

**Was würdest
du tun, wenn du
keine Angst
hättest?**

Spencer Johnson



helloandlike.com

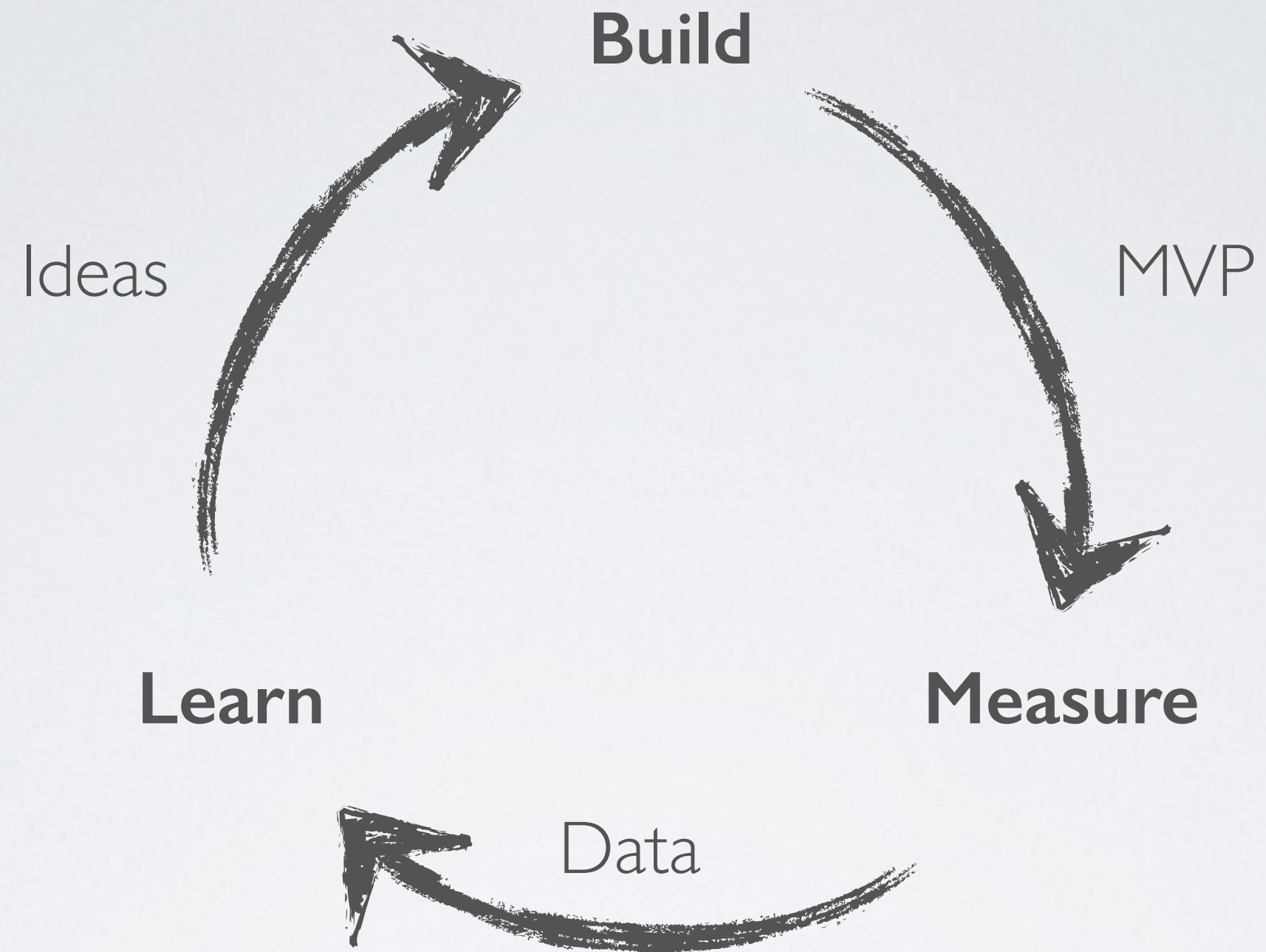
**“No business plan survives
first contact with customers.”**

Steve Blank (Stanford U)

**Die Gefahr:
Etwas machen, das keiner will.**

“The only way to win is to
learn faster than anyone else.”

Eric Ries (Lean Startup)



IDEAS

“The hard part is to figure out the fewest possible features that could possibly accomplish your company’s goals.”

Eric Ries (Lean Startup)

Welche Annahme muss stimmen, damit
dein Geschäftsmodell funktioniert?

MVP

#1

LandingPage-MVP

waggle

At waggle[®], we're dog people.

