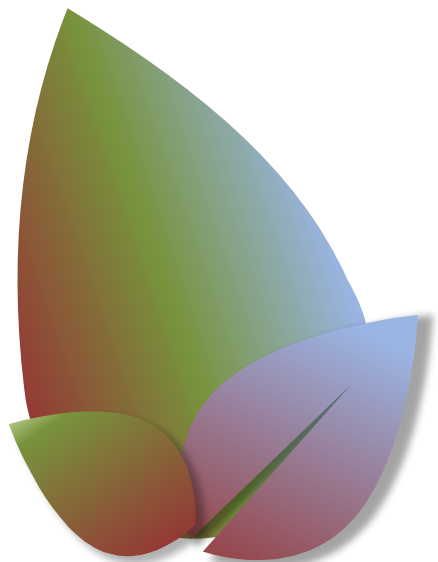




Final Conference
Friday, February 12, 2021

The Startup Roadmap

Experiment-driven business model discovery
with the Lean Startup methodology



SMecoMP

smecomp.eu/




www.smeccomp.eu/

[Nikolaos Tsoniotis, MEng](#)

Startup Coach at OK!Thess
Partner at Ideas Forward

12/02/2021 SMecoMP



“A startup is a temporary organization used to search for a repeatable and scalable business model”

Steve Blank, Stanford University

Startup = Innovation

High potential & High reward

Innovation = Risk

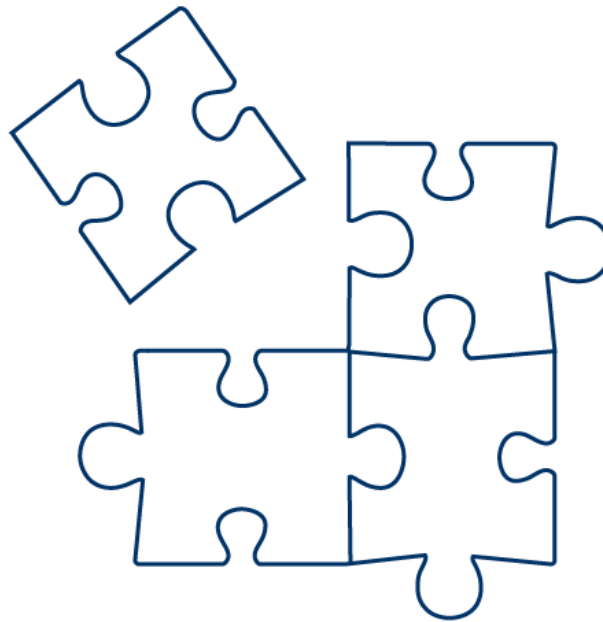
High uncertainty & High risk

#1 Reason for failure



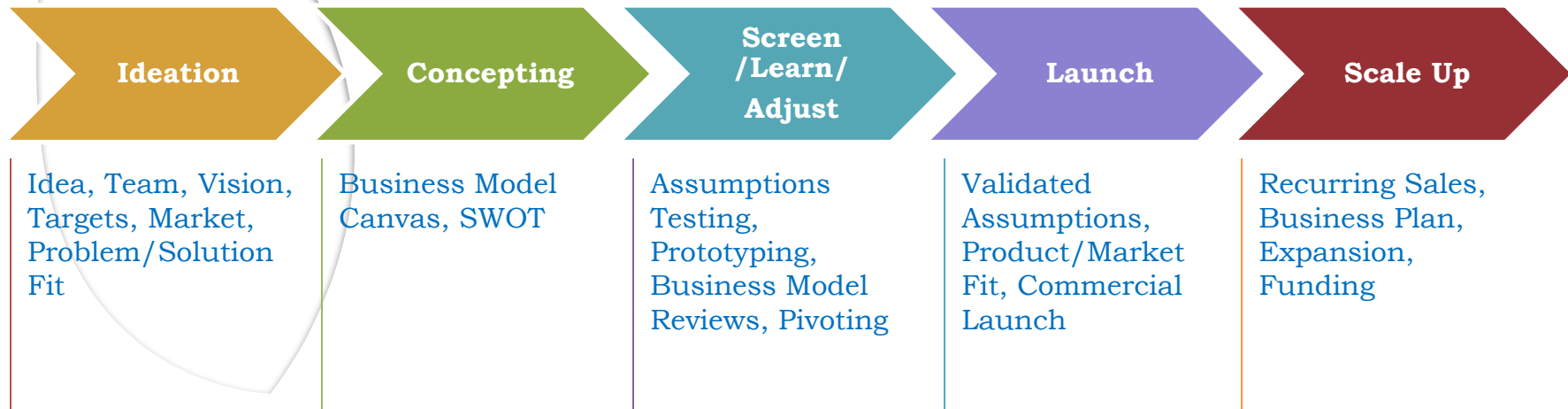
TOP 20 REASONS STARTUPS FAIL

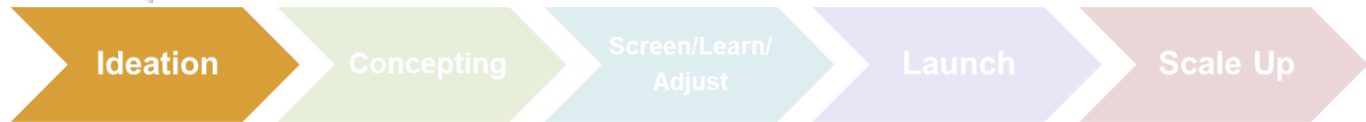
#1: No market need



- Every startup has to run its own *journey*
- From an *idea* to a *viable business*
- But the *path* & the *steps* are similar
- You have to *know* them & *conquer* them

Where can this journey take you? Let's find out.





Idea, Team, Vision, Targets, Market, Problem/Solution
Fit



Problem

Competition

Market

Define the problem you are solving

Define the intensity of the problem & try to find relevant data:

- Describe the situation faced by a potential customer
- Try to find relevant statistics

Identify your competitors & learn from them

Competitor is anyone who solves the same problem

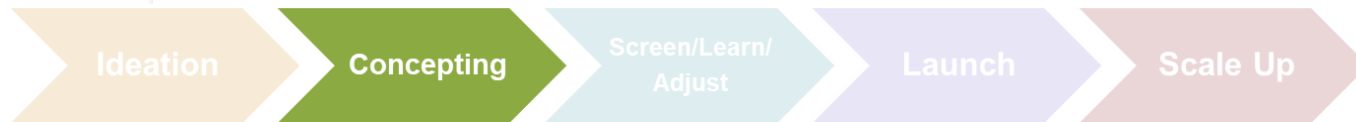
A benchmarking chart could be very helpful

→ Too much or no competition could be a problem!

