

Course 10

Lean startup

25.02.2011



about.me/octavdruta



Jacobs University, Germany

Since 2007, Entrepreneur

2007, Kmbio

2008, Trigwee

2010, Sunnytrail

2011, Work in progress

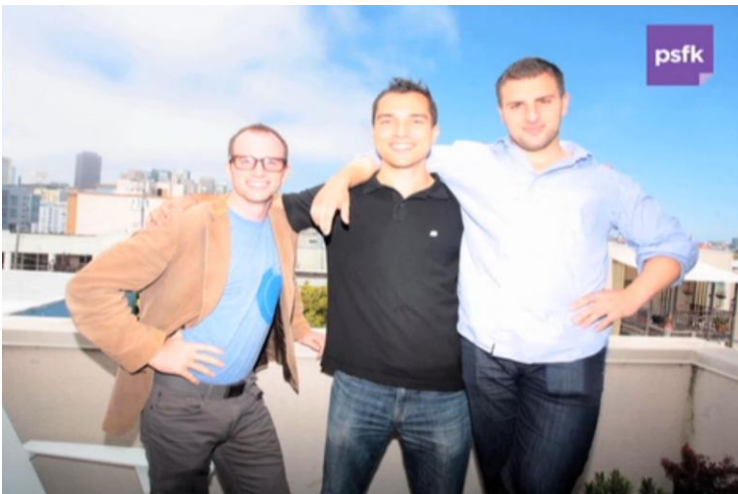
Understand People

Research Markets

Design Products

The AirBed and Breakfast Story

- From left to right: Joe Gebbia, Nathan Blecharczyk, Brian Chesky
- Book a room, make money by renting your place



airbnb

[Sign Up](#) | [Sign In](#) | [We're Hiring!](#) | [How it works](#) | \$ USD

List your space

Find a place to stay.

Rent nightly from real people in 10997 cities in 178 countries.

Where are you going?

Search

Check in

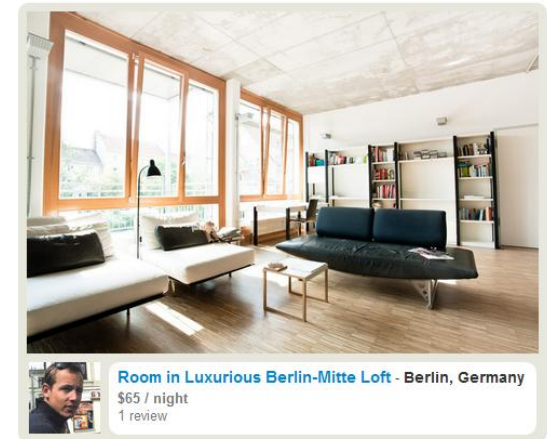
mm/dd/yyyy

Check out

mm/dd/yyyy

Guests

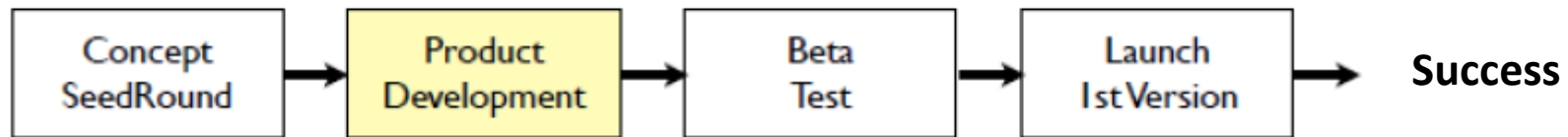
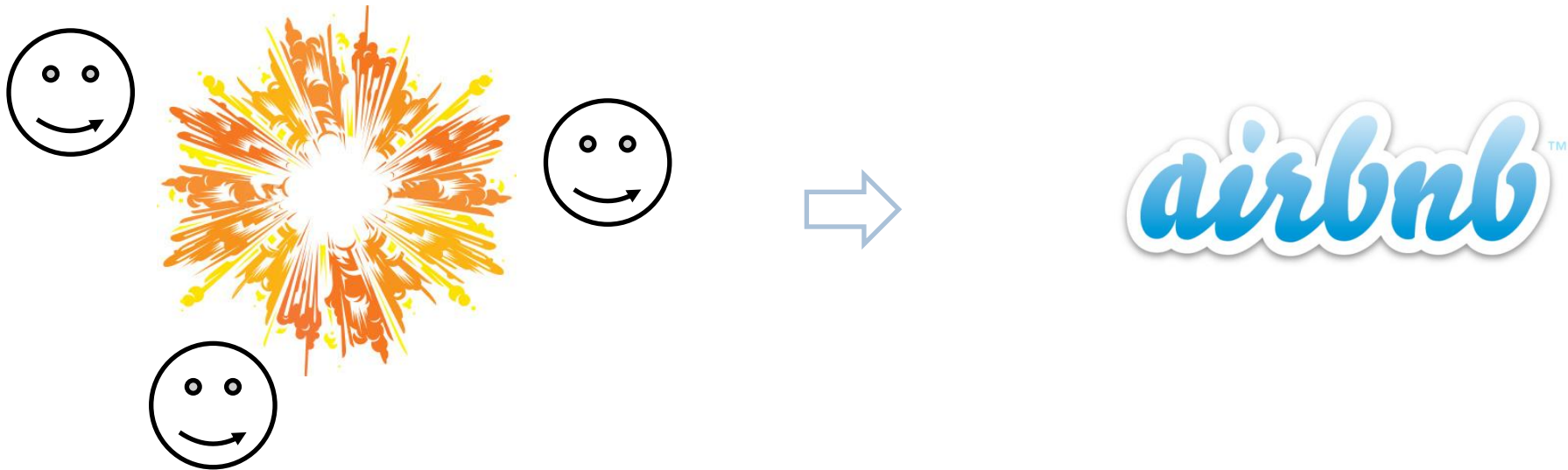
1



