



DR. MOOKTRA THONGVES

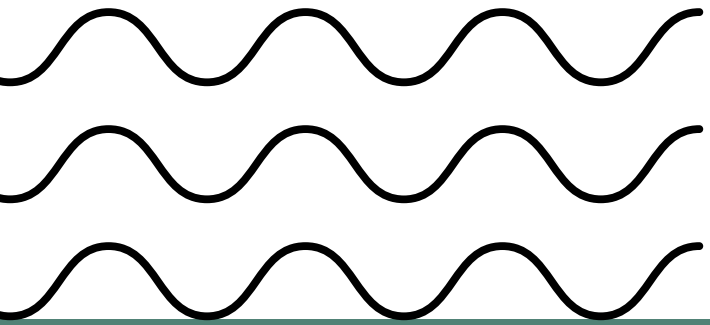


# ESM3304 LEAN START-UP METHODOLOGY

Lesson 4



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# What is Startup??





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# Eric Ries

“A Startup is a human institution designed to create a new product or service under condition of extreme uncertainty”

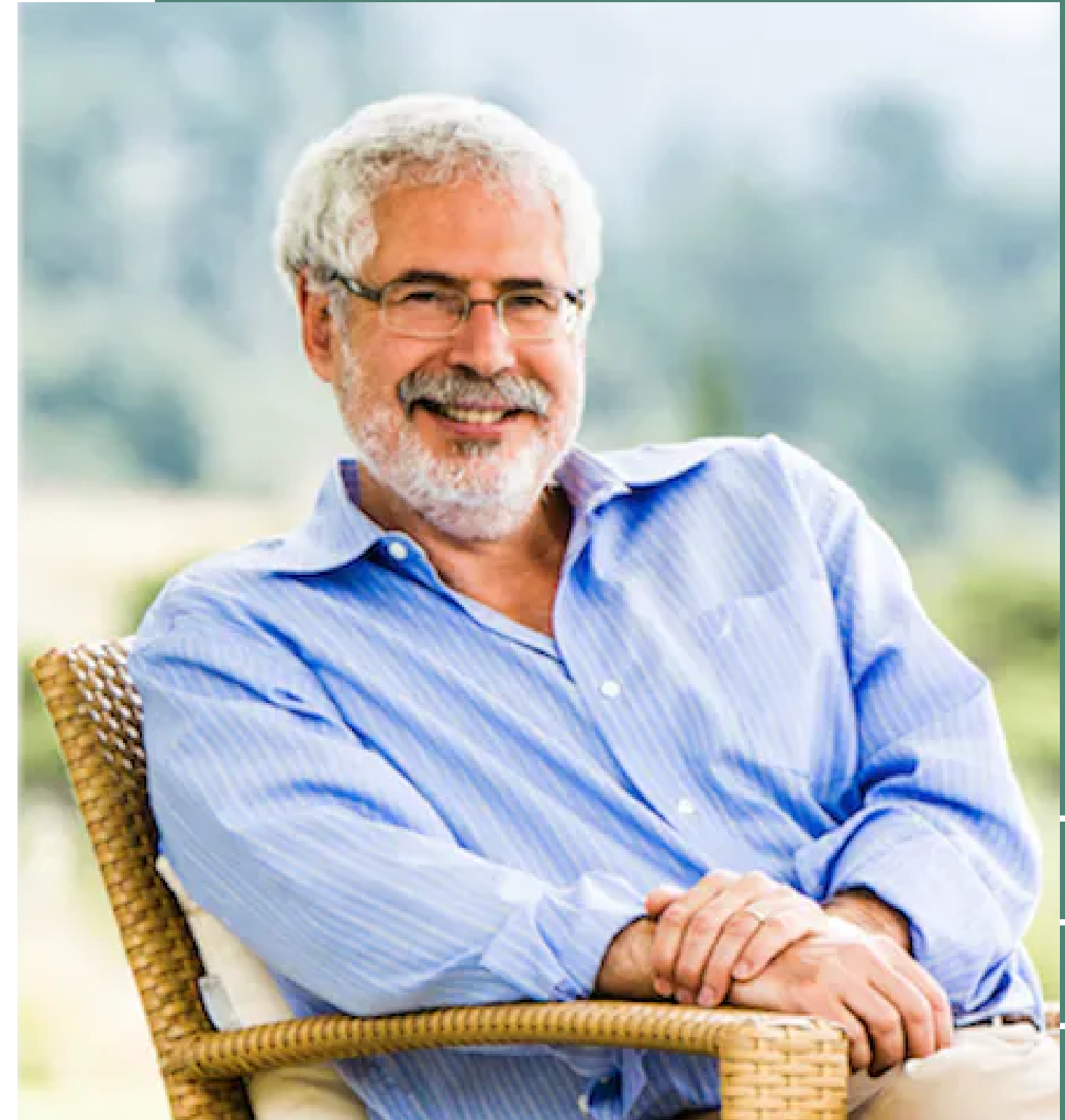




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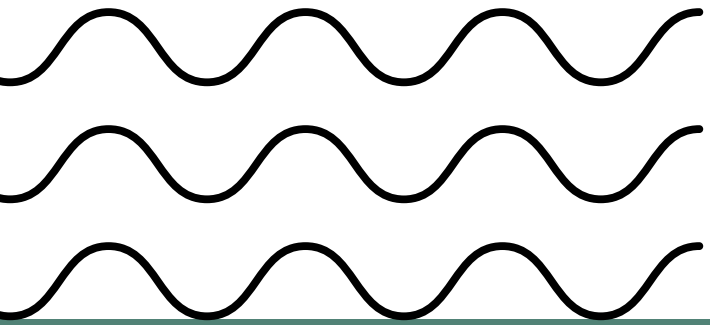
