



LEAN START UP



PURPOSE:

A REAL STORY ABOUT STARTING UP IN HALIFAX, NS

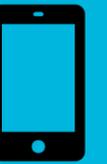
WHY / HOW

THE (HALIFAX) LEAN START-UP



1. A PROBLEM

Why does anyone care? How is it a problem?



2. PRODUCT

Why does your product solve the problem? How will you build it?



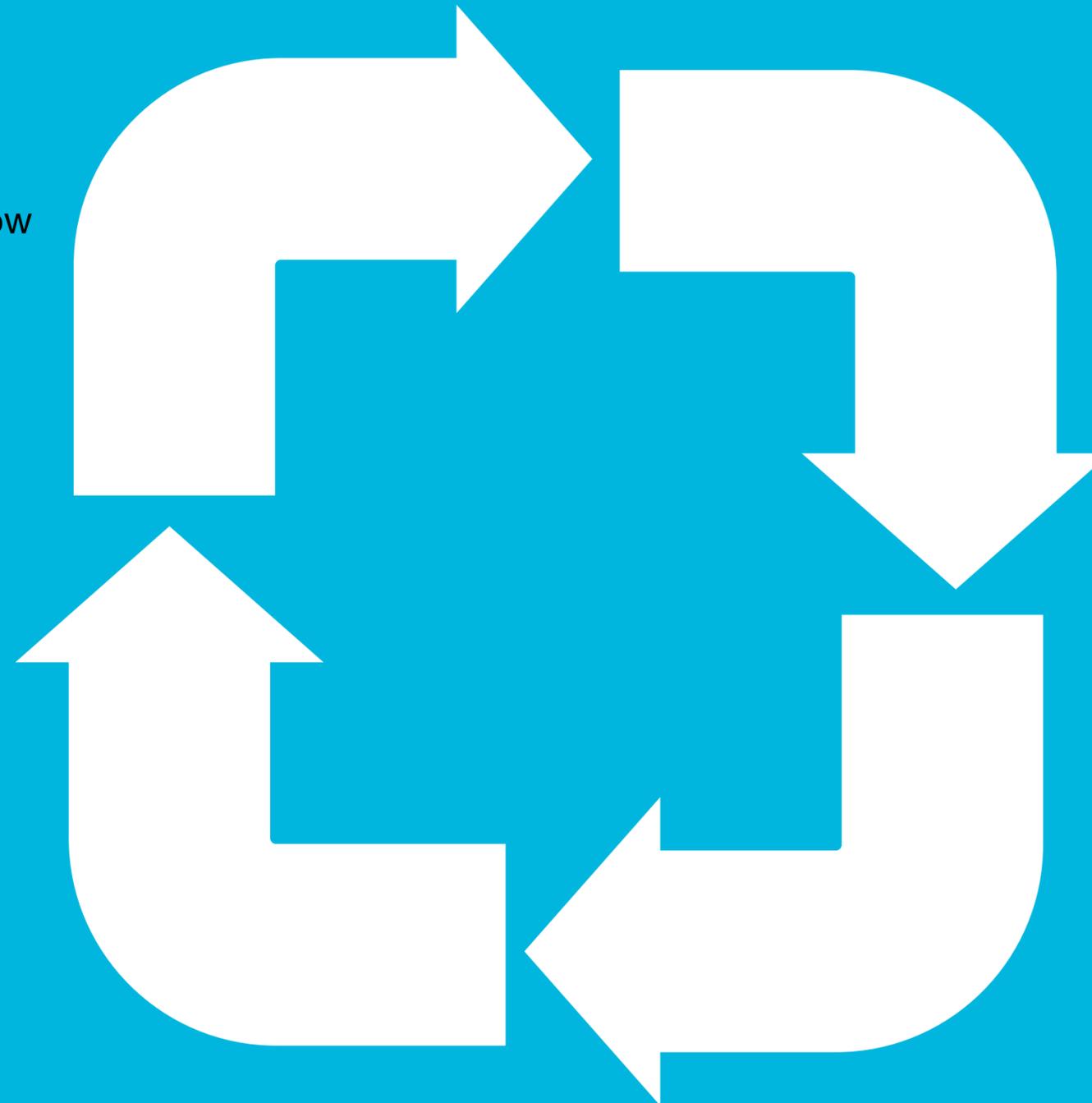
4. TALENT

MORE TEXT BELOW AS AN EXAMPLE

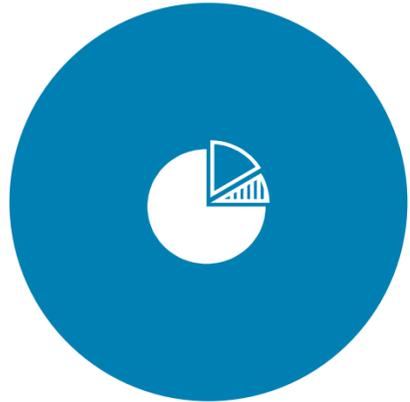


3. CASH

Why will someone buy, sell or invest?



THE (HALIFAX) LEAN START-UP



PROBLEM

Are you building something because it's needed? Or because you can? One is a business. The other is a hobby.

A PROBLEM

NOT BECAUSE YOU CAN

Don't build something because you can. Build something that is needed.

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EVIDENCE

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Think of what your user wants to do. How will you build those features?