The dream

Magic idea

Business



The reality

- Graduated
 - Started working
 - Moved together
 - Quit jobs
 - Needed money
-
- IDSA Conference
 - Need for space
 - Opportunistic thinking



First release

- A solution for **IDSA attendees**

The screenshot shows the homepage of the AirBed & Breakfast website. The main header features the logo "AirBed & Breakfast™" with the tagline "idsa connecting '07". To the right, a purple box contains the "psfk" logo and the text "Two designers create a new way to connect at year's IDSA conference".

On the left side, there is a navigation menu with the following items: AB&B STORY, FAQ, VACANCIES, LIST YOUR AIRBED, CONFERENCE GUIDE, FIRST TIME TO SF?, PRESS, and ADVERTISE.

The main content area includes a "NEWS" section with a pink header and the text "AB&B will be blogging live from the conference floor!". Below this is a large photograph of a rooftop terrace in San Francisco with the text "IDSA attendees, welcome to San Francisco." and "35 Hotels in Siena (IT)".

On the right side, there is a "FEATURED SPONSORS" section with a box for "critbuns" that says "SUPPORTING IDSA CONFERENCE ATTENDEES WHERE OTHERS CAN'T." and a "FEATURED EVENT" section with a box for "A launch party of sustainable proportions." with the website "www.ecollect.net".

At the bottom, there is a footer with "Contact us | Terms of Use | Privacy Policy" and "Copyright © 2007 Juice Studios, LLC".

Second release

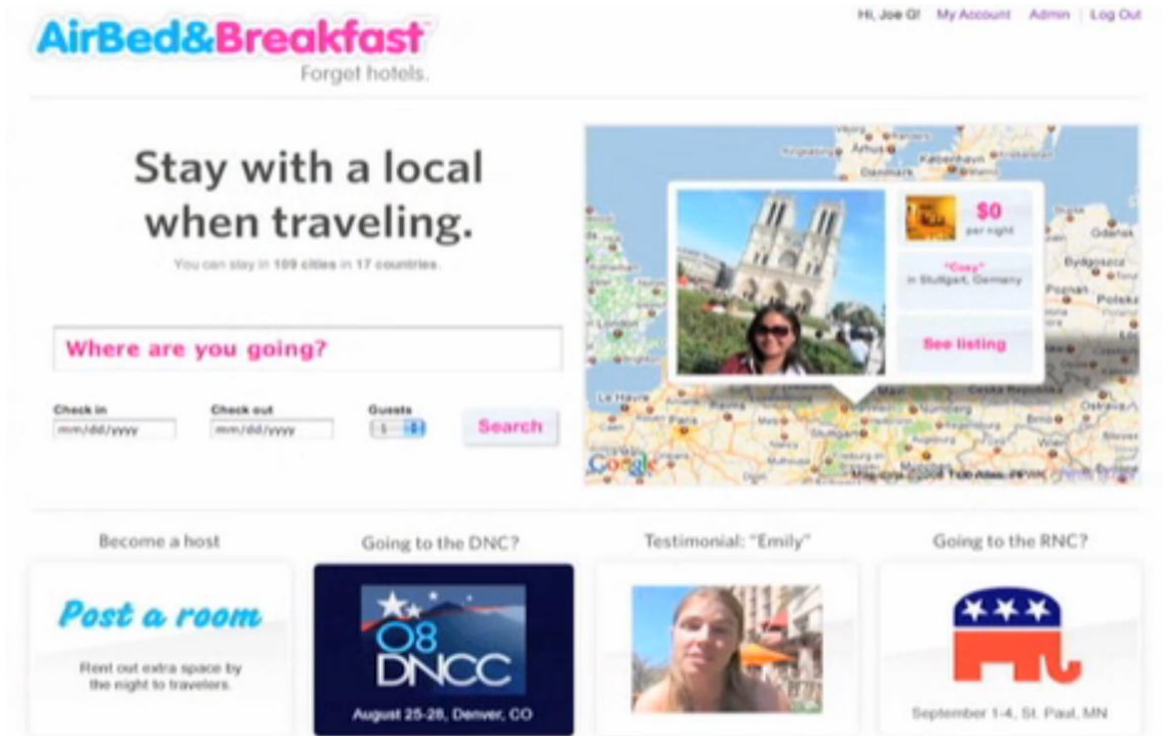
- A solution for **people who attend events**