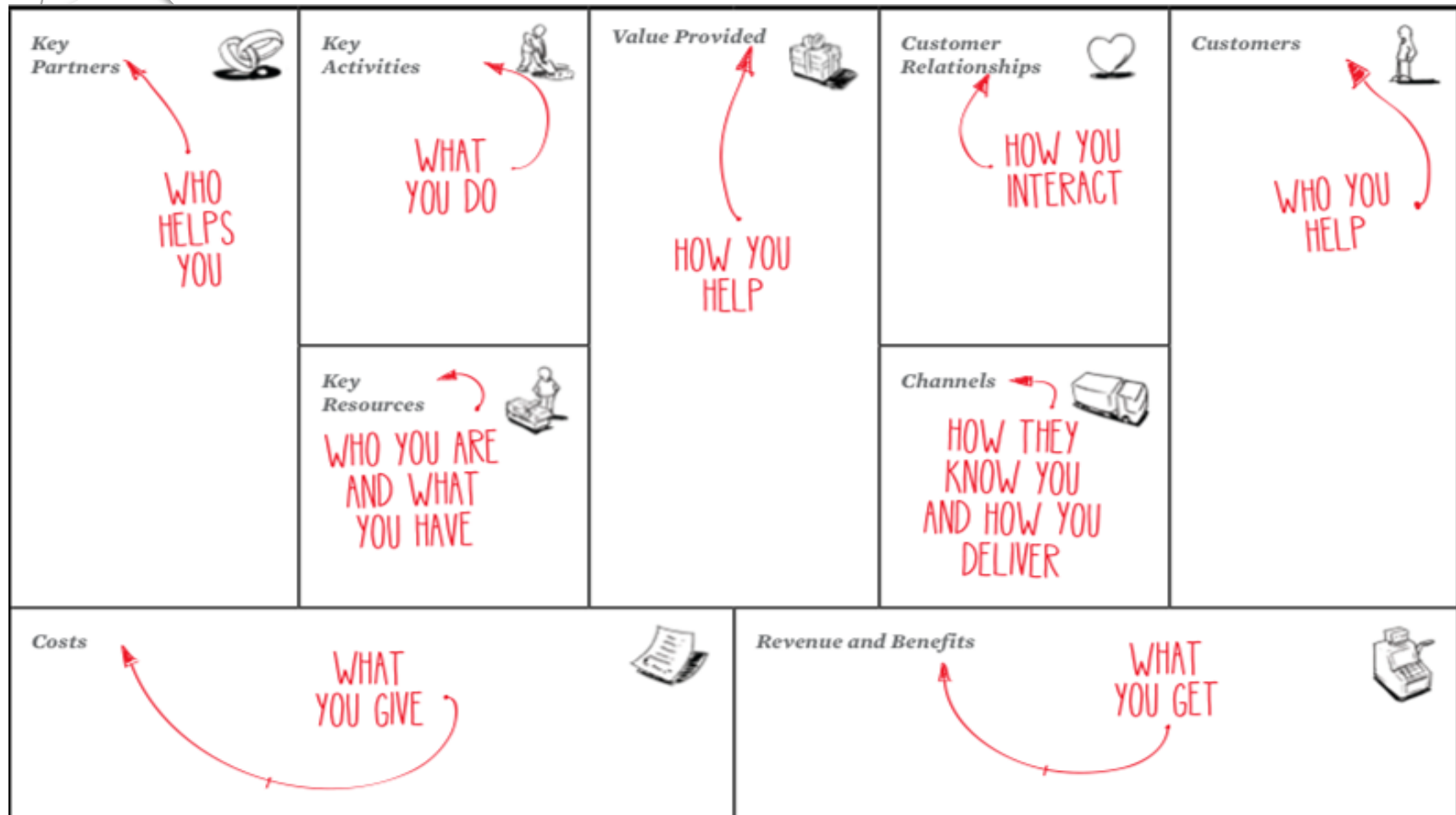
All potential target groups are judged based on 6 criteria:

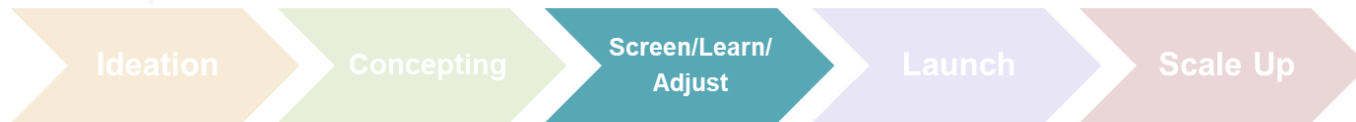
1. Buy power
2. Accessibility
3. Problem severity
4. Reachability
5. Competition
6. Expansion in new markets

We should always start from the target group that fulfils the most criteria



Business Model Canvas, SWOT





Assumptions Testing, Prototyping, Business Model
Reviews, Pivoting

Initially, our concept of a business model is nothing but a set of untested hypotheses.

