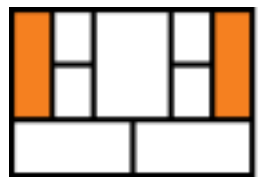


LEANSTACK: Lean Startup Innovation Platform

Michelle Albro
Senior Program Manager
CNM Ingenuity, Inc



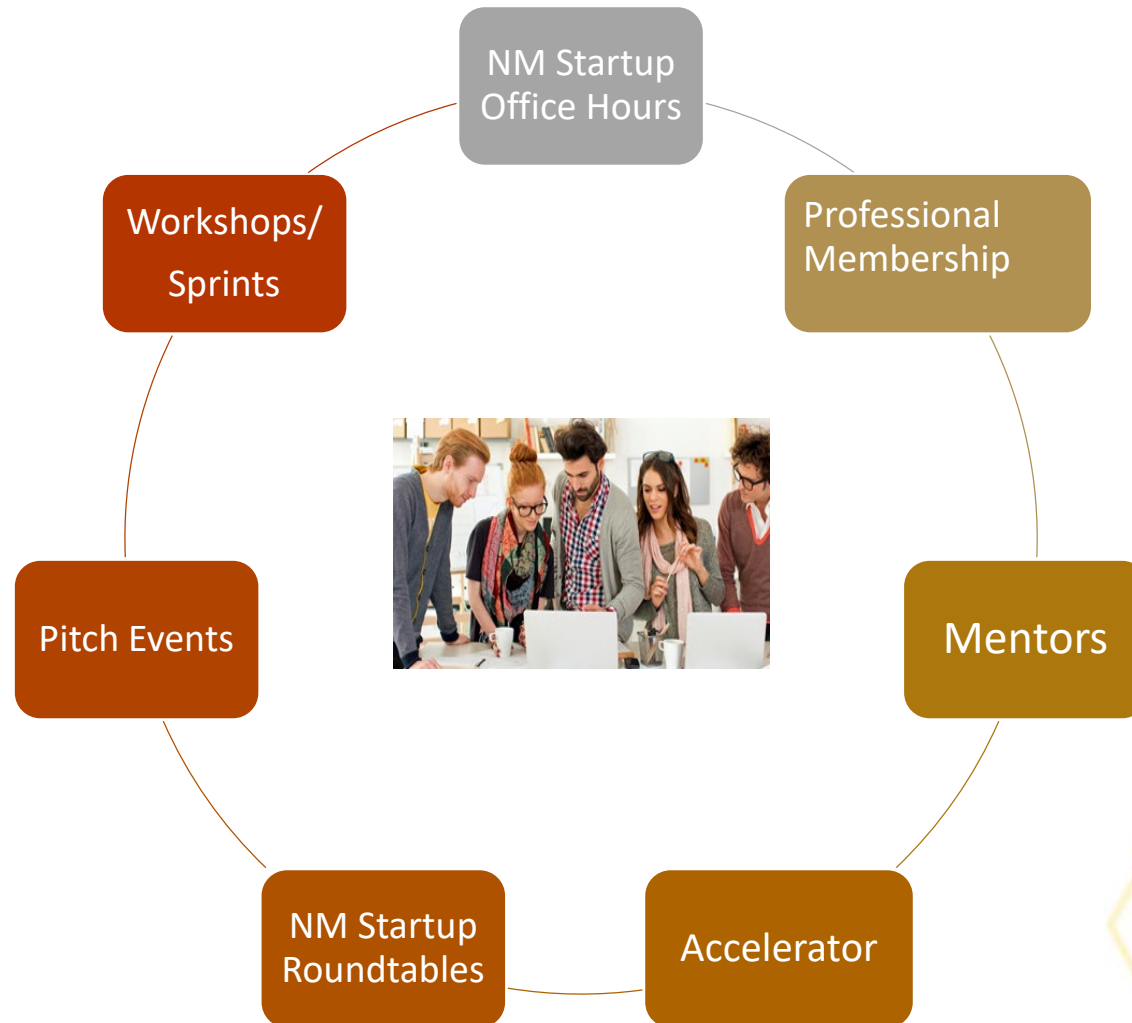
LEANSTACK

Agenda

- ActivateNM
- LEANSTACK
- Lean Methodology and LEANSTACK
- Lean Canvas and Traction Roadmap
- Tour of LEANSTACK Platform
- A Tale of Two Entrepreneurs
- A LEANSTACK Journey

ActivateNM

Powered by CNM Ingenuity

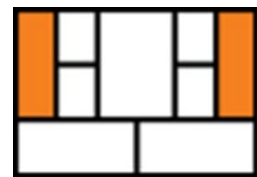


<https://activatenm.com/>

CNM Ingenuity, Inc.

LEANSTACK

LEANSTACK is an online continuous innovation platform that helps early-stage entrepreneurs find repeatable and scalable business models.



LEANSTACK



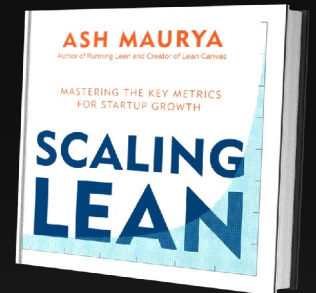
Ideation: Communicate your idea clearly and concisely