The screenshot shows the homepage of the AirBed & Breakfast website. The header features the logo and navigation links: Events, Tour, About, Info, Join, and Log In. The main content area is divided into several sections:

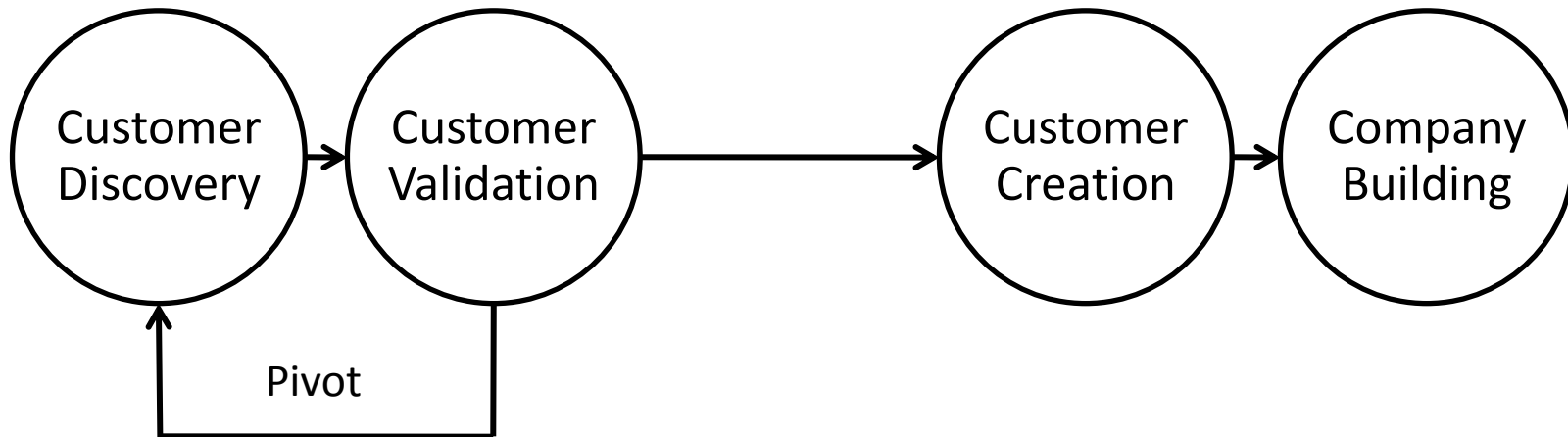
- Hero Section:** A light blue banner with the text "Finally, an alternative to expensive hotels." and "Airbed & Breakfast is a new way to share housing at your next event." Below this is a visual equation: a bed icon + a breakfast plate icon + a person icon.
- Host Section:** A section titled "Host" with the subtext "Attending an event in your city? Make money by turning your place into a DIY bed & breakfast. See how".
- Attend Section:** A section titled "Attend" with the subtext "Traveling for your event? Save money by staying at another attendee's Airbed & Breakfast. See how".
- Search Section:** A section titled "Start by finding your event!" with input fields for "Event:", "City:", and "When:" (with date pickers), and a "Search" button.
- Featured Event:** A section titled "Featured Event:" featuring a poster for "SXSW MUSIC" and the text "Our launch event!".
- Spread the Word:** A section titled "Spread the Word:" with the text "Meet awesome people like you while making extra bucks? Share this site now."
- Footer:** Three large blue buttons with the text "Join!", "Tour!", and "Airbeds!" in a cursive font.