We need to:

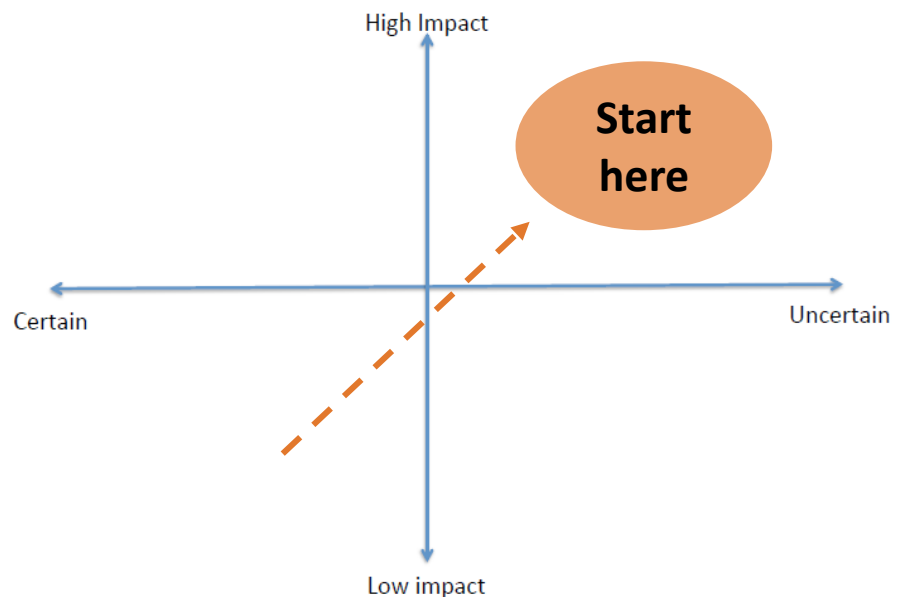
1. identify & map our assumptions
2. design experiments to test those assumptions
3. run the experiments with our customers

Define assumptions about:

- desirability
- feasibility
- viability

Evaluate each assumption in relation to:

- uncertainty
- impact



Pick *riskiest* assumption
Brainstorm tests
Define *testable hypothesis*
Set a *SMART** goal
Run the test & *review results*

* *Specific, Measurable, Achievable, Realistic, Timeboxed*

STEP 1: HYPOTHESIS	
We believe that	
	Critical: ▲ ▲ ▲
STEP 2: TEST	
To verify that, we will	
	Test Cost: Data Reliability: = ■ ■ ■ ▲ ▲ ▲
STEP 3: METRIC	
And measure	
	Time Required: ⌚ ⌚ ⌚
STEP 4: CRITERIA	
We are right if	



Customer interview



Features sorting cards



Picnic in the graveyard



Smoke test



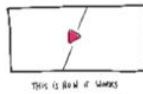
Generative session



Single-feature MVP



Wireframe & mockup



Explainer videos



Comprehension test



Imposter Judo



Crowdfunding



Pre-sales



Wizard of Oz



A/B testing



Ad campaign



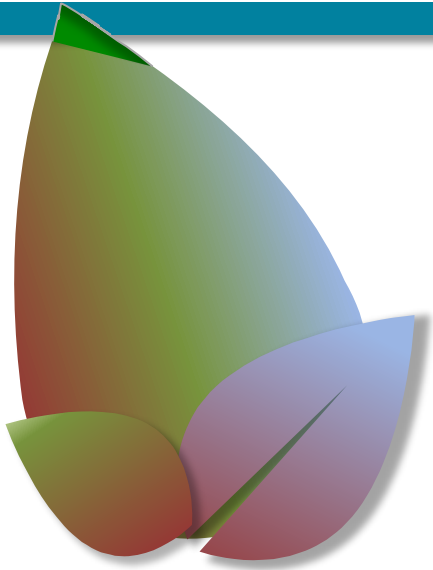
Letter of intent



Concierge



Physical prototype



**Fail fast and cheap. Fail often.
Fail in a way that doesn't kill you.**



Idea: Let's build a marketplace for people to rent their staff to others

#circulareconomy #sharingeconomy



**Young people do not have the financial capacity
to buy the staff they need
in order to live out the experiences they want**

We know however that some people have staff in storage because they don't use them anymore, so maybe they are willing to rent them out

Are there others doing that?