#ContinuousInnovation

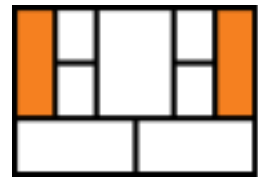


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Lean Methodology

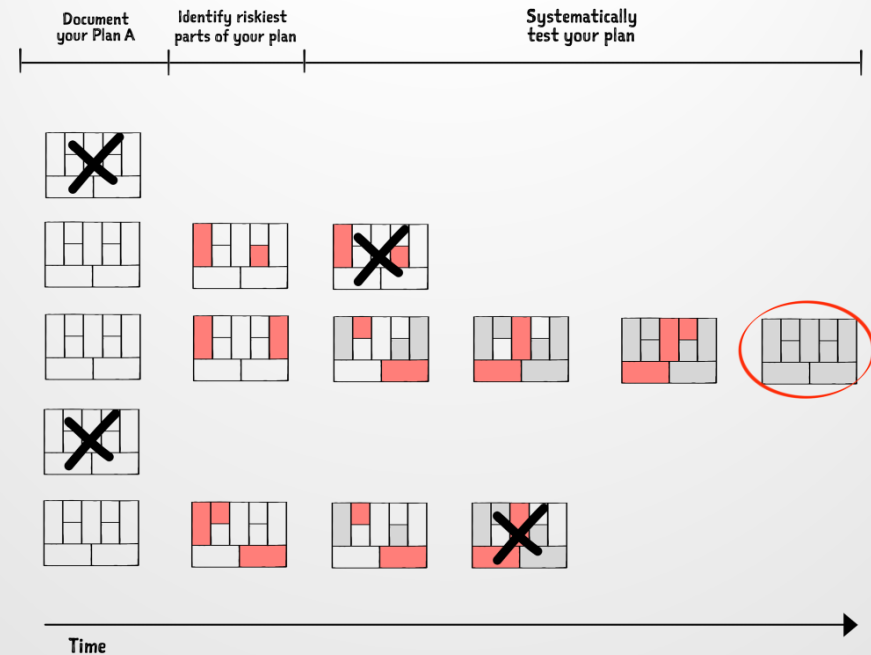
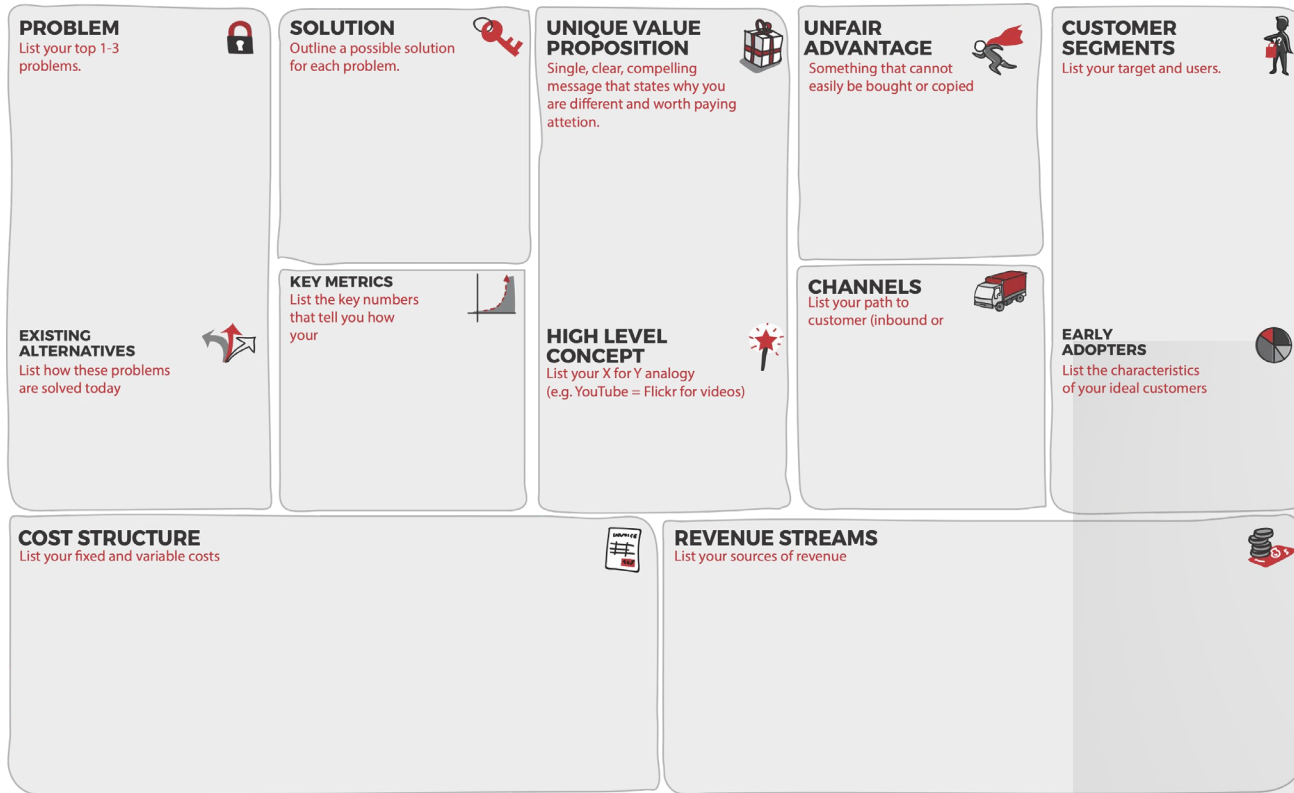
How does LEANSTACK link to Lean Methodology?



