Open-sourcing the Lean Startup Methodology

The blueprint for transformational innovation

Presented by
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Innovation is not a business, it is a mindset.
The integration of lean startup methods with open source principles and tools will allow for more experimentation, creativity & the perfecting of ideas.
Resources should be invested not in executing ideas, but in testing your hypothesis.
Purpose: Vetting Ideas

- Reframe your perspective. An idea is not a business; it is a hypothesis which is meant to be explored.
- The idea is cheap. What you learn while vetting an idea is both invaluable and technology agnostic.
- Most companies serve as both idea generating and idea killing machines. The process for vetting ideas often involves “stage gates” for quickly weeding out ideas with the least potential according to corporate executives.

PRINCIPLES

- Open exchange of ideas is critical to creating an environment to learn and use existing information toward creating new ideas.

TOOLS

- Tools: Lean Launchpad Central, XMind, ideaScale

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Innovation is driven by passionate, problem-solvers driven to do something new.
People: Your Innovation Team

- Force innovation in how your structure your innovation team. Transformational innovation requires that your team be able to consider different perspectives and to be free of restrictions by rules and written or unwritten norms.

- The innovation team should include a healthy mix of executors, idea-makers, researchers and most importantly someone from the community of impact.

- The thing that your team members have in common is the passion for solving problems and for making true impact.

Tools: Open source community, university & research centers, subject matter experts, executors, idea-makers

Sharing & Collaborative participation - Solve problems that no one person can solve on their own.

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It’s difficult to hide reality in person.
Many innovations fail because the creators fail to understand the community context.

Test your hypothesis by getting out of the building. Go wherever your potential customers are.

Talk to strangers.

Move beyond stage gates, focus groups and user surveys. Don’t try to sell your idea, get to know the people you want to impact.

Don’t underestimate the importance of visual & emotional cues.
Everything is an experiment.
Performance: What are you measuring?

- Specificity is your friend.
- A hypothesis must be testable, measurable and have the potential of failing.
- “I believe that [your target audience] will [measurable action] because [reason].”
- Do not test with friends, family or people that are fond of you.

PRINCIPLES

- Meritocracy - the best ideas win. Successful work determines which projects rise and gather effort from the community.

TOOLS

- Tools: Lean Launchpad Central, Wordpress, WooCommerce, Open Web Analytics, jetPack, mLab

@kishau

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<table>
<thead>
<tr>
<th>Key Activities</th>
<th>Value Proposition</th>
<th>Customer Relations</th>
<th>Customer Segment</th>
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<tbody>
<tr>
<td>Active research</td>
<td>Localization when the GPS is</td>
<td>Advertising</td>
<td>Large Event organizers</td>
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<tr>
<td>Customer requirements</td>
<td>Location analytics</td>
<td>Trade Shows</td>
<td>Users of aerial unmanned</td>
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<td>Deployment on multiple</td>
<td>Safety &amp; Awareness</td>
<td>Reciprocated feedback</td>
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<td>Extensive testing</td>
<td>High location accuracy.</td>
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<td>Key Resources</td>
<td>Availability in highly dynamic</td>
<td>Channels</td>
<td>Users or makers of autonomous</td>
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<td>Equipment for testing and</td>
<td>Low energy consumption.</td>
<td>Fire Department Procurement</td>
<td>Location-based application</td>
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<td>Funding</td>
<td>Localization in seconds, rather</td>
<td>Mobile app store.</td>
<td>Automobile manufacturers.</td>
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<td>Patented technology</td>
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<td>Websites</td>
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<td>Skilled</td>
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<td>Retail stores.</td>
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Don’t Guess, learn. And do it quickly.
Tools: Rapid Prototyping

- Bigness is the enemy.
- Rapid failures lead to better ideas.
- Maximize the rate of learning by minimizing the time required to test new ideas.
- Develop, maintain, share & maintain your toolbox of open source components which supports accelerated innovation and rapid prototyping.
- TIP: Content-first approach - Your MVP may not require coding. Groupon was originally run on Wordpress.

PRINCIPLES

- Rapid prototyping - learn by doing. Open sharing & transparency (give back).

TOOLS

- OpenStack, Bootstrap, mySQL, Wordpress, Jekyll, Phonegap, Notepad++, Java, Swift

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Money won’t fix a bad business model.
Funding Innovation

- Beware of diversion of customer empathy.
- Bootstrap it. Tight constraints forces you to build something the right way with a sustaining business model and product that can scale.
- Tip: Develop a profit plan early (pre-revenue). Include % for revenue for the next sprint.
- Tip: Innovate around existing customers with budgets waiting to be spent on what you’re offering, build products from paid service/custom work, engage and build a community with prospective customers.

PRINCIPLES

- Lean methods + open source enables you to innovate in less time & for less money. Maximize learning, not build cheap products.

TOOLS

- On the use of OS Tools: Identify the balance between open core vs. commercial extensions
Open-source Innovation

**PURPOSE**

Hypothesis: "I believe that [your target audience] will [measurable action] because [reason]."

Discovery Interviews (#): _____

**PERFORMANCE**

Experiment: _______________________
______________________________
______________________________
______________________________

Learning: _________________________
______________________________

**PEOPLE**

Internal: ________________________
______________________________

Collaborators/SME: ________________________
______________________________

Community of Impact: ________________________
______________________________

**TOOLS**

Idea management _______________________
Building _______________________________
Measuring _____________________________
Learning _______________________________

**PLACE**

Info gathering _____________________________
Info sharing _______________________________
Discovery _________________________________

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