Lean Startup
Snowflakes
Objective: run a profitable snowflake manufacturing business
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Supplies: $5 scissors, $1 paper

Earnings: flakes sell for $.50 and up
Roles:
me: buyer
you: delivery team

Iteration: 3 minutes

There are no rules. Be creative!
3-minutes how to

Photo Credits:
http://www.share-christmas.com/kids/snowflakes/
http://craftybalafty.com/?page_id=15
Ready?

What else do you need to know?
develop

3-minutes
Validated Learning
Cash on hand
Paper on hand
# Scissors

{Iteration, WIP, # Sold, Sell Price}
3-minutes in retrospect
metrics / adjustments
Get Out of the Building

Do you need a finished product to learn from the customer?
Whole team?

Specialize and Genchi genbutsu!
Eliminate waste: do you need the full sheet?
MVP: minimally viable product
Continuous Deployment
Split Testing
Actionable Metrics
The $5 snowflake
Pivot
Eliminate waste: focus on customer discovery!
Delivery Pressure:

What’s it do to you?
What did you learn from neighboring tables?
Are your customers available as much as you’d like?
In Eric Ries’ own words:
• Entrepreneurs are everywhere
• Entrepreneurship is management
• Validate Learning
• Innovation Accounting
• Build-Measure-Learn
Lean Startup Snowflakes

Run it yourself! Instructions at:
http://tastycupcakes.org/2012/05/lean-startup-snowflakes/

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