LEANSTACK



Lean Canvas

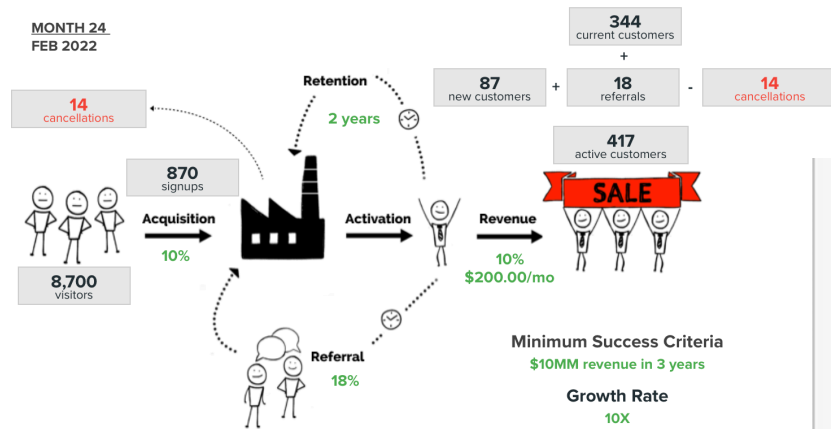


Traction Roadmap

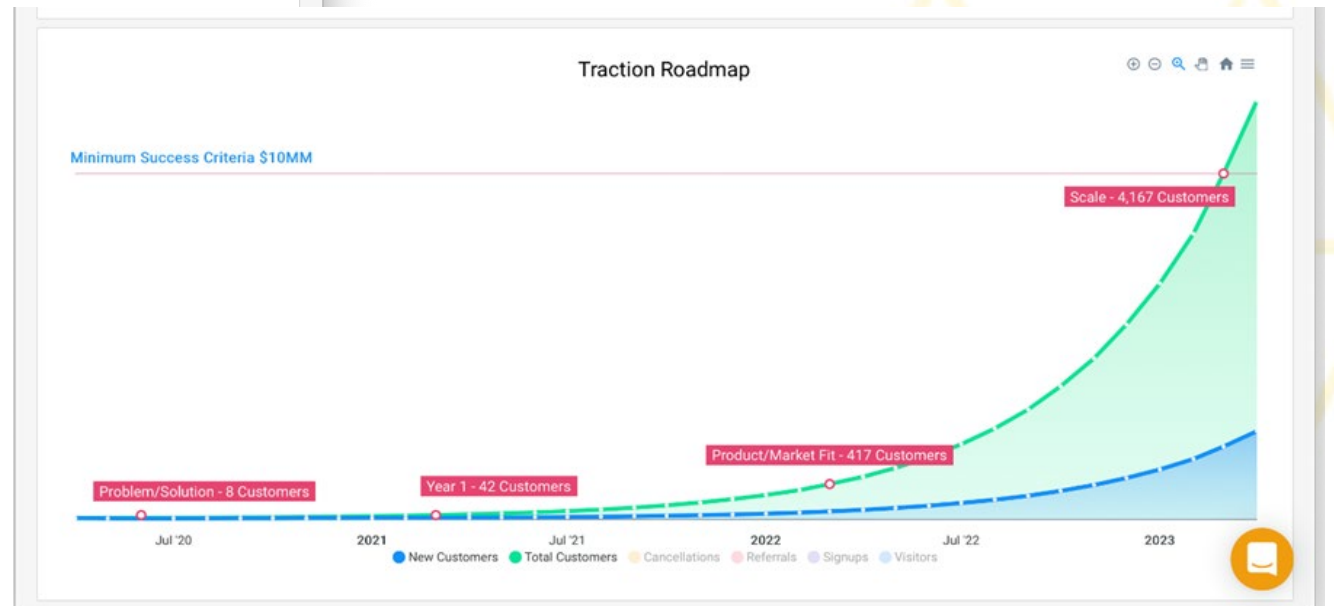
Customer Factory

[Edit Assumptions](#)

Based on your minimum success criteria of **\$10MM** per year, with a pricing model of **\$200.00/month**, an expected customer lifetime of **2 years**, and your expected acquisition rate (**10%**) and customer conversion rate (**10%**) you will need to attract at least **571** new visitors every day after **year 3** in order to reach **417** customers.



[DOWNLOAD CUSTOMER FACTORY](#)





Accelerator Academy


Cohort

Courses

 Foundations

 Business Model Design

 Lean Validation Framework

 Demand Generation

 Mentor Playbook

 Validation Recipes

My First Product

↳ My First Canvas

Tools

 Lean Canvas

 Traction Roadmap

 Story Pitch

 Customer Forces 1

 Goals 0

 Rollout Plan




 Lean Sprints 0

Foundations




Learn the key mindsets for building products today that matter.

 Tip: Complete a given module before proceeding to the next one. [Learn More.](#)






1 Introduction 1 Hr, 0 Min

-  A Tale of Two Entrepreneurs
-  Don't Start With an MVP
-  There is a Systematic Approach to Entrepreneurship

2 Why Continuous Innovation? 52 Min

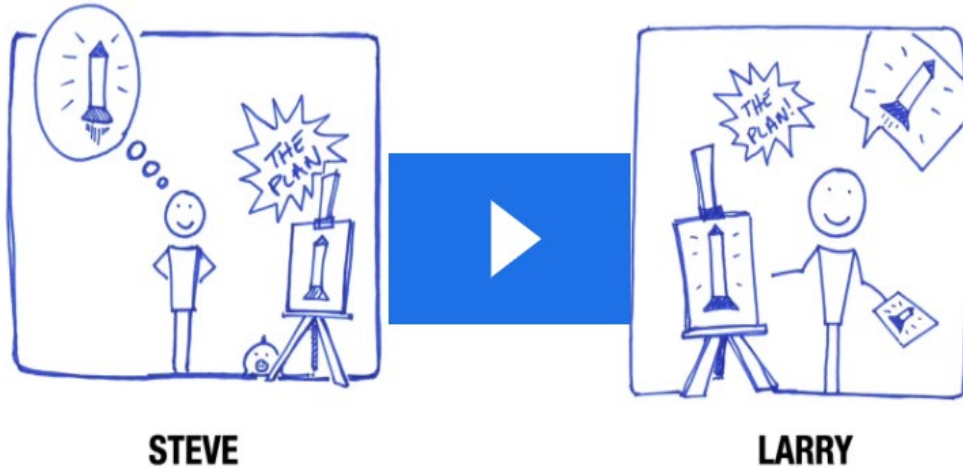
-  We Are Living in a New World: The Rules Have Changed
-  Why Isn't Everyone Practicing Continuous Innovation?
-  Lean Startup, or Business Model Design, Design Thinking isn't Enough

3 The Continuous Innovation Mindsets 37 Min

-  10 Key Continuous Innovation Mindsets
-  1 - Love the Problem, Not Your Solution
-  2 - Your Business Model is the Product
-  3 - Traction is the Goal
-  4 - Right Action. Right Time

What do you think is one of the biggest problems entrepreneurs run into once they have an innovative idea?