Brand	Founded	Location	Employees	Traffic	Funding	Offering
FatLlama	2016	London	1->10	204K Total	13M	Rent equipment
Rent mojo	2014	India	501->1000	242K/m	47.1M	Rent house equipment and electronics
Rent On Go	2012	India	1->10	187/m	15M(2017)	Rent vihecles bikes(Shut down)
Peerby	2012	Amsterdam	11->50	130 K total	4.7 M	Rent equipment
Spinlister	2011	New York	10->50	50K/m	2.3M	Rent Bikes, Surf, Ski
Rent4me	2016	New Jersey	1->10	432/m		Rent (Vehicle, dress, camp, electronics)
Rnters	2016	Portogal	1->10	4K/m		Rent (Electronics, bicycle, camping)
Ruckify	2017	Canada	1->10	37K/m		Rent everything
Rentitems	2017	Boston,USA	1->10			0 product
YoRent	2017	India	101->500			Build rent online platform
Quupe	2016	Canada	1->10			Rent equipment
Rentything	2012	Canada	1->10			7 product (dress, computer)



We are students, so we have access to student groups, friends and others that definitely don't have a lot of money

We also know from experience that everyone have staff they don't use anymore, or don't use all the time.



Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
Ασφαλιστική Εταιρεία η μεικτό σύστημα εμείς και ασφαλιστική η εγγυηση Courier (Ποδήλατα – Ηλεκτρικά Πατίνια) Τρόποι πληρωμής (Τράπεζες – Crypto –Paypal)	Customer Support Marketing development Tech development	Products Seekers Ικανοποίηση Ανάγκης – επιθυμίας Χρήματα Time Products Owner Smart Money	Dispute resolutions Excellent customer service & fast response Personalized marketing –Birthday day Οδηγός χρήσης προς Seekers Rating Users & Products Insurance Διαφήμιση μέσω καναλιών First rent Channels App Online Platform Word of Mouth Display ads in suitable blogs/sites Micro - influencer Paid ad Instagram	Products Owner Extra Money Μη συχνή χρήση των αντικείμενων τους Εταιριές ενοικιάσεων Our Team Products Seekers Χαμηλό εισόδημα φοιτητες - young professional Αγάπη για νέες εμπειρίες* Δοκιμαστές Subsegs : Ηχοακουστικά(Party) Extreme sports Persona Ετών 20-30 Λατρευει τις νεες εμπειρίες Exteme sports -high content -party 400 ευρώ /Μηνά
	Key Resources Team - Staff Software Γραφειο			
Cost Structure Σταθερά Προσωπικό Platform – App Μεταβλητά Marketing Legal Courier Ασφαλιστική			Revenue streams Commission Transaction /Seekers Ads Display Commission Insurance* Commission transportation*	




- People are willing to rent items FROM strangers (Item Seekers exist)
- People are willing to rent their belongings TO strangers (Item owners exist)



Όργανα γυμναστικής, παιχνίδια κήπου, στολισμός
Μου αρέσει! · Απάντηση · 9 εβδ. 1

Αρης Κεφαλογιαννης Συντάκτης
Christina Κίρου Καλησπέρα Χριστίνα, σε ευχαριστούμε πολύ όταν γράφεις στολισμό τι εννοείς ακριβώς?
Μου αρέσει! · Απάντηση · 9 εβδ. 1