Third release

- A solution for **people who travel**



The reality



Entrepreneurial thinking

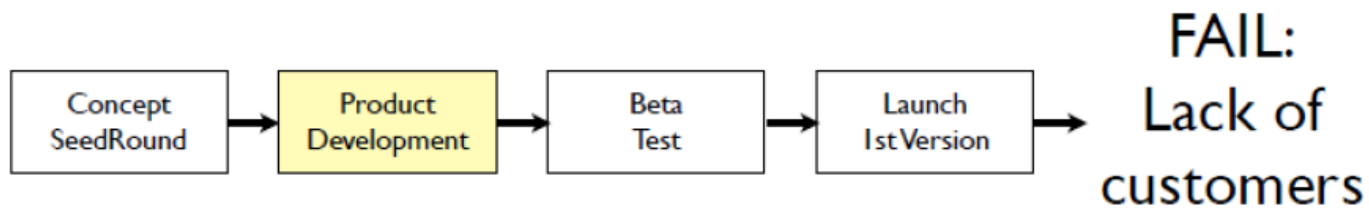
Opportunistic and agile

Managerial thinking

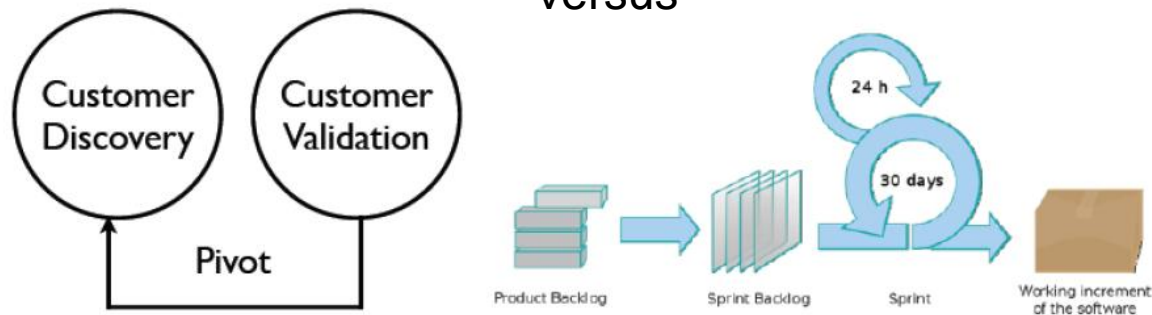
Process and goal driven

The lean model

- Change of mindset
 - Do I have an awesome idea?
 - Can I make it happen?
- Focus on reducing waste

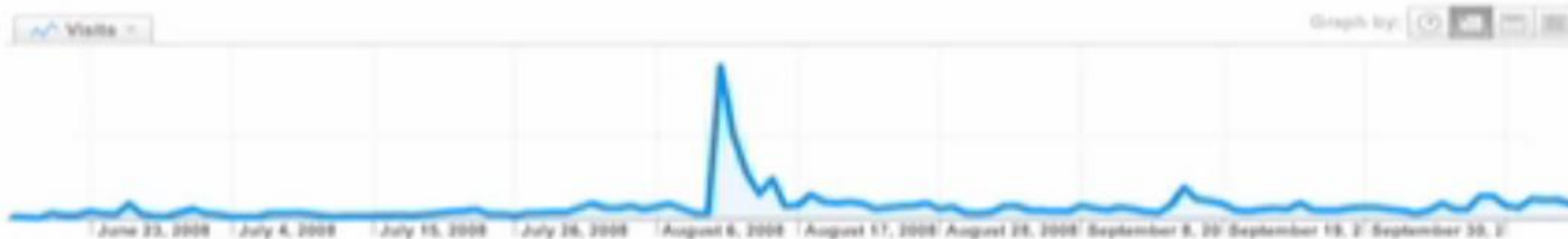


versus



What is all about

- Framing hypotheses
 - Customer
 - Problem
 - Product
 - Market
- Testing
- Customer centric iteration



Thank you!

Getting in touch: about.me/octavdruta

Credits: Joe Gebbia, Eric Ries