A Tale of Two Entrepreneurs



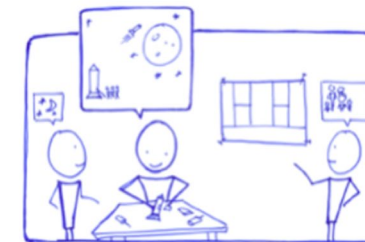
1 YEAR LATER...



STEVE

Still building his product
No product revenue
Works alone

VS

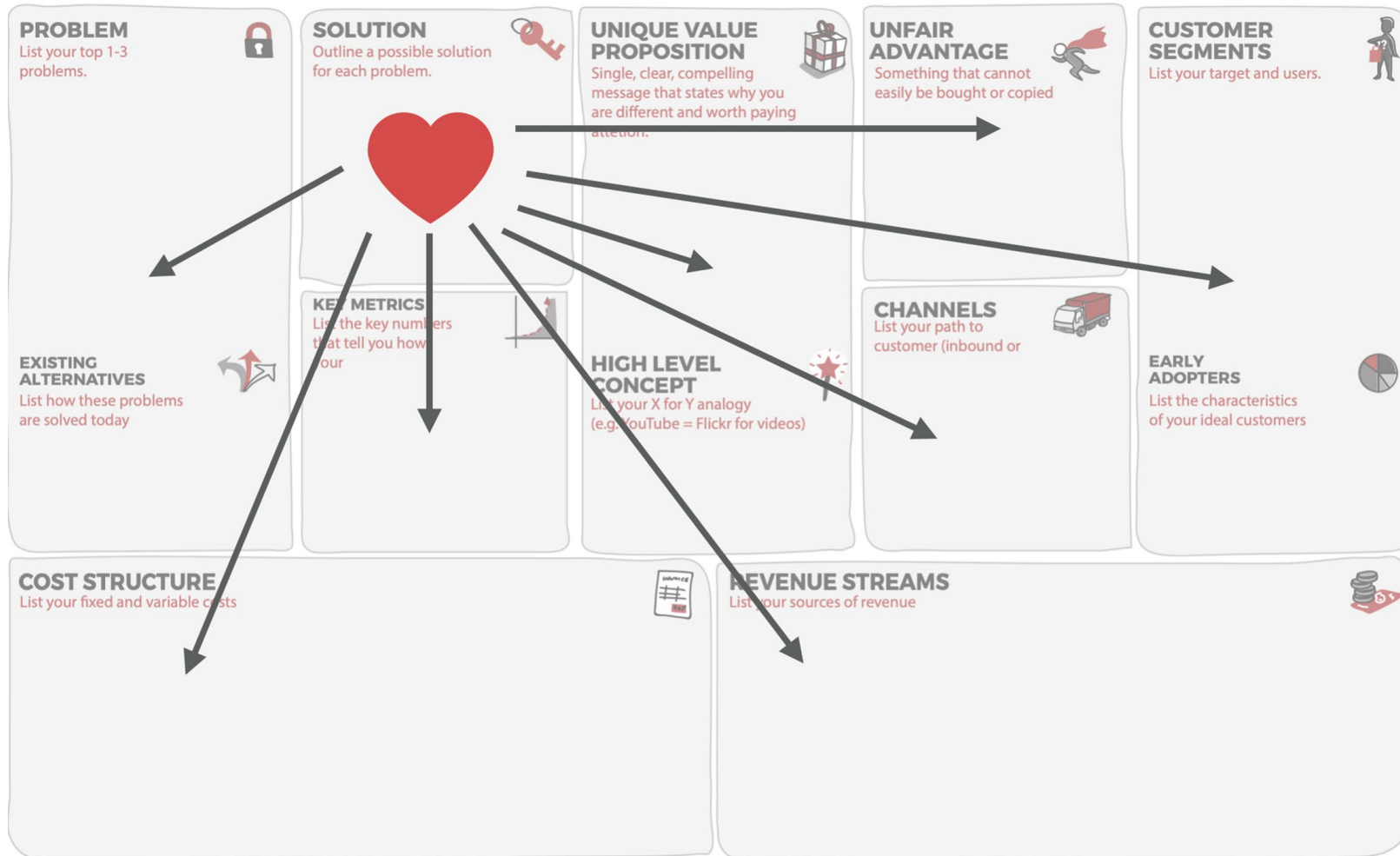


LARRY

Growing customer base
Growing revenue
Growing team

How do they seemingly start at the same point but end up in different places?

Innovators Bias



THE INNOVATOR'S BIAS

He is focused on his solution. Instead of asking:

“What problem do my customers have?”,

Steve focuses on “What problem could my solution solve?”.

STARTING WITH A SOLUTION IS LIKE
BUILDING A KEY WITHOUT A DOOR



Let's go on a journey...