Our dogs are more than pets. They're more than our friends. They're a part of our very active lives. We want to take them everywhere we go. Out on a run. To dinner. For drinks. Whether we're out on the town or on vacation. They are right by our side.

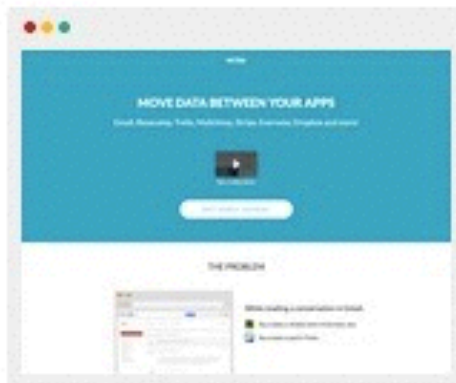
Fetch Me An Invite



Discover tomorrow's startups, today.

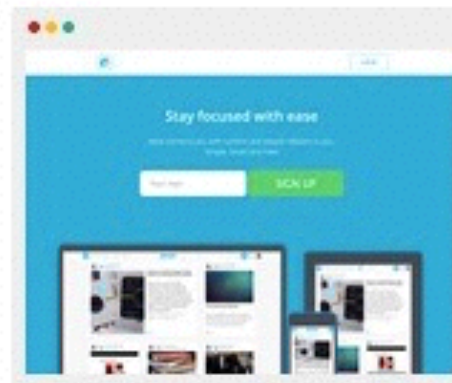
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TRENDING STARTUPS



Mitra

Move data between your apps without leaving your workflow



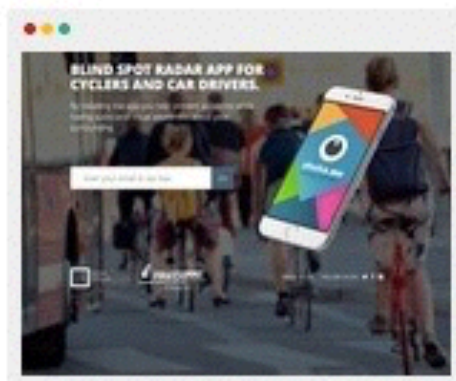
eese

Connect to information and people relevant to you



waggle

Have a happy, healthy, and active lifestyle with your dog(s)



Shoka.me

Blind spot radar for bikers and car drivers



Gemba

Deliver design assets to Git with a simple simple drag and drop

<http://betalist.com/>

TRENDING MARKETS

 SPREAD THE WORD



You are unknown
[Join](#) or [Login](#)

