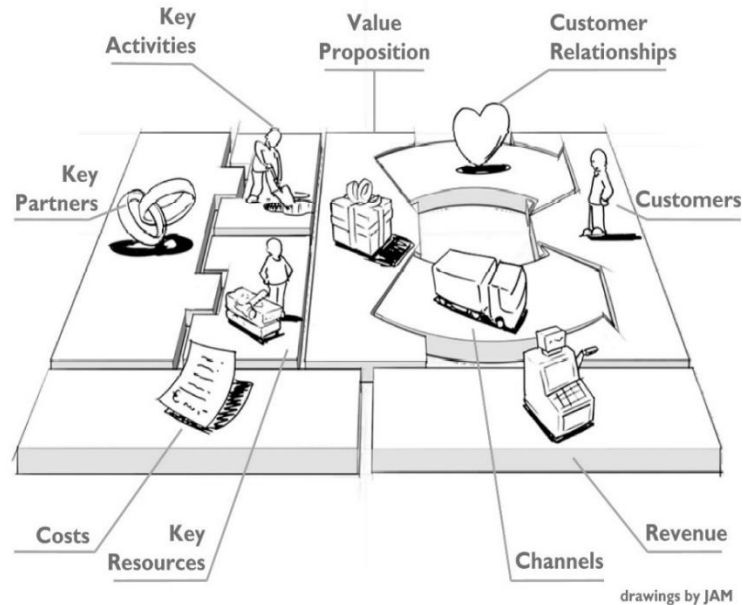




Business Model Canvas



Javelin Experiment Board

Javelin Board method created by [leanstartupmachine](#)

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. <small>Time Limit: 5 Min</small>		SAME CUSTOMER			
What is the problem? Phrase it from your customer's perspective. <small>Time Limit: 5 Min</small>		NEW PROBLEM			
Define the solution only after you have validated a problem worth solving. <small>Time Limit: 5 Min</small>					
List the assumptions that must hold true, for your hypothesis to be true. <small>Time Limit: 10 Min</small>		NEW RISK			
Need help? Use these sentences to help construct your experiment.					
To form a Customer/Problem Hypothesis: I believe my customer has a problem achieving this goal.					
To form a Problem/Solution Hypothesis: I believe this solution will result in quantifiable outcome.					
Method & Success Criterion					
GET OUT OF THE BUILDING!					
To form your Assumptions: In order for hypothesis to be true, assumption needs to be true.					
To identify your Riskiest Assumption: The assumption with the least amount of data, and core to the viability of my hypothesis is...					
Result & Decision		INVALID! PIVOT!	VALID! PER-SEVERE		
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 # of customers and expect a strong signal from # of customers.					
Learning					



