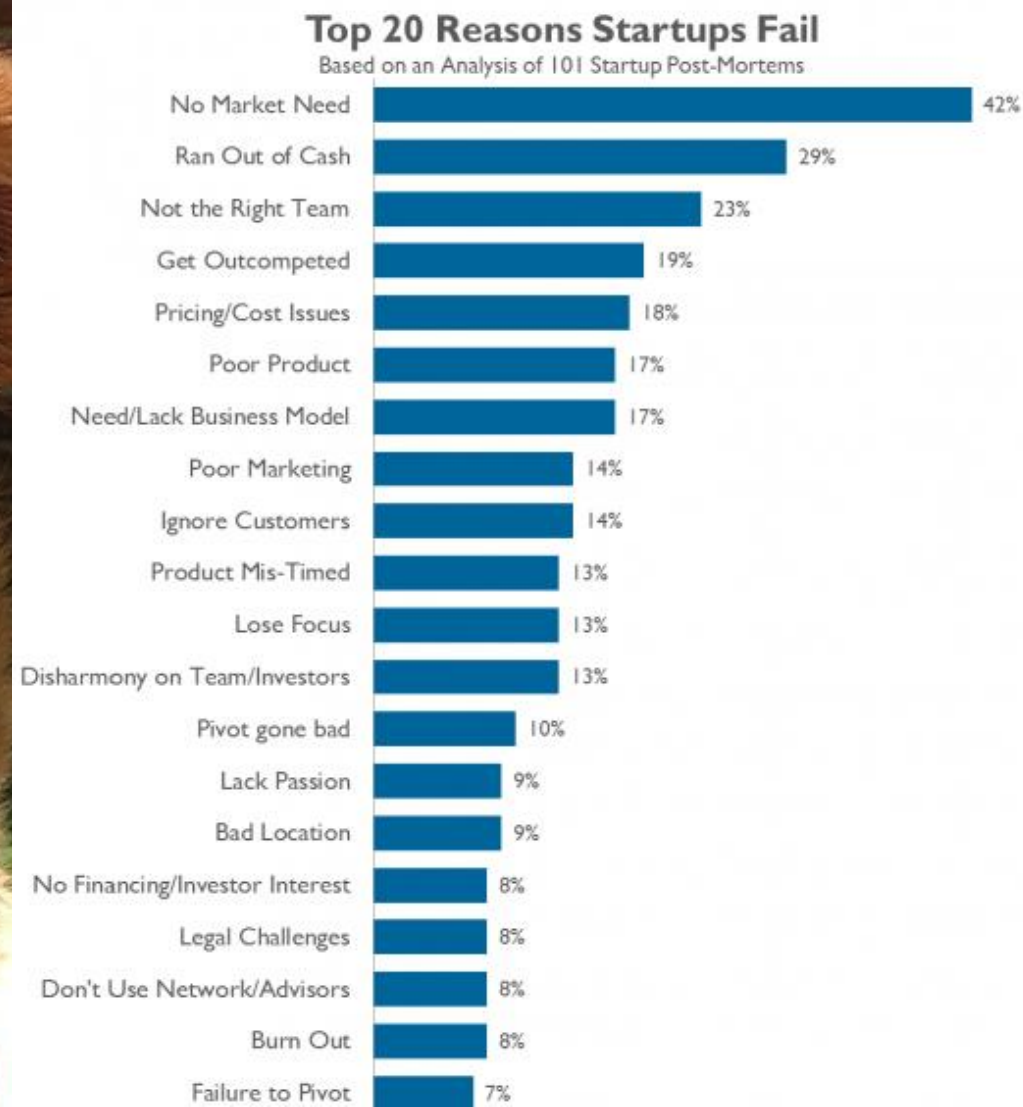


#1 Cause of Startup Failure: No Market Need!