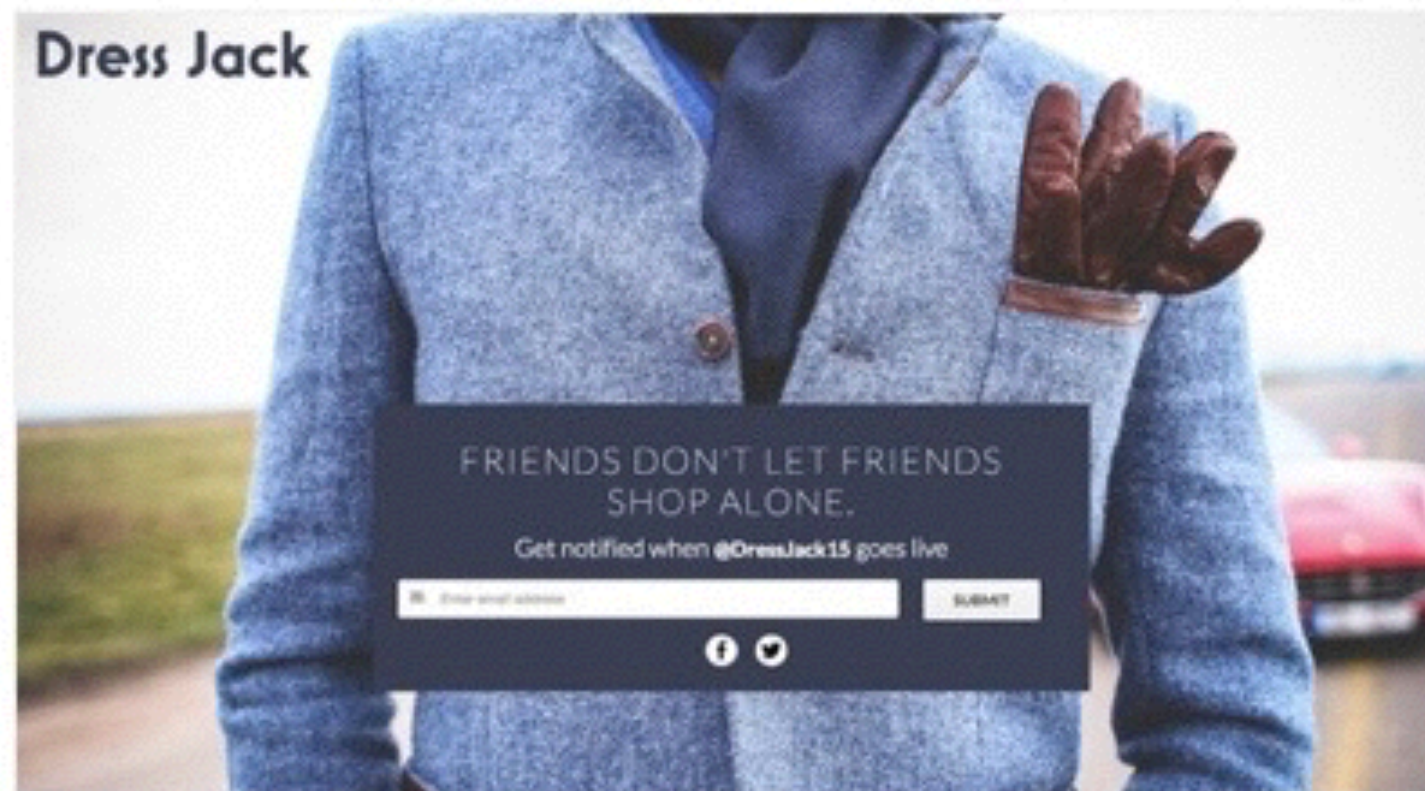
[Startups](#) ·

[People](#)

Dress Jack @dressjack15 · [Follow](#) · Added Oct 17, 2014

Subreddit 'MaleFashionAdvice' with friends (pre-launch)

Dress Jack



Guys hate shopping. Women turn it into a sport. Dress Jack helps guys 'friendsource' their style by allowing them to invite up to three friends to curate looks for them. Friends are part of social situations – they know what looks good (and... [More »](#))

Social, Ecommerce, Fashion

Status: Alpha

<http://www.youshoulddressjack.com>



[Signup](#)

PerkWork @perkworkapp · [Follow](#) · Added Oct 16, 2014

Benefit From Your Benefits – (pre-launch)



<http://startupli.st/>

PerkWork is a free tool that holds all of a company's benefits and highlights them in an easily deployable widget that lives on your career page in order to drive higher

#IB

Fake-MVP

Alex Boerger

Youtube Marketing, Video & StartUp Spaß

Jetzt kostenlos sichern!
30-Minuten-Beratung



Youtube Marketing

Du willst auch von deinen Kunden gefunden werden?

- Youtube ist Suchmaschine #2
- Videos erscheinen 50mal häufiger auf Seite 1 bei Google als Texte!
- keine laufenden Kosten

Kostenlos herausfinden:
Lohnt sich Youtube auch für mein Geschäft?



Videoproduktion

Wer will schon immer wieder das selbe erzählen? Trotzdem hat jeder seine Texte, die er Tag für Tag wiederholt.

An dieser Stelle hilft Video, denn was einmal vor der Kamera gesagt wurde, kann beliebig oft abgespielt werden. Dadurch hast du mehr Zeit für dein Geschäft und deine Kunden.

Video ab 100€



Definition StartUp:

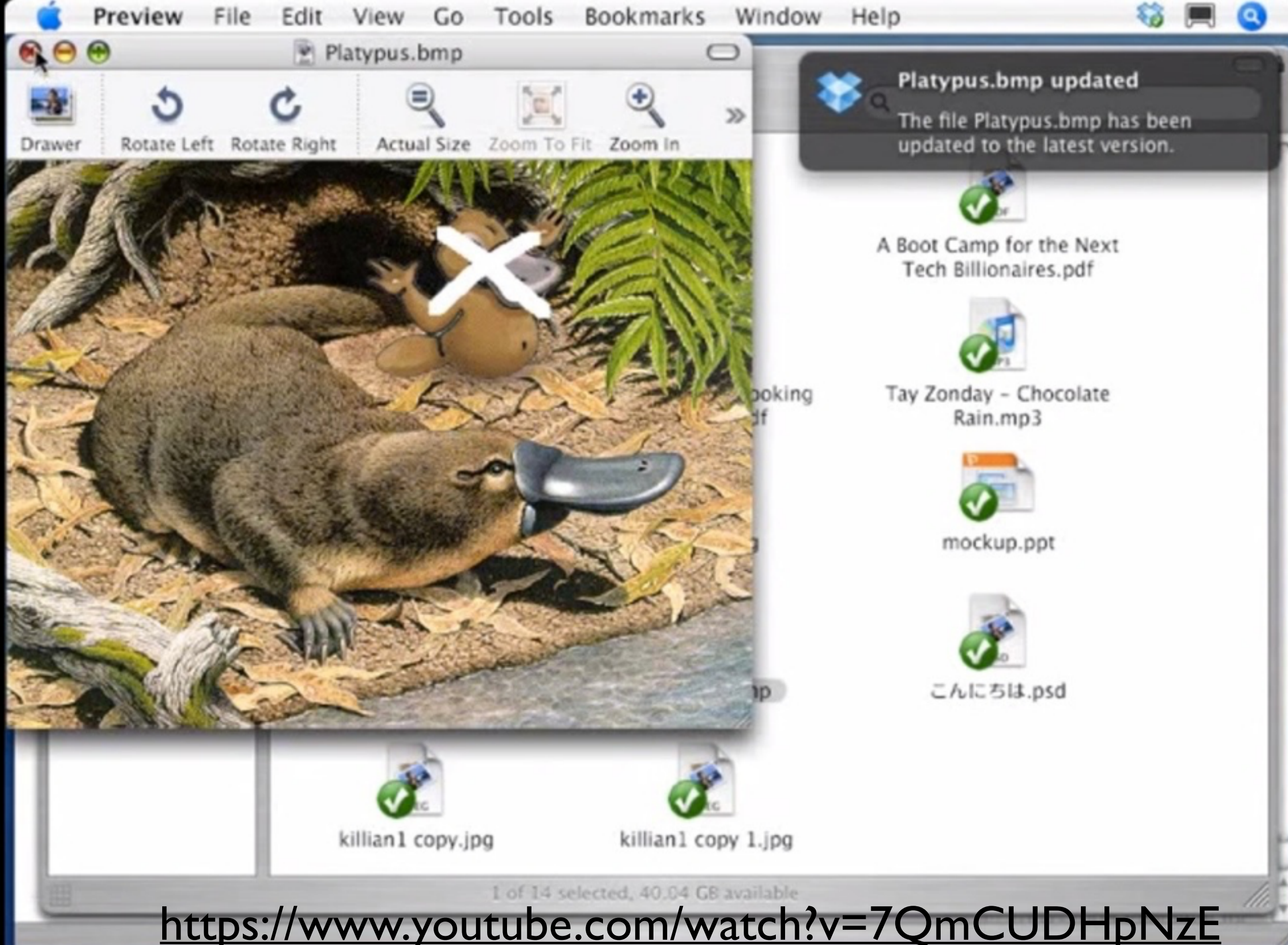
Eine Unternehmung, die das Ziel hat, unter ungewissen Umständen, etwas neues zu machen.

Deshalb wurden in der StartUp Szene Methoden entwickelt, die teure Fehler vermeiden und helfen schneller Kunden zu finden.

Finde heraus ob du etwas baust,
das keiner will?

#2

Video-MVP



<https://www.youtube.com/watch?v=7QmCUDHpNzE>

#3

Wizard of Oz-MVP



[http://de.wikipedia.org/wiki/Nike_\(Unternehmen\)#mediaviewer/File:Airmax.jpg](http://de.wikipedia.org/wiki/Nike_(Unternehmen)#mediaviewer/File:Airmax.jpg)

#4

Concierge-MVP

Stress-free Meals in 2 Minutes!



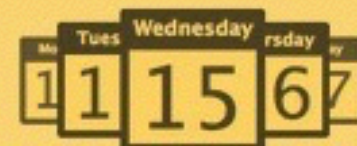
☒ **Your Preferences**

Meals selected to match your tastes and dietary needs.



☒ **Local Grocery Stores**

See the sales at your local supermarket in your plan.



☒ **5 Meals per Week**

Easy main dishes and sides to add variety to your week.



☒ **Organized Grocery List**

Meal plan and organized list delivered weekly to your phone.

Preferences



Which proteins do you prefer?

- ☒ Chicken
- ☒ Beef
- ☒ Pork
- ☒ Fish
- ☒ Shellfish

Do you like any of these dishes or cooking methods?

- ☒ Soups
- ☒ Salads
- ☒ Pasta
- ☒ Casserole
- ☒ Grill

Do you have any dietary restrictions?

- ☐ Lactose Free
- ☐ Gluten Free
- ☐ Low Carb

#5

Component-MVP

#6

One-Feature-MVP

#7

Crowdfunding-MVP

#8

Judo-MVP

DATA

Vanity Metrics vs. Actionable Metrics

Vanity Metrics

- Views
- Facebook Fans
- Medien Berichte

Actionable Metrics

- Conversion Rate
- Abbruch-Quote
- Umsatz pro Kunde

“In a startup, both the problem and solution are unknown.”

Eric Ries (Lean Startup)

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

Steve Blank (Stanford U)



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