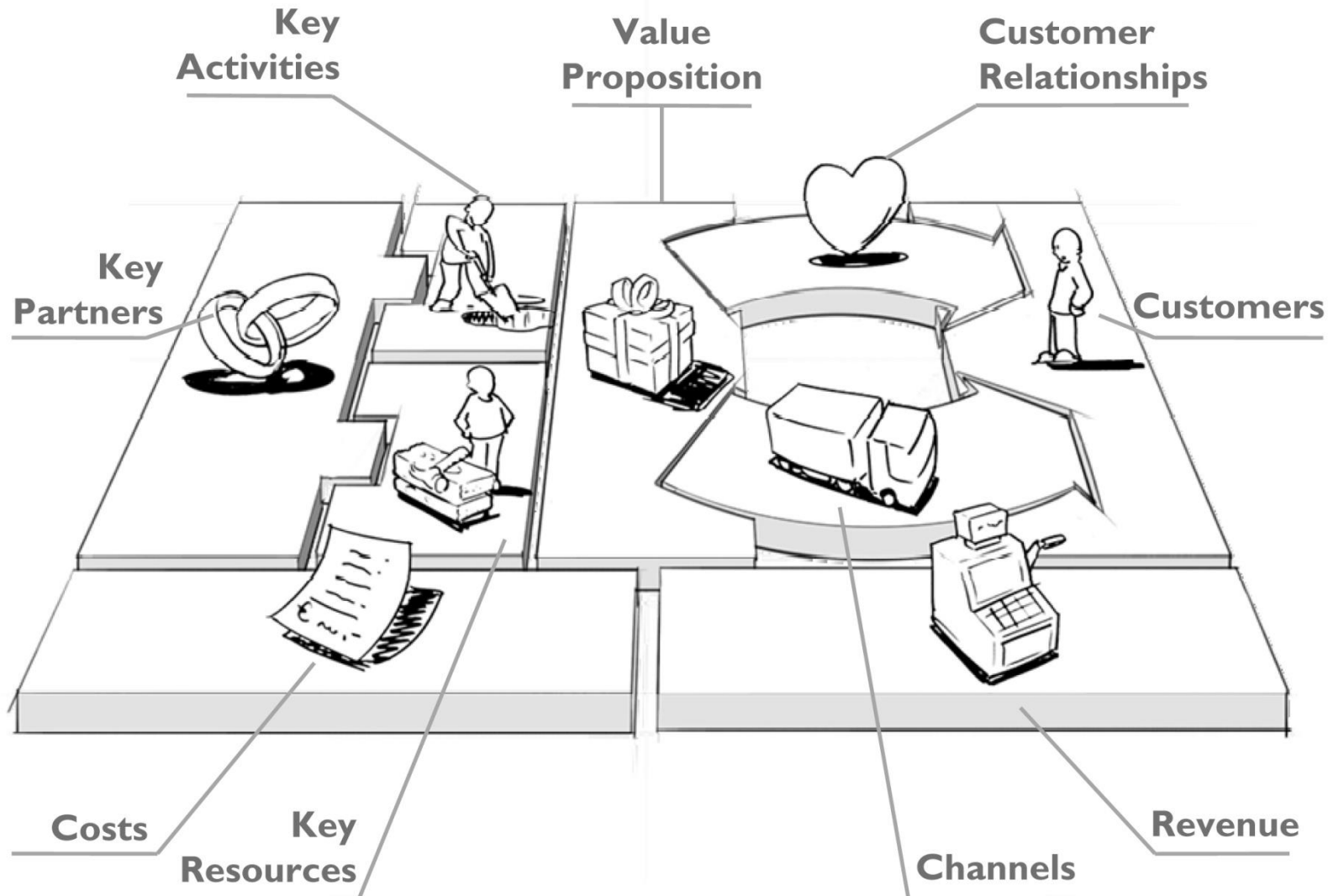
Overview

- Today we will introduce
 - Business Model Canvas
 - Javelin Experiment Board
- Help you understand
 - The value of these models
 - How they work
 - What to do next

Business Model Generation



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drawings by JAM



Business Model Canvas

Value

- Turn your idea into a strategy
- Challenge your assumptions
- Stimulate new ideas
- Application to new parts of your organisation (Company, Division, Individual)



What?

“A strategic management and entrepreneurial tool that allows you to describe, design, challenge, invent, and pivot your business model”



Why?

- Improve clarity
- Build understanding
- Mobilise
- Design
- Innovate
- Implement
- Manage
- Communicate (customers, investors, team/staff etc)

What business are you in?



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Organisation	Conventional Business	What business are they really in?
McDonalds	Selling Hamburgers	Real Estate
Facebook	Social Media Network Platform	Advertising
Coca Cola	Beverages	Logistics Networks

Example Fictional Product

- We will help you understand Business Model Canvas through a future product.

City to City Rocket Ship (Elon Musk)

- Overview of 'fictional product' value proposition

Example Fictional Product





Let's complete it together!

- *fictional product* – Business Model Canvas



Javelin Experiment Board

Javelin Board method created by leanstartupmachine

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
Customer		SAME CUS-TOMER			
Problem		NEW PROB-LEM			
Solution					
Riskiest Assumption		NEW RISK			
Method & Success Criterion					
GET OUT OF THE BUILDING!					
Result & Decision	INVALID. PIVOT!	VALID! PER-SEVERE			
Learning					

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

To form a Customer/Problem Hypothesis: I believe my customer has a problem achieving this goal.	To form a Problem/Solution Hypothesis: I believe this solution will result in quantifiable outcome.
To form your Assumptions: In order for hypothesis to be true, assumption needs to be true.	To identify your Riskiest Assumption: 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 # of customers and expect a strong signal from # of customers.