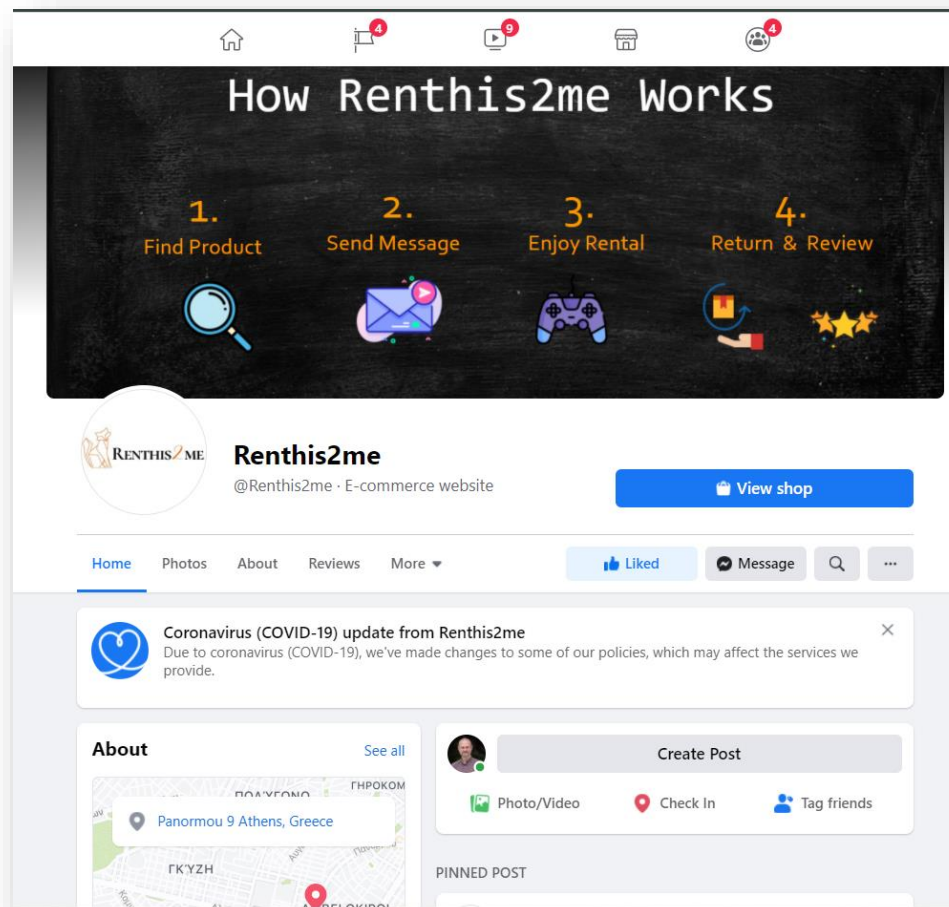
Αρης Κεφαλογιαννης όταν ετοιμάζουν γάμο βάπτιση ή κάτι άλλο αντίστοιχο, και θέλουν να διακοσμήσουν το χώρο τους για περιορισμένο διάστημα με τον κλασσικό στολισμό, τούλι, φαναράκια, πίνακες υποδοχής, κτλ. Επίσης για φωτογραφίες, για γύρισμα ταινιών, είμαι βέβαιη ότι ακόμη και οι επαγγελματίες διακόσμησης θα ενθουσιαστούν με την ιδέα πως μπορούν να βρουν ό,τι θέλουν για τη δουλειά τους, απο κάρο μέχρι ιδιαίτερο φωτισμό, κούκλες μανεκέν, ακόμη και ζώα φάρμας.
Καλή επιτυχία στο εγχείρημά σας!
Μου αρέσει! · Απάντηση · 9 εβδ. · Τροποποιήθηκε

Νοικιάζω το δράπανο 5 ευρώ τη μέρα...Για περισσότερο θα κάνουμε κατι καλύτερο εννοείται

