

Welcome to Lean Food Startup NYC Meetup

April 9, 2013

Meetup 1: Startups as a set of untested
hypotheses

Lean Food Startup NYC Meetup 1 Agenda

Introductions

Opening

- Address historical context of lean startup movement
- Explain the hypotheses that underlie lean principles in tech and how they apply in
- Present a case study (Ash Maurya)
- Startup = set of assumptions, and lean canvas helps illuminate assumptions

Initial Q&A

Lean Canvas Together

- Using Seamless as an example, guide walk the group through one business model canvas (LZ)
- Ask members, what are the assumptions? What are channels?

Follow up Q&A - What questions do we all have about food businesses?

Closing announcements: about leanfoodstartup blog, discussion page.

Call to action: Sketch a couple lean canvasses of your own business, doing different channels

Lean Food Startup NYC

Context of Lean Startup

- Eric Ries - combines Agile, and some manufacturing processes from Toyota, etc. and created lean startup
 - Barrier to entry into tech startups has decreased dramatically, yet failure rates are persistently high
 - People spend too much time building things nobody wants, then find out too late that they didn't solve a customer problem
 - Lean startup pushes companies to place primary focus on customer value
 - Large companies aim to maximize profit for shareholders, but some of what they do is not applicable to startups
 - Instead of making larger profits as a measure of success, lean startup focuses on learning, about your customers, channels, product
- Minimum Viable Products
 - Putting out the most basic version of your product so you can immediately begin learning about what your customers value and iterate to a sustainable process to produce your product
 - Helps you get to product-market fit
- Can these concepts be applied to food?
 - Food businesses don't necessarily scale the same way as tech
 - Barriers to entry in food aren't the same as with tech

Lean Food Startup NYC

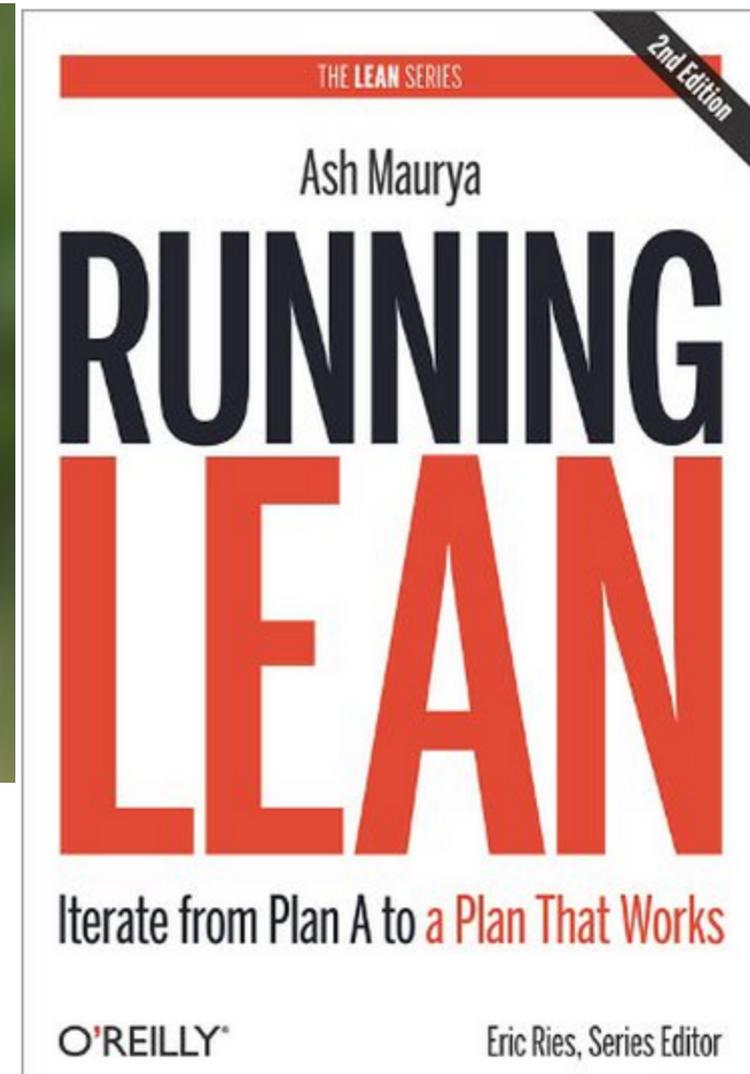
Lean Startup Case Study: Ash Maurya's Running Lean



From a blog to a full book - one piece at a time

Avoided costly promotion, had an established audience well before the book hit the presses

Learning by doing: less theory + more action = more chances to learn



Lean Food Startup NYC

Introduction to Business Model Canvas - Seamless

<p><u>Key Partners</u></p> <ul style="list-style-type: none"> -restaurants -restaurant associations (esp. early stage) -food truck trade associations -payment gateway, payment processor 	<p><u>Key Activities</u></p> <ul style="list-style-type: none"> -hosting, maintaining, developing the site -marketing for the site -installing & training restaurants on the tech -customer support -offer discounts, featuring vendors in corporate accounts 	<p><u>Value Propositions</u></p> <ul style="list-style-type: none"> -restaurants don't have to build own site -restaurants don't have to pass out fliers -consumers don't have to call restaurants, don't have to deal with cash -menus are available online, and are more accurate, record of what you ordered -customer reviews and discovery -provide superior customer service and an integrated ordering experience 	<p><u>Customer Relationships</u></p> <ul style="list-style-type: none"> -must increase business for restaurants, provide metrics -must provide superior service -restaurants must provide high quality service 	<p><u>Customers</u></p> <ul style="list-style-type: none"> -companies who use seamless -individual consumers, who can afford not to cook -urban singles, working parents -restaurants
<p><u>Key Resources</u></p> <ul style="list-style-type: none"> -IT systems, servers -developers -POS systems, printers, etc. -data and analytics 		<p><u>Channels</u></p> <p>social media, website, mobile app, advertising, stickers in restaurants, word of mouth, friends family, restaurant associations, direct outreach</p>		
<p><u>Cost Structure</u></p> <ul style="list-style-type: none"> -fixed cost, setup bundle (printer, software, POS) -hosting fees, servers -staff salaries and overhead -customer support 			<p><u>Revenue Streams</u></p> <ul style="list-style-type: none"> -processing fees -ad revenues -set up fee for restaurants, recurring fee -corporate account fee -data and analytics (white papers?) 	

Lean Food Startup NYC

What should this group be?

Our hypothesis for what this group could be:

- A means for shared learning about lean practices as they apply to food
- A space for collaboration, knowledge sharing about all aspects of food production, distribution, etc.
- Learn by doing

Your feedback about what topics you want to see covered, how we structure this meetup in the future:

- More opportunities to meet experienced and established entrepreneurs
- Tell us what you want to cover on the group page or blog!