-fail?

Sell coffee from a mobile coffee cart on Side Street

3

Can you write the whole test?
Complete Hypothesis ☐ Predictive? ☐ Falsifiable?

I believe the best location for my coffee bar is Side Street. I know I'm wrong when I sell coffee from a mobile coffee cart on Side Street, and as a result sell fewer than 50 coffees on one day.

5

What measurement is the fail condition?
Key Outcome ✓ Measurable? ✓ Timely?

Failure when I sell fewer than 50 coffees on one day

4

☐ FAILED ✓ PASSED

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Photo by Tobias Mrzyk on Unsplash

Vision-Founders Fit
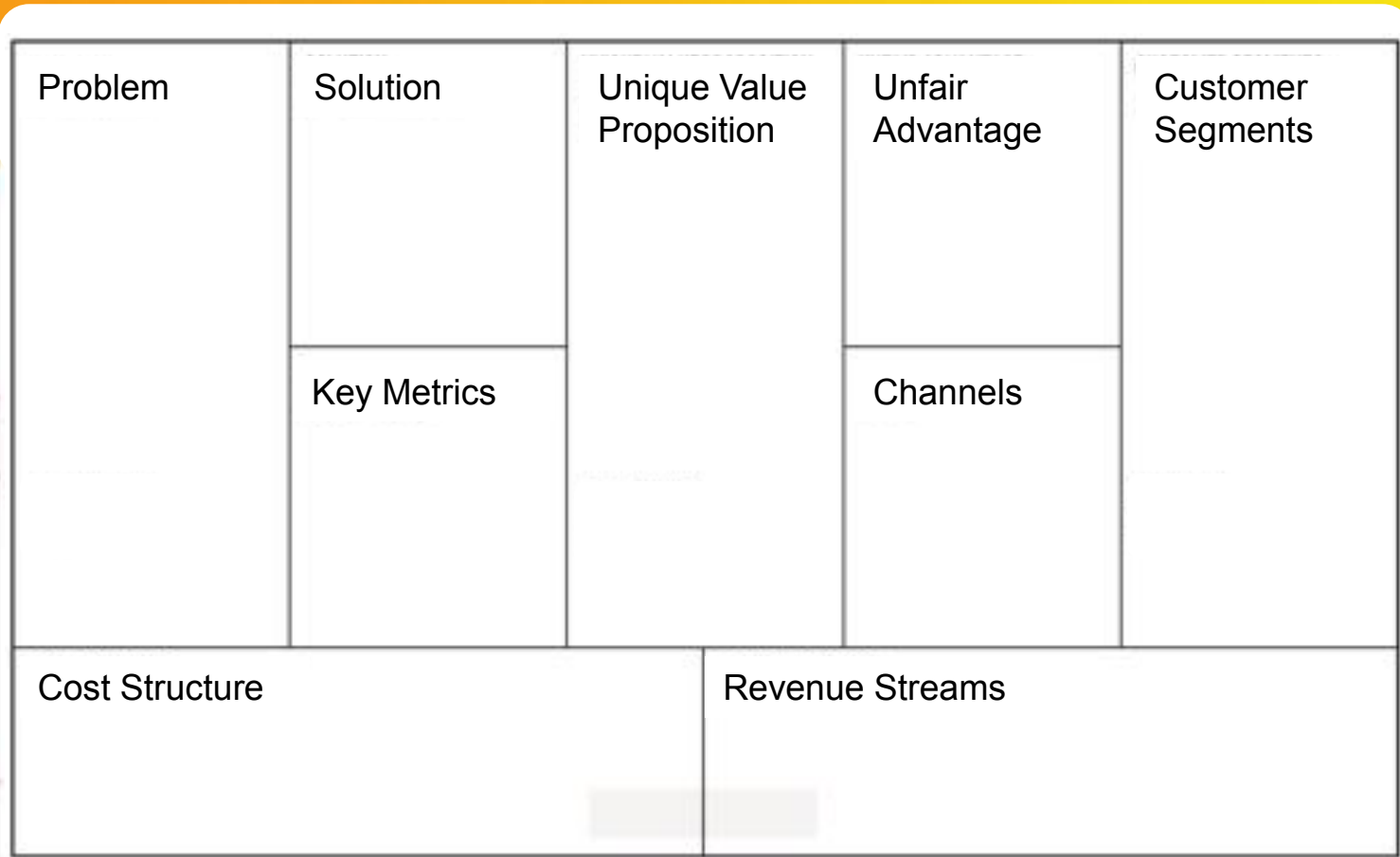
Problem	Solution	Unique Value Proposition	Unfair Advantage	Customer Segments
	Key Metrics		Channels	