Τέλειο! · Απάντηση · 9 εβδ. · 3

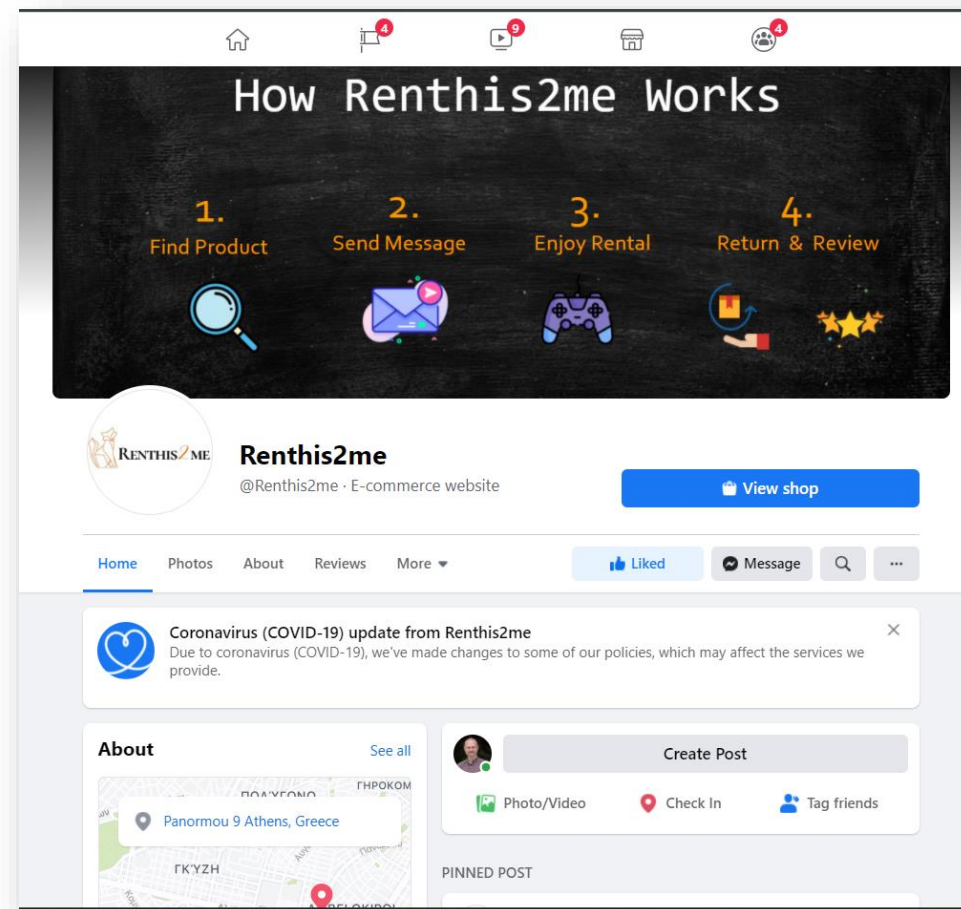
Είναι κάτι που λείπει από την πόλη, κάτι σαν tools library, εμεις θα μας ενδιαφέρουν εργαλεία για κατασκευές, εργαλεία για φροντίδα κήπου, μια πολύ ψηλή σκάλα πχ πάνω από 8 μέτρα, και κλασσικά οπτικό ακουστικό υλικό προτζέκτορας, μικρόφωνα, οθόνες, φώτα κτλ
Τέλειο! · Απάντηση · 9 εβδ. 1

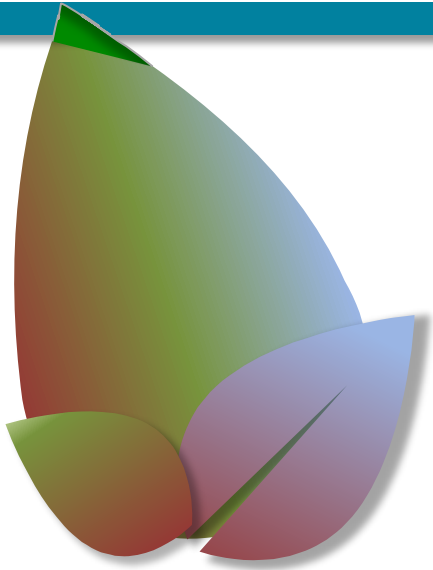
Αρης Κεφαλογιαννης Συντάκτης
Evanthia Stavrou Χαρόμαστε να ακούμε οτι υπάρχει ενδιαφέρον σε τέτοια αντικείμενα. Σε ευχαριστούμε πολύ Ευανθία
Μου αρέσει! · Απάντηση · 9 εβδ.

Let's build a Facebook page



- **771** people liked and followed
- **13** products available
- **4** rent outs
- **0€** cost





Thank you!

Any questions ?

You can find us at
<https://ideasforward.com>