Trigger

Expectation violation

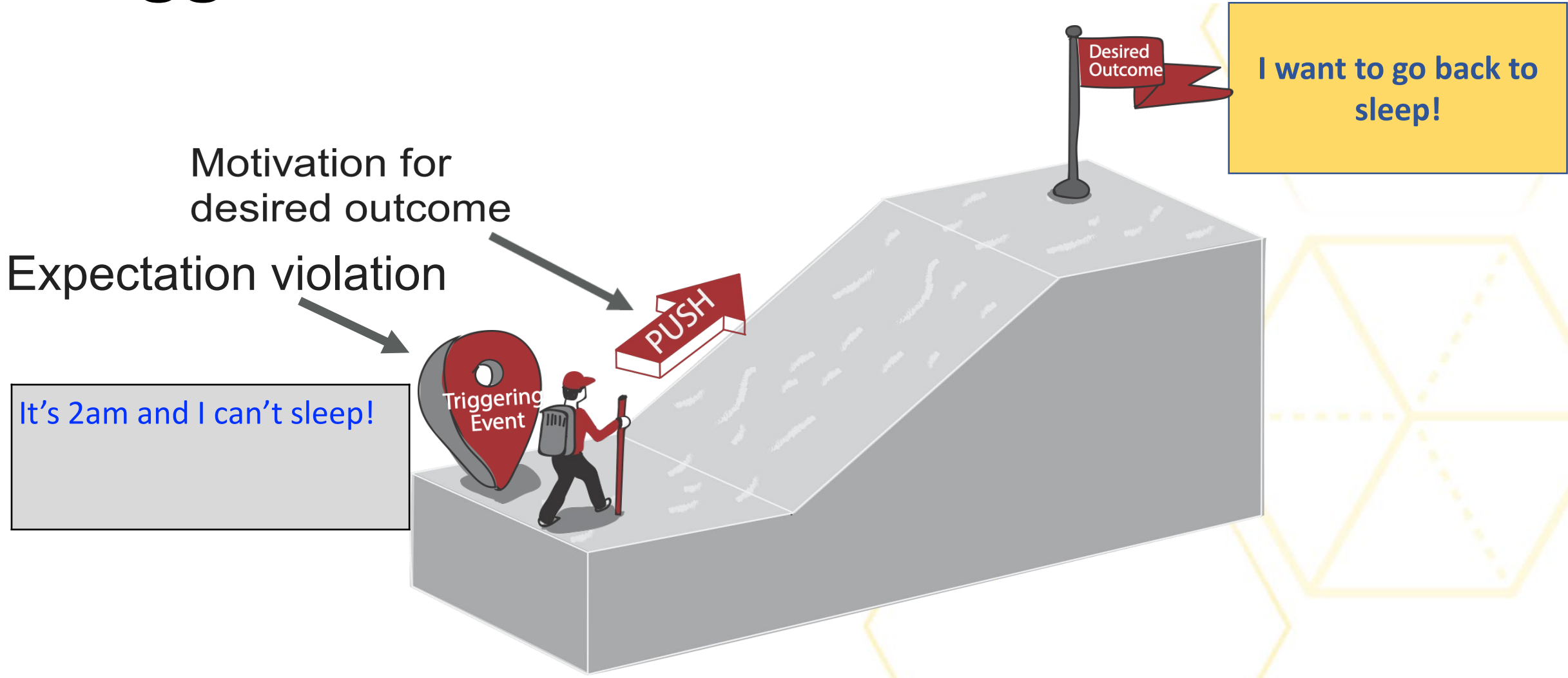
It's 2am and I can't sleep!