Cost Structure	Revenue Streams

https://leanstack.com/leancanvas

Lean Canvas

Photo by Kelly Sikkema on Unsplash

Product-Market Fit

https://www.flickr.com/photos/splorp/6227080927/

Minimum Viable Product (Hi-Fi)

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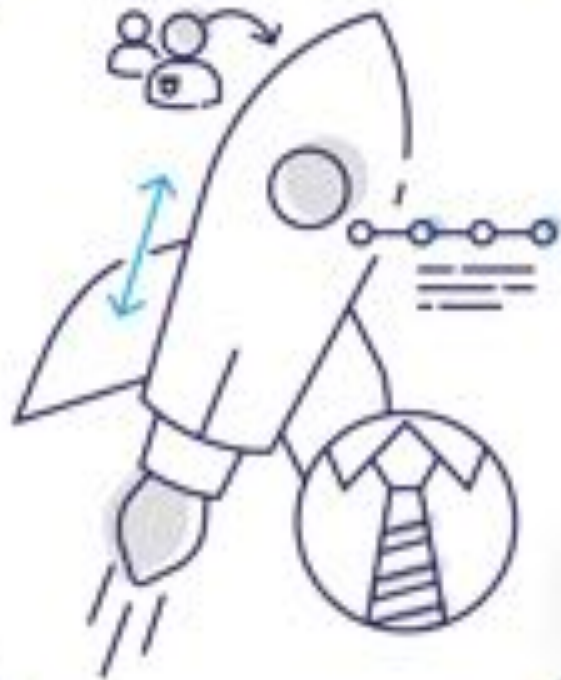
CRYSTALLIZATION

Established in a market, switching to optimization.

7

The start of the end

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FINISH

Closure of the business, focus on other products.