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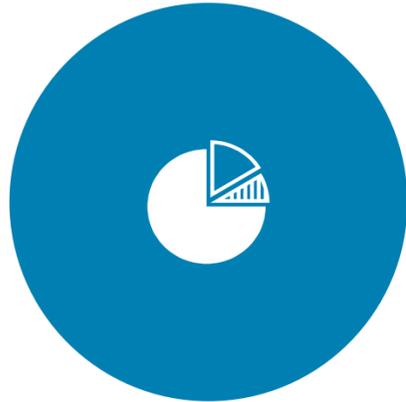
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BUSINESS MODEL CANVAS

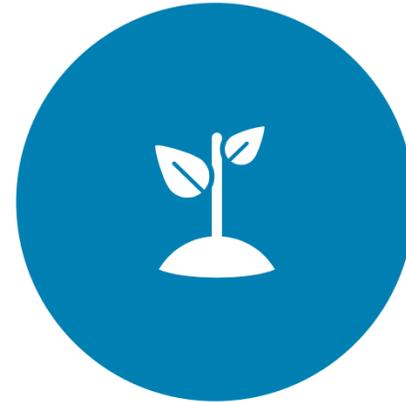
You have to start with something. The business model / lean canvas approach gives you a holistic overview of the business.

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TEST, TEST, TEST

Look for your RATs (Riskiest Assumption Tests).

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Be ready to learn from your customers. What do they like, dislike, and want to see next.

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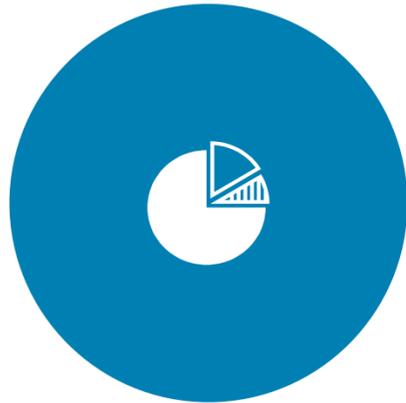
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EVOLVE

Never stop evolving. When you do. You're dead.

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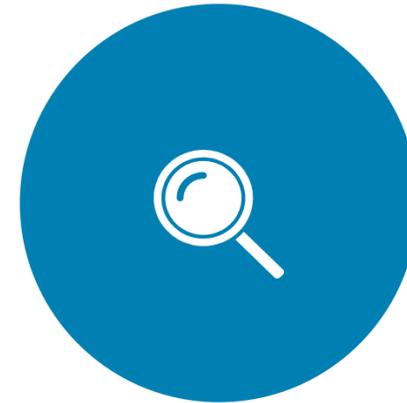
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CASH

How will you fund your plan? Your most important source of cash is the customer.

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BOOTSTRAP

You're going to have to start with your own blood, sweat, tears and cash.

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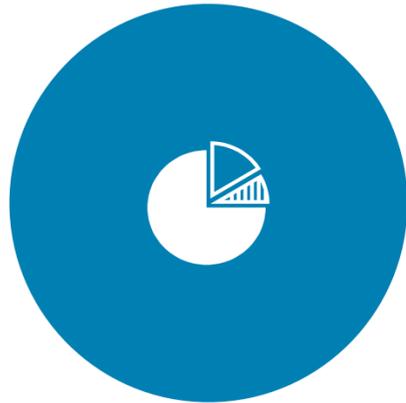
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THE FINANCIAL MODEL

The basis for a solid financial model is research. Know your total available market (TAM) and be realistic.

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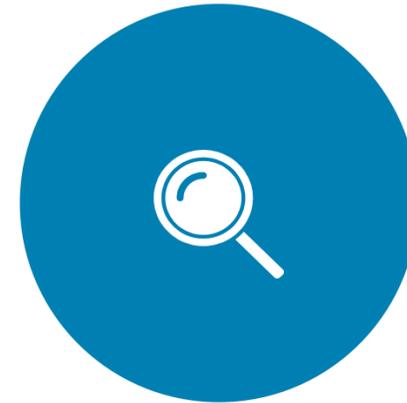
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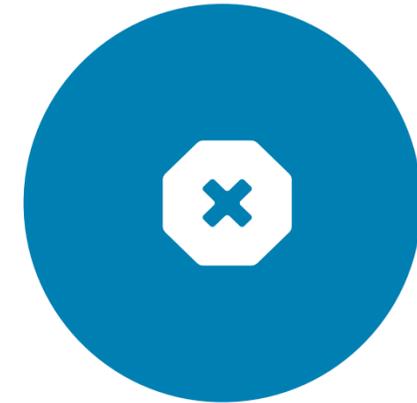
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TALENT

You can't get this done alone. Your team brings skills, relationships and credibility to what you are doing.

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THE CORE

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Where will you find those angels? How do they fit into the overall plan?

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How can you use 3rd parties to accelerate your development?

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PARTNERS

Who else do you need on your team? Associations, affiliations, sponsors, etc.....

FINAL WORDS

1

CREDIBILITY

TRUST IS EVERYTHING. SURROUND YOURSELF WITH TALENT THAT WILL EARN THE TRUST OF CUSTOMERS AND INVESTORS.

2

PAYING CUSTOMERS

PAYING CUSTOMERS IS YOUR BUSINESS. THEIR WILLINGNESS TO GIVE YOU MONEY IS THE MOST IMPORTANT TEST OF ALL.



3

EVERYDAY IS DAY ONE

**PLEASE TAKE A FEW MINUTES TO
FILL OUT OUR ONLINE SURVEY...**

www.pdsummit.ca/speaker-survey.html

Got a question for me?

<https://www.linkedin.com/in/inspiredeggs/>