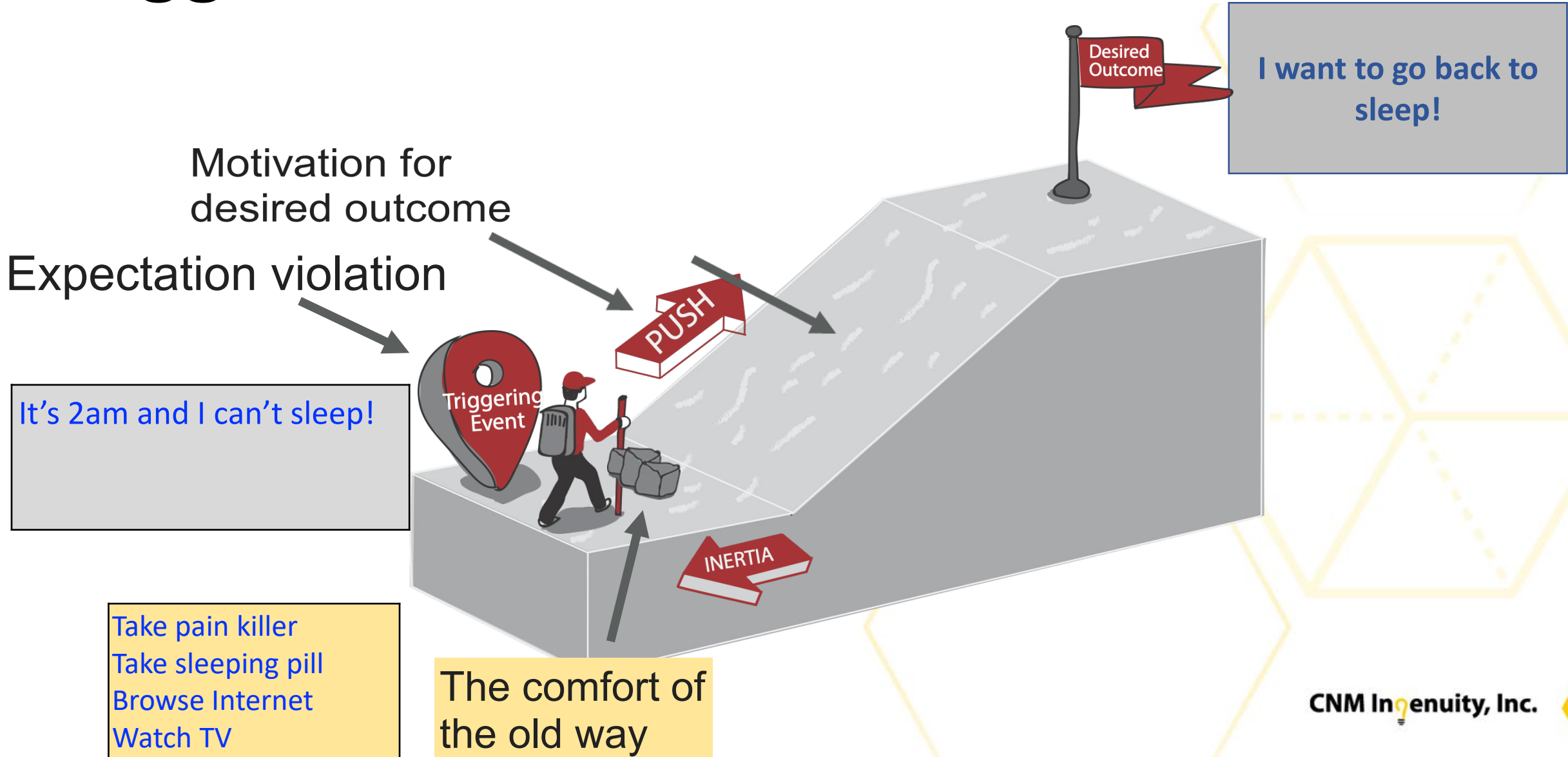
TYPES OF SWITCHING TRIGGERS

1. BAD EXPERIENCE
2. CHANGE IN CIRCUMSTANCE
3. AWARENESS

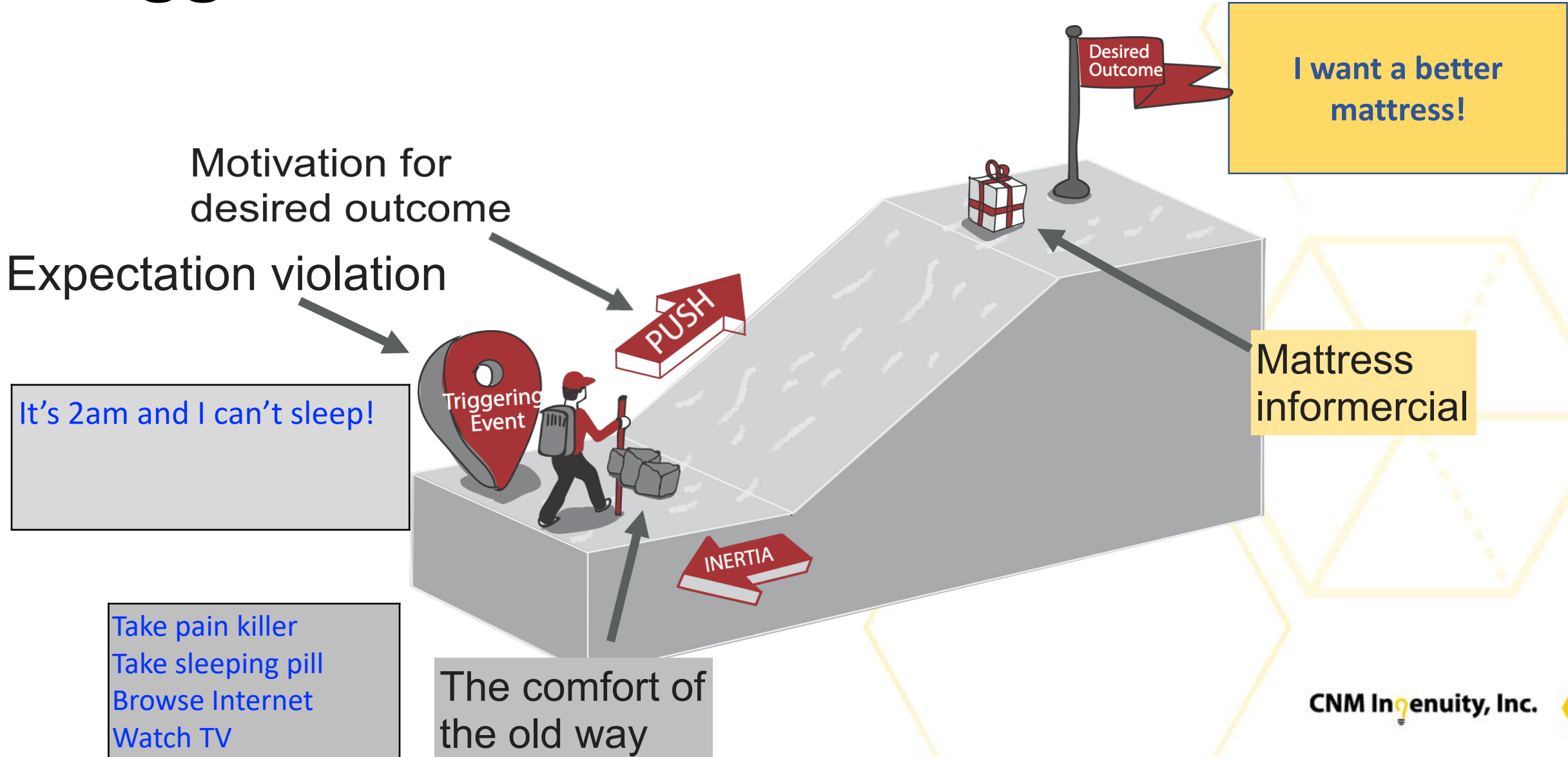
Trigger



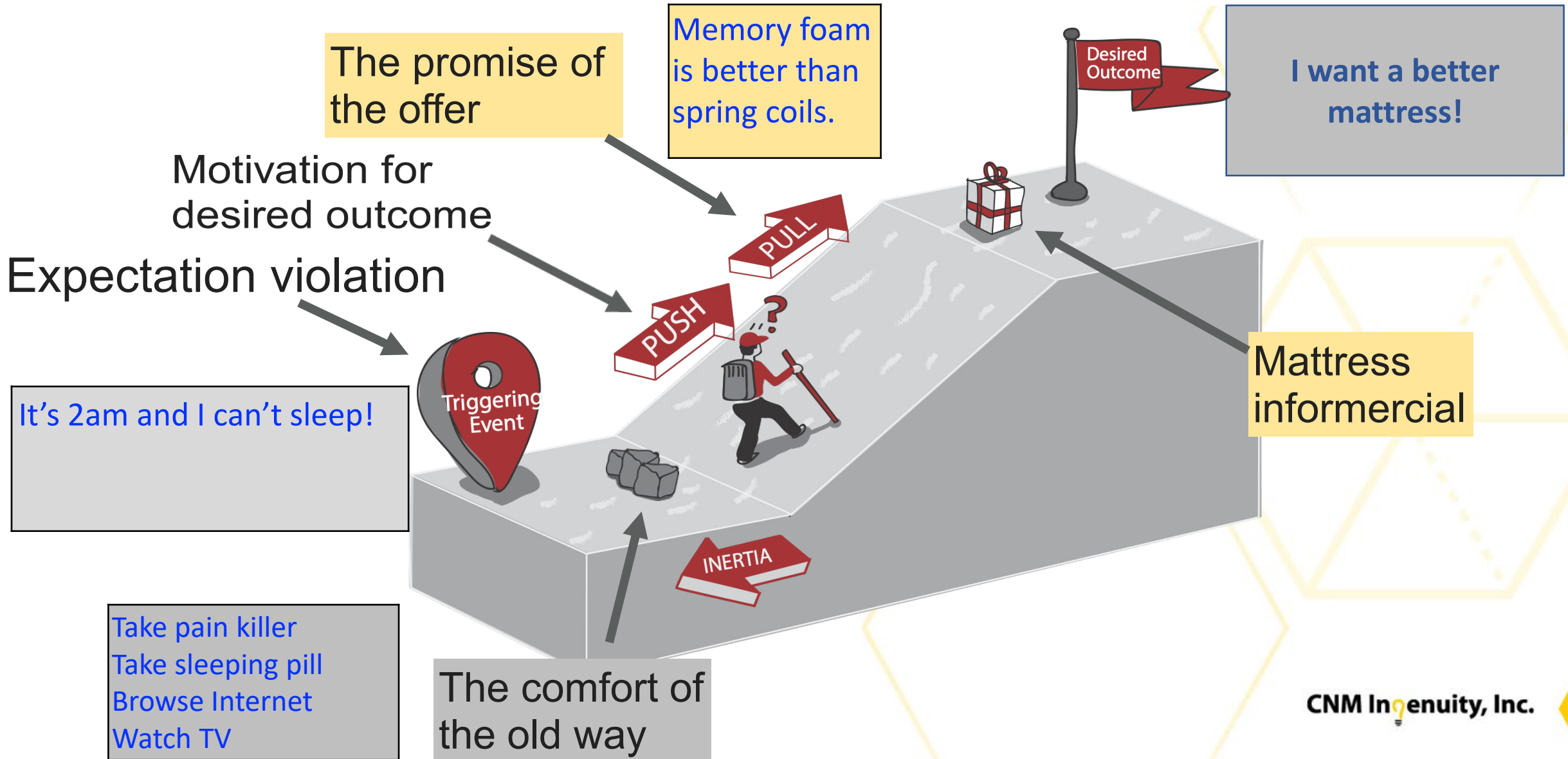
Trigger > Status Quo



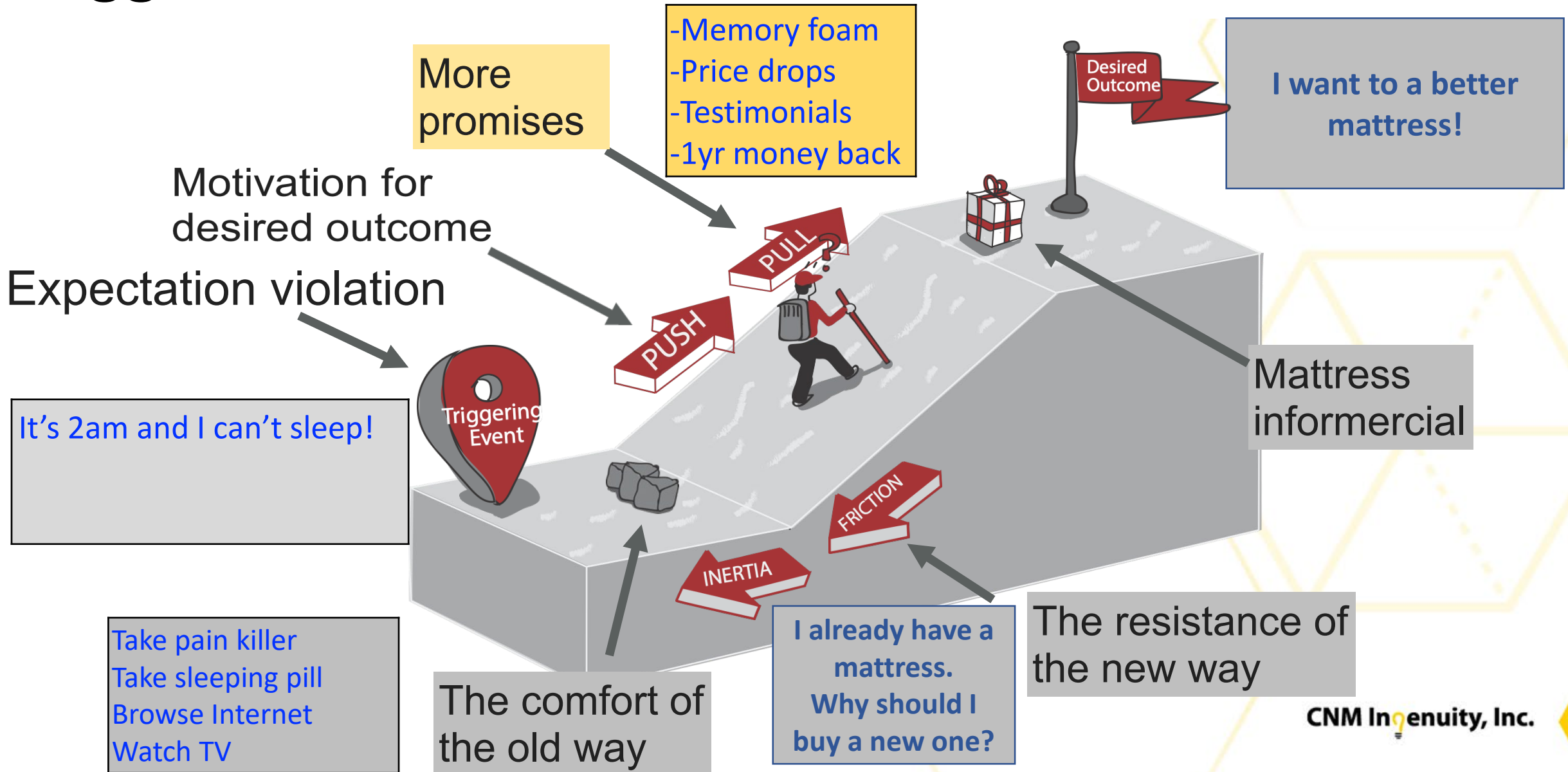
