

# Webinar: from problem validation to the value proposition

## Problem validation





Find and validate a relevant user problem





# why do so many entrepreneurs fail?



# More than 40% fail

because they do not address  
the real problems of their customers.



# Why startups fail ...



there is no demand;



# Why startups fail ...



there is no demand;



the product is not user friendly;



# Why startups fail ...



there is no demand;



the product is not user friendly;



the customer has been ignored;



# Why startups fail ...



there is no demand;



the product is not user friendly;



the customer has been ignored;



the start-up did not react to user feedback;





# Why startups fail ...



there is no demand;



the product is not user friendly;



the customer has been ignored;



the start-up did not react to user feedback;



the money ran out because demand developed too slowly.

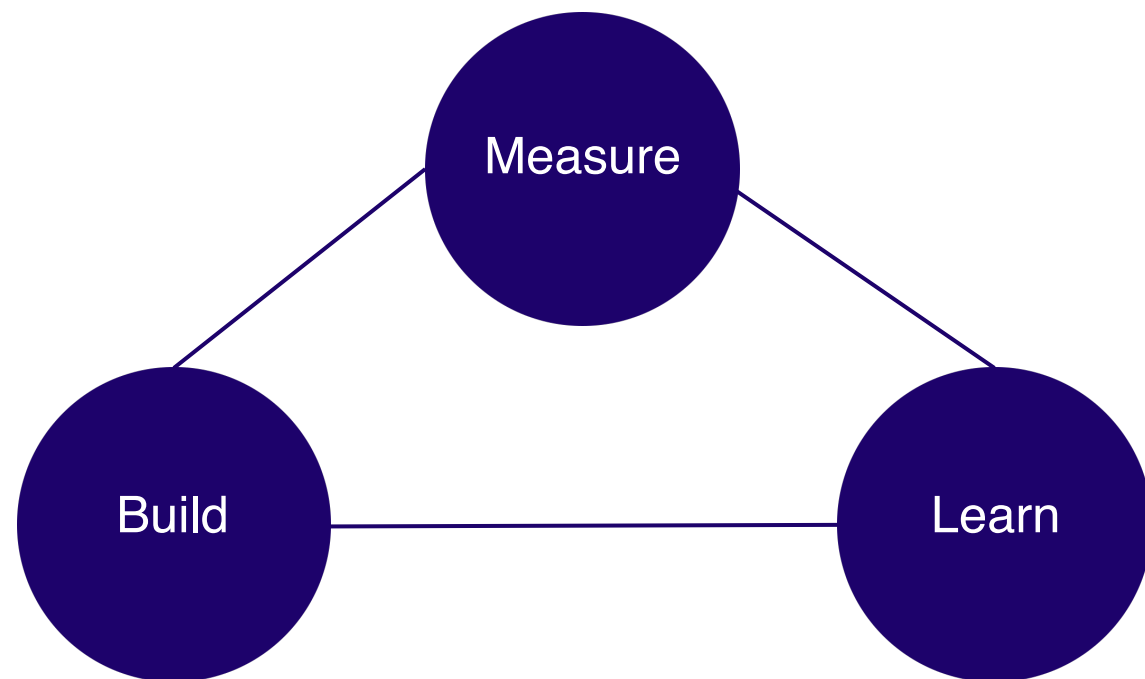




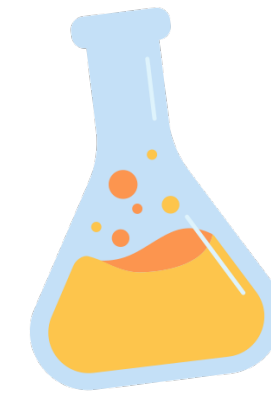
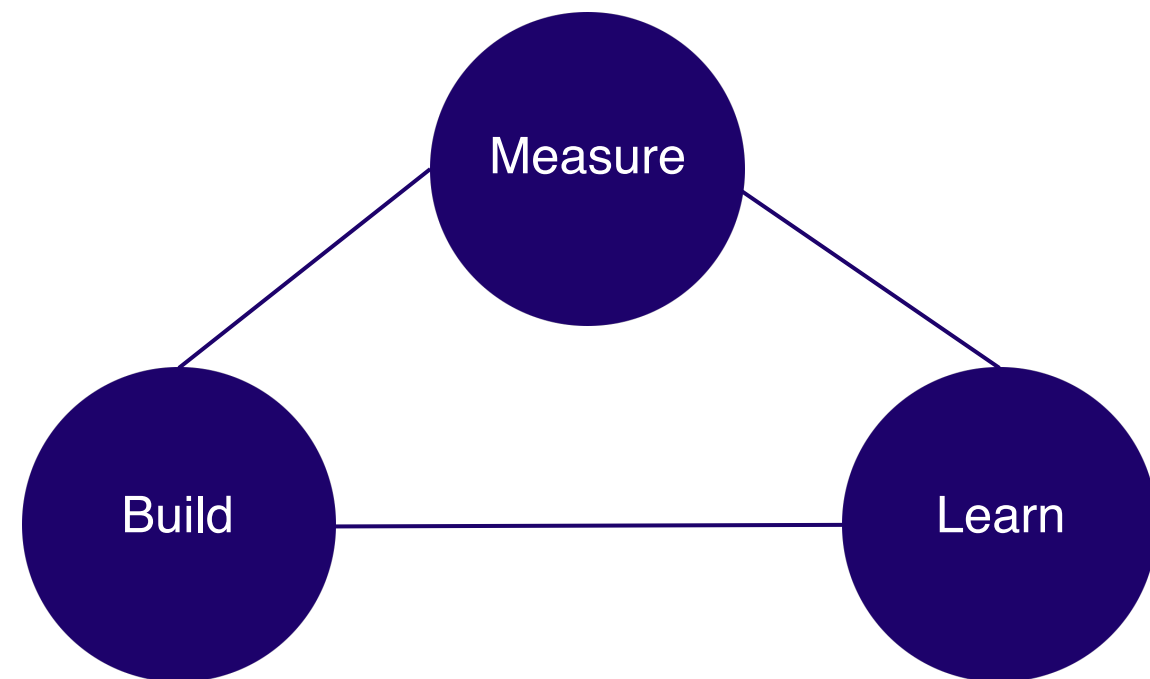
To be fast, you should not be in a hurry!