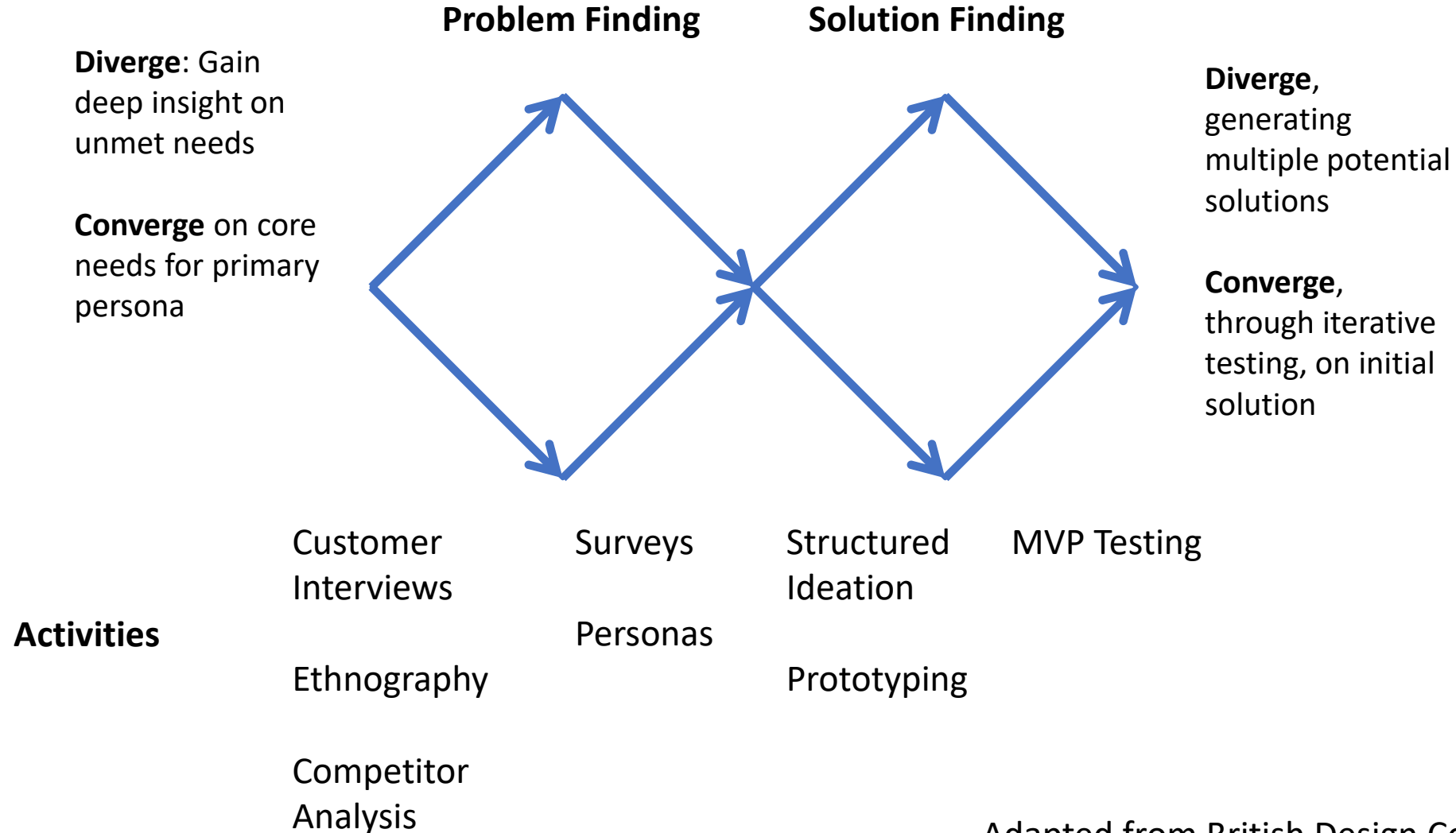
Lean Startup: Issues

1. When is MVP testing not possible?
2. Risk of false positives when testing only with early adopters?
3. Impact of skipping customer discovery?

False Start: Launch v1.0 Without Enough Customer Discovery



Double-Diamond Design



Adapted from British Design Council, 2005 and Cooper et al., *About Face*, 2007

False Start: Why?

- **Lean Startup rhetoric:** “launch early & often” and “fail fast”
 - Reinforces entrepreneurs’ **bias for action** and engineers’ **passion for building**
- Introverts won’t **get out of the building**
- **Leading Qs** let founders hear what they want to hear: “Do you like our idea?”
- **Arrogance:** I know this market, so there’s no need for customer input