# Steve Blank

“A startup is an organization formed to search for a repeatable and scalable business model”





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# What is SME??





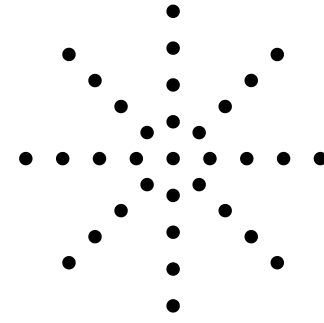
# What is the difference?



Start-up



SME



# STAGE OF STARTUP



**1**

**Problem Solution Fit**



**2**

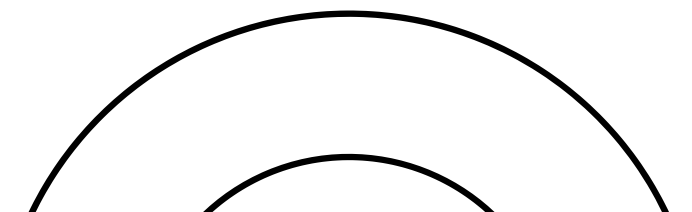
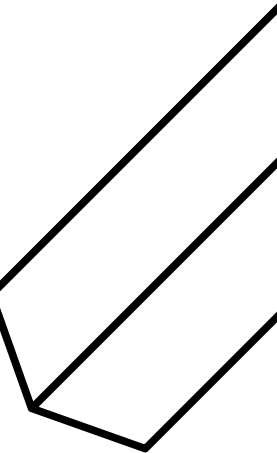
**Product Market Fit**