# The Lean start-up approach



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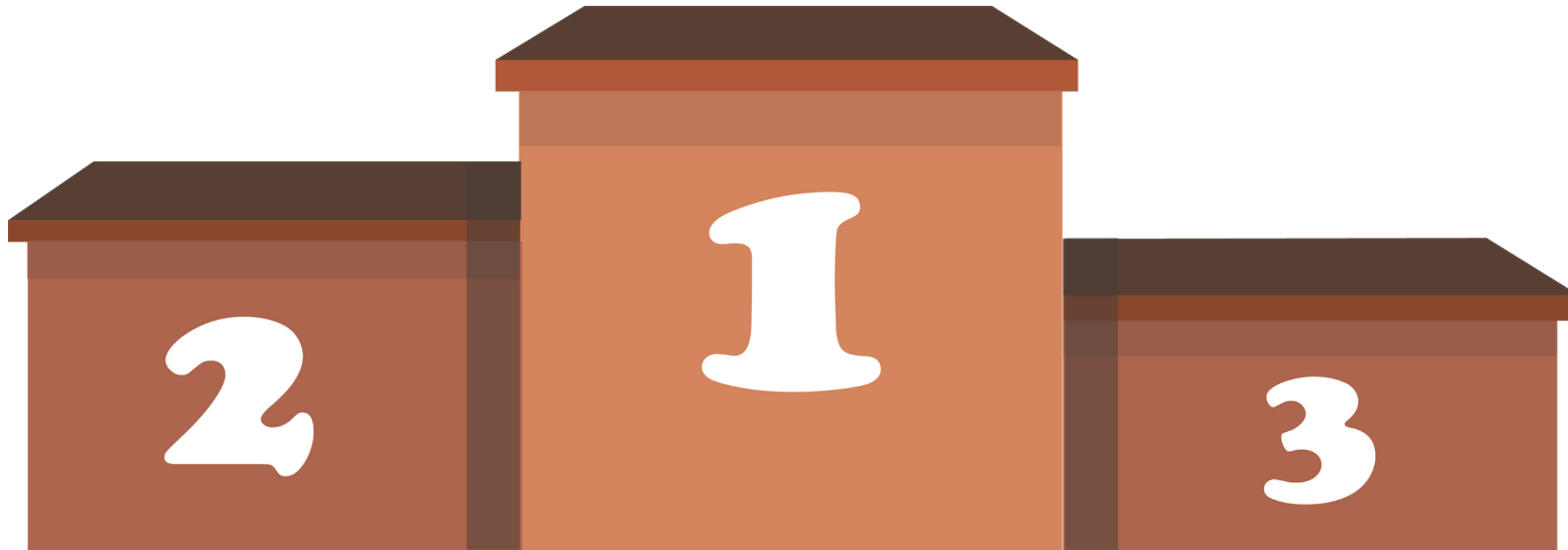


Develop a hypothesis  
that is then tested



# The Lean start-up approach

validate the problem.



'I think my user has this problem'.



# What is a hypothesis?



# What is a hypothesis?



true or false





# What is a hypothesis?



true or false



it must be tested





'Being wrong is the only way I feel sure  
that I have learnt something'.

Daniel Kahneman



# How do you start testing the hypothesis ?



# How do you start testing the hypothesis ?



Do not present your solution.



# How do you start testing the hypothesis ?



Do not present your solution.



Try to have a real conversation with the user to discover his problems.



# How does one first test the hypothesis



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Try to have a real conversation with the user to discover his problems.

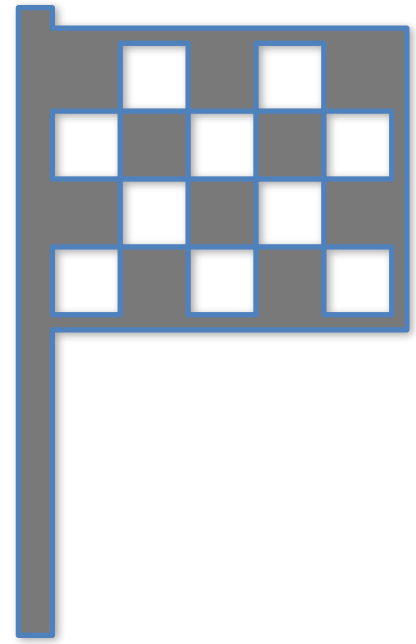


Focus on the key issues you want to discover, i.e. the user's problem in getting something done.



# "Get out of the building"





Start with a hypothesis but  
do NOT forget to test it!