Trigger > Status Quo



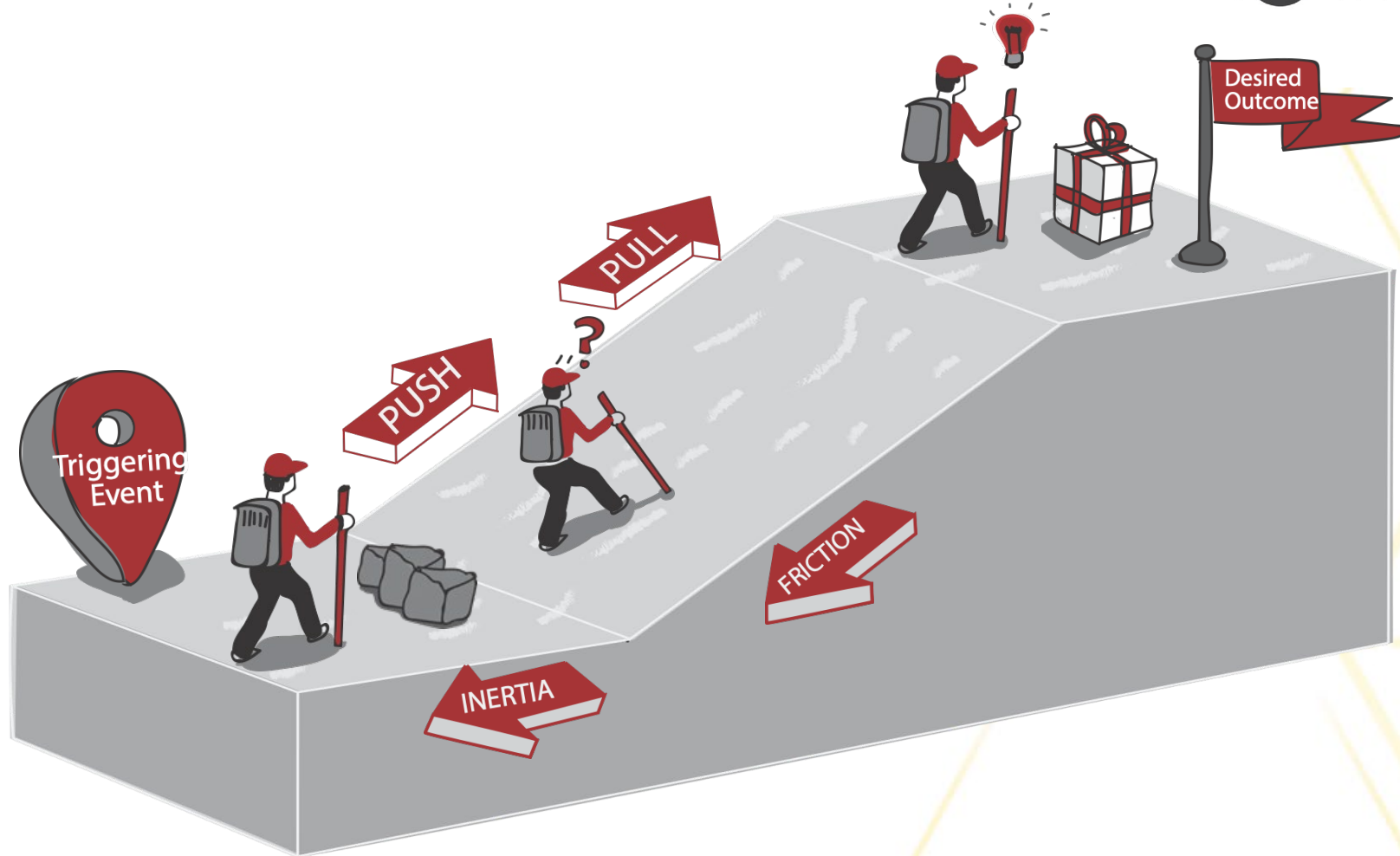
Trigger > Status Quo > Consideration



Trigger > Status Quo > Consideration



Trigger > Status Quo > Consideration > Selection



Then: **Honey, I bought a mattress last night.** It'll be here in a week.



LOVE THE **PROBLEM**
NOT YOUR SOLUTION

Thank you!

Questions?

Feel free to contact me directly or visit our website.

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ActivateNM.com

LEANSTACK: <https://leanstack.com/activate-nm/pre-accelerator>