**3**

**Business Market Fit**

# HOW TO





# 1. Problem Solution Fit







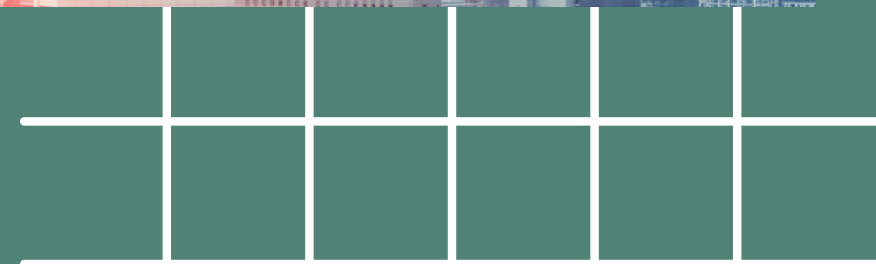
# 2. Product Market Fit





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# 3. Business Market Fit





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PROBLEMS = OPPORTUNITIES

How might we...?

# Start up Kdrama - Netflix





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# Startup TEAM



**Business Team**



**Programmer**



**Design**



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# Startup Network



**Founder Network**



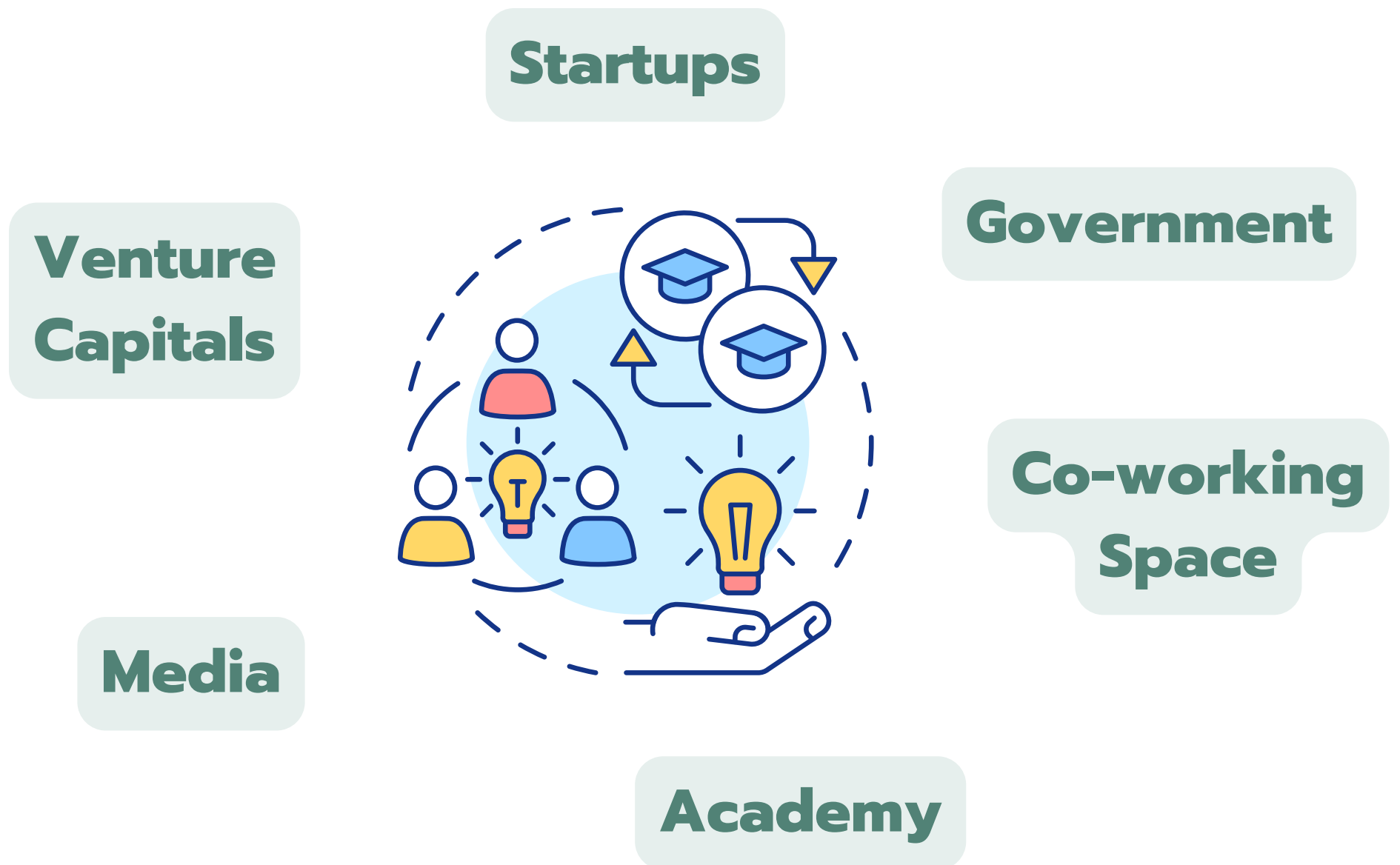