10

iPod sales

% of Apple's revenue   Unit sales

40%

30%

20%

10%

2%
0.4M   0.9M   4.4M   22.5M   39.4M   51.6M   54.8M   54.1M   50.3M   42.6M   35.2M   26.4M   14.4M   1%

0

'02   '03   '04   '05   '06   '07   '08   '09   '10   '11   '12   '13   '14*
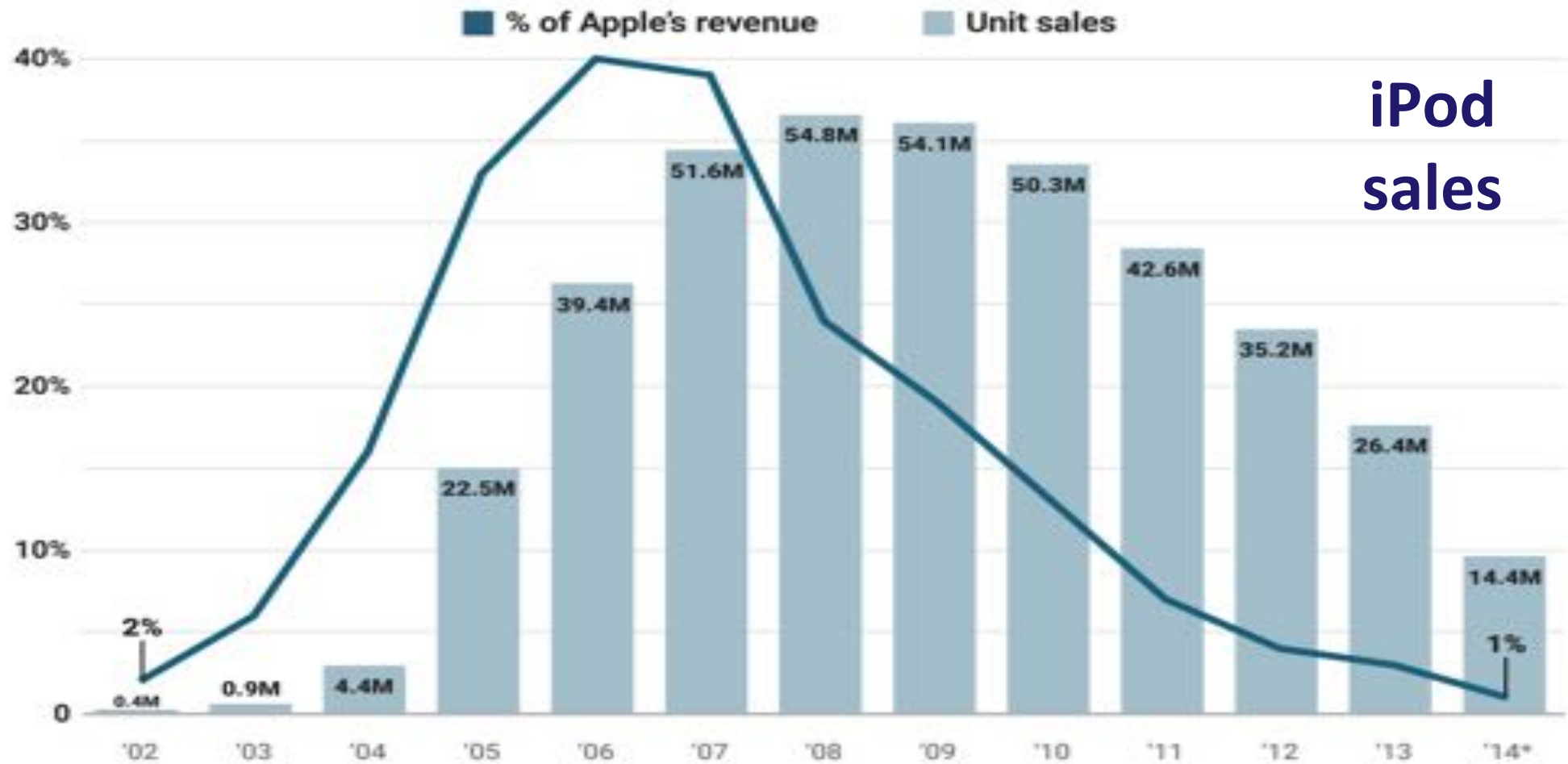
SOURCE: Apple   * Apple stopped breaking out iPod sales seperately after 2014   statista   BUSINESS INSIDER

http://uk.businessinsider.com/apple-ipod-rise-fall-chart-2017-7

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Understand the Business Lifecycle

✔ Life, in general

✔ The ten lifecycle stages

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Ten Stages of the Business Lifecycle (Exercise)

5 minutes

- What are some typical rules for (and practices of) businesses in the different stages of their life?

- From which stage does the rule (or practice) normally start? At which stage does it typically end?

- Add an **arrow ->** or **<-** per rule/practice to indicate its start or end stage.

- Place the sticky notes on the 10 lifecycle posters.

1 2 3 4 5 6 7 8 9 10

MVPs →

MVPs ←

Behavior depends on the stage

Understand the Business Lifecycle

✓ Life, in general

✓ The ten lifecycle stages

✓ Adapting behavior to context

Wrapping up

Photo by Annie Spratt on Unsplash

Different ages need different practices.

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Mehr zu diesem und anderen Themen gibt es im Shiftup Training

andrena.de/events

Q & A

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andrena.de/events