What is Javelin Board?



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Tool to validate ideas through experimentation

- Hypothesis
- Assumptions
- Define Method & Success Criteria
- Get out of the building and collect data
- Analyse results & learn
- Take decision to Pivot or Persevere

Why?



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- Turn your ideas into experiments
- Test riskiest assumptions
- Define experiments
- Get out of 'the building' and get data
- Review data and feed back into Business Model Canvas
- Take rational decisions, update BMC, define new experiments
- Easy to understand
- Gets you started quickly, fail fast to succeed faster
- Fun, engaging and interactive

Javelin Board



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Javelin Experiment Board

Project Name: _____ Team Leader Name: _____

Experiments		1	2	3	4	5
<p>Start here. Brainstorm with stickies, pull it over to the right to start your experiment.</p> <p>Who is your customer? Be as specific as possible. <small>Time Limit: 5 Min</small></p>	Customer	BOOT-STRAPPED STARTUP FOUNDERS				
<p>What is the problem? Phrase it from your customer's perspective. <small>Time Limit: 5 Min</small></p>	Problem	GETTING UX FEEDBACK				
<p>Define the solution only after you have validated a problem worth solving. <small>Time Limit: 5 Min</small></p>	Solution					
<p>List the assumptions that must hold true, for your hypothesis to be true. <small>Time Limit: 10 Min</small></p>	Riskiest Assumption	NO RELIABLE SOURCE				
<p>Need help? Use these sentences to help construct your experiment.</p> <p>To form a Customer/Problem Hypothesis: I believe <u>my customer</u> has a problem <u>achieving this goal</u>.</p> <p>To form a Problem/Solution Hypothesis: I believe <u>this solution</u> will result in <u>quantifiable outcome</u>.</p>		Method & Success Criterion	INTERVIEW: 6/10			
<p>To form your Assumptions: In order for <u>hypothesis</u> to be true, <u>assumption</u> needs to be true.</p> <p>To identify your Riskiest Assumption: The assumption with the least amount of data, and core to the viability of my hypothesis is...</p>		GET OUT OF THE BUILDING!				
<p>Determine how you will test it: The least expensive way to test my assumption is...</p> <p>Determine what success looks like: I will run experiment with # of <u>customers</u> and expect a strong signal from # of <u>customers</u>.</p>		Result & Decision				
		Learning				

Area Brainstorming **Area Execute**

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

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3 Types of Hypothesis

- Customer
 - List different customer segments (love somebody more than anybody else)
 - Each team member write down one customer (5 min)
 - Select one customer segment to focus test on and move to right
- Problem
 - Each team member write down one problem(5 min)
 - Select one problem that you want to focus on and move it to the right
- Solution
 - Understand the customer and problem and trying to validate that.



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Let's complete it together!

- *fictional product* - Experiment Javelin Board



Apply the Theory!

1. When you have an idea
 - a) Apply Business Model Canvas
 - b) Apply Javelin Board: test your idea!
 - c) Work in a team / Get a mentor
 - d) Be willing to fail and learn
2. Discuss with others!
3. Workshops - BIGJUMP

Deepening your knowledge

- Business Model Canvas strategyzer.com/canvas/business-model-canvas
- Business Model Generation businessmodelgeneration.com
- Flavio Tosi's Business Model Canvas business-exploration.com
- BizCanvas [App Store](#)
- Startup Hero startuphero.co.uk
- Launch Board launchboard.io
- Running Lean & Scaling Lean leanstack.com
- Javelin Board and Community javelin.com
- Lean Enterprise community website leanenterprisebook.com
- The lean startup website theleanstartup.com
- Lean Start up on Twitter twitter.com/leanstartup
- Playing Lean playinglean.com
- BIGJUMP website BIGJUMP.COM.AU