**Investor Network**



**Association Network**

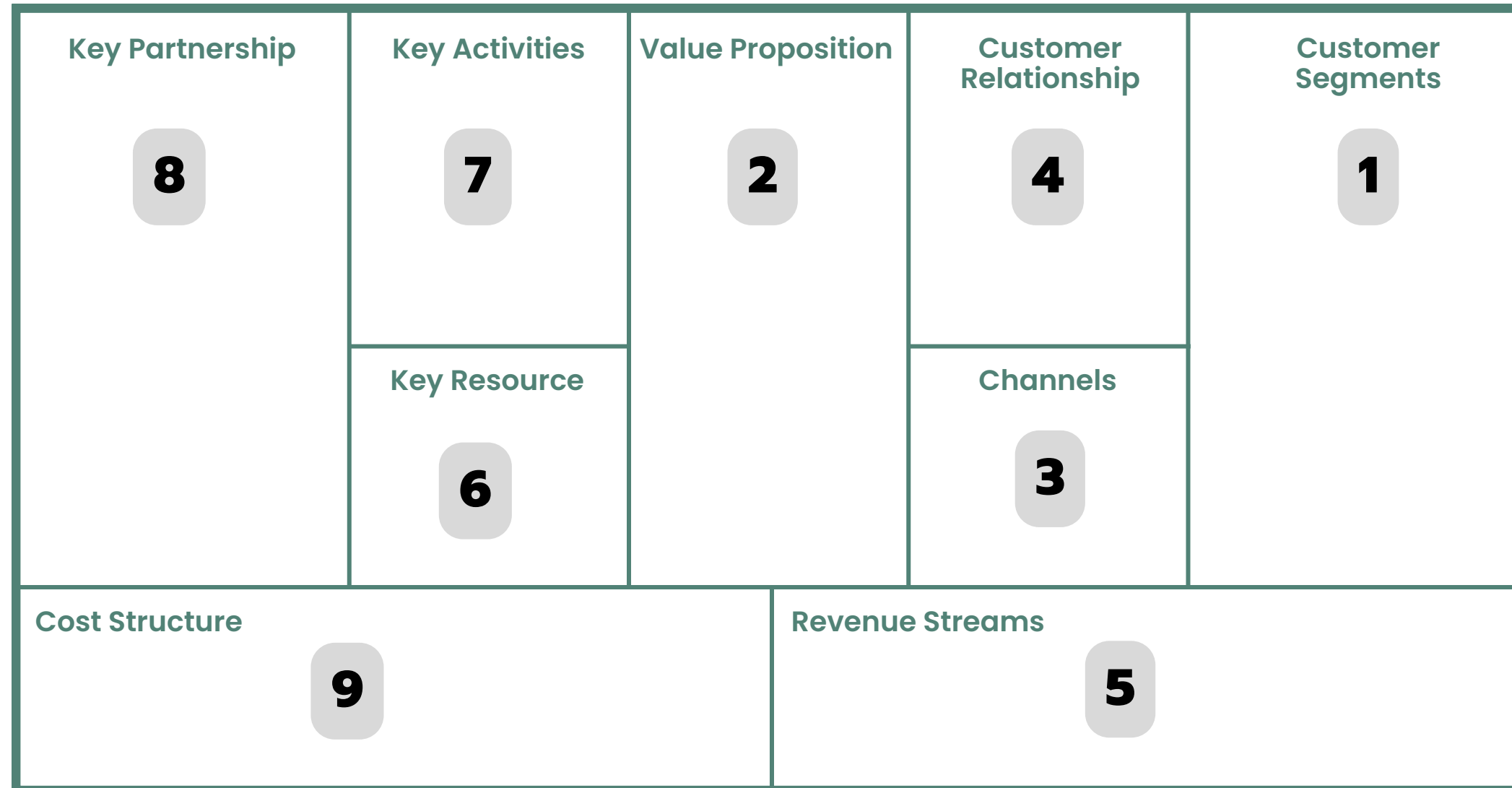


# Startup Eco system





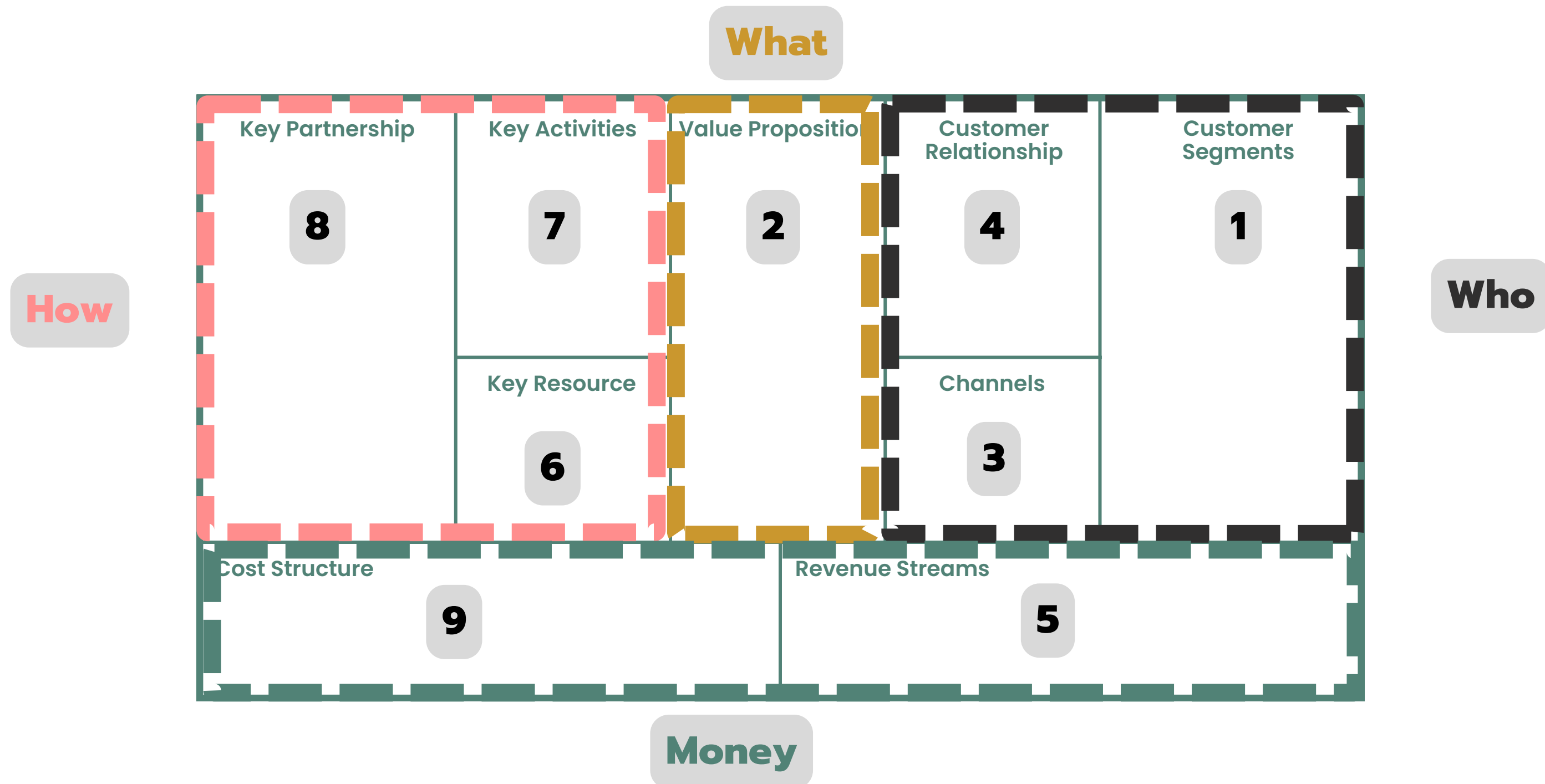
# Example Of Business Model Canvas



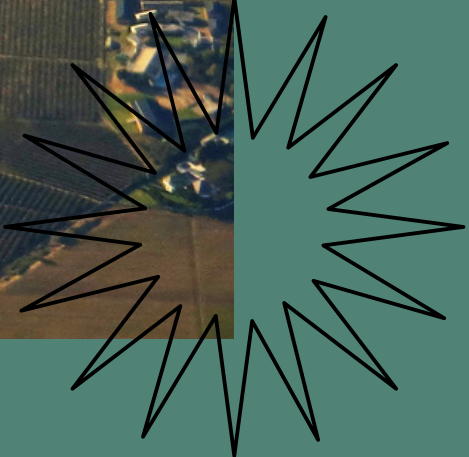




# Example Of Business Model Canvas



# Business Model Canvas (BMC)





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# Unique Selling Point (USP)

DIFFERENTIATE OR DIE

SECOND EDITION

Survival  
in Our Era of  
Killer Competition

JACK TROUT  
Coauthor of *Positioning and Marketing Warfare*  
WITH STEVE RIVKIN



## Differentiate OR Die

## Does your business need a USP?



# Unique Selling point (USP)



1.Study (BG)



2.Unique

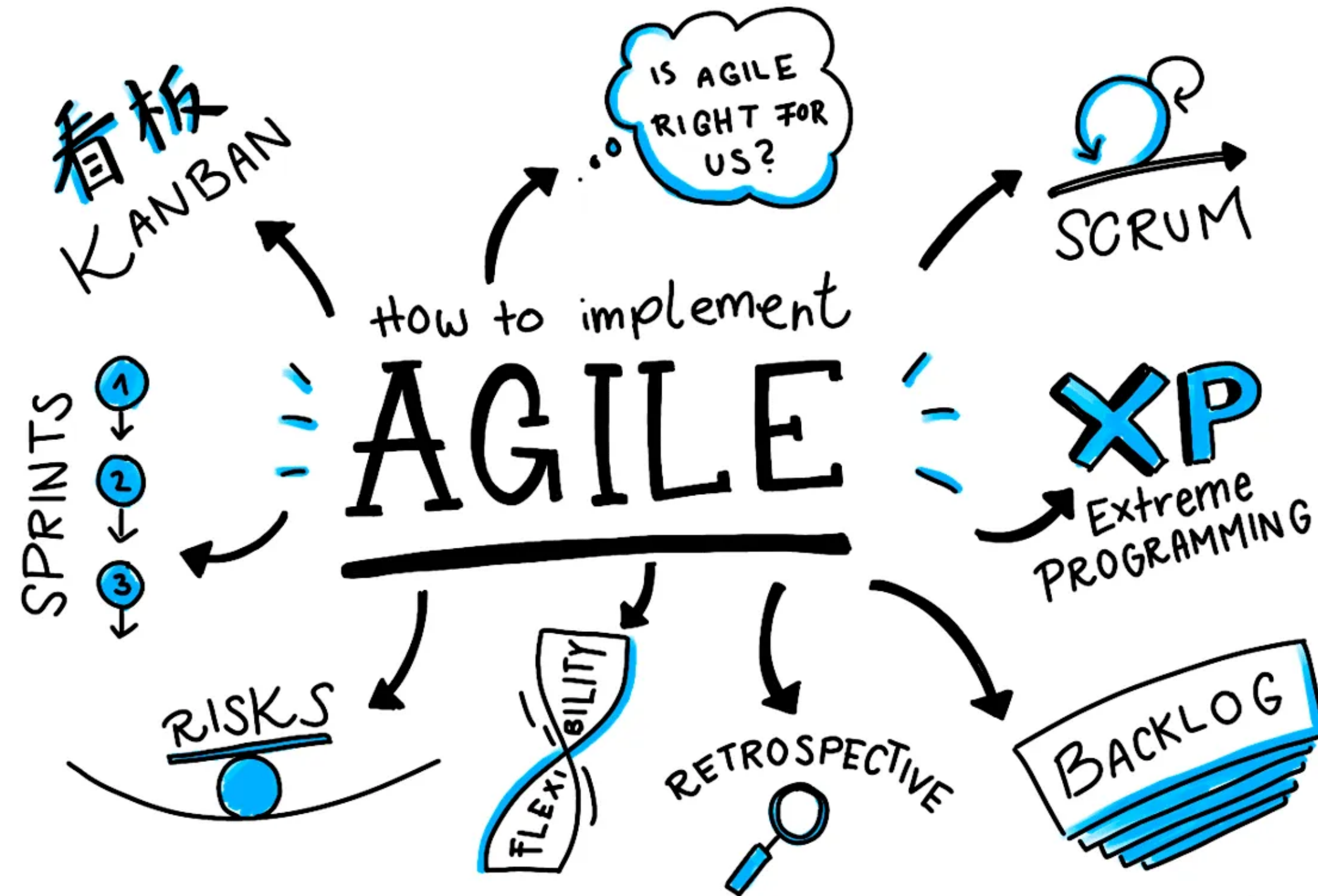
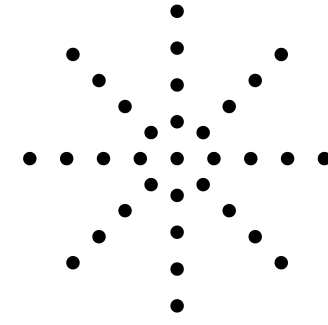


3.Reliable

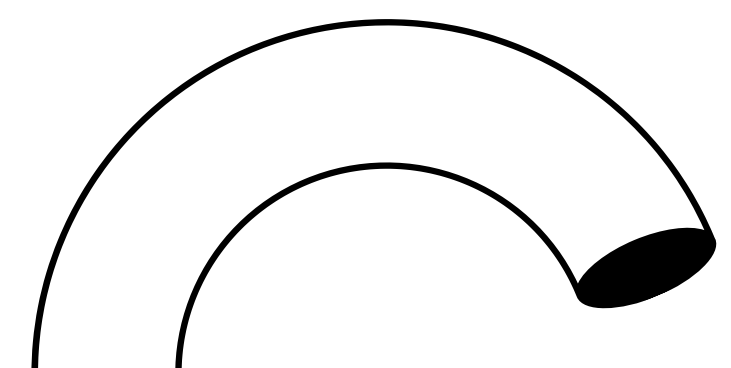


4.Communication





# Agile Methodology





# Agile working principle

- Individuals and interactions over processes and tools

- Working software over comprehensive documentation

- Customer collaboration over contract negotiation

- Responding to change over following a plan



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# Q&A

## ESM3304 Lean Start-up Methodology

