



**TIME TO DISRUPT**

**MAKE THE CHANGE**

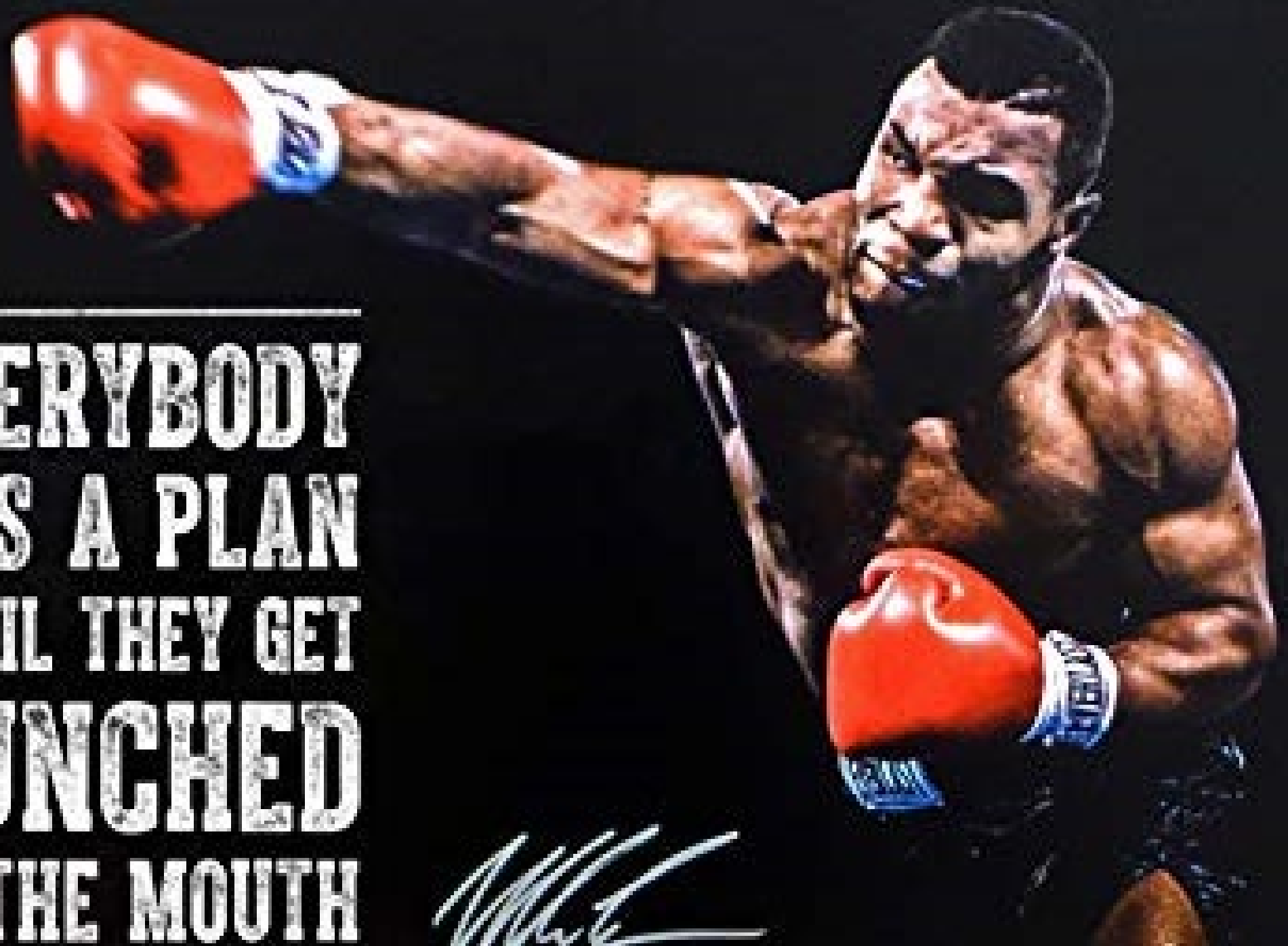


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**EVERYBODY  
HAS A PLAN  
UNTIL THEY GET  
PUNCHED  
IN THE MOUTH**



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# ENTREPRENEURS PROBLEM

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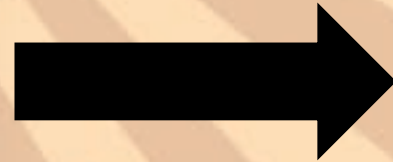
- Is always the same
- We assume that we know the customer
- We assume that our idea is good
- We assume immediate success
- **“FAIL FAST, FAIL CHEAP, FAIL OFTEN”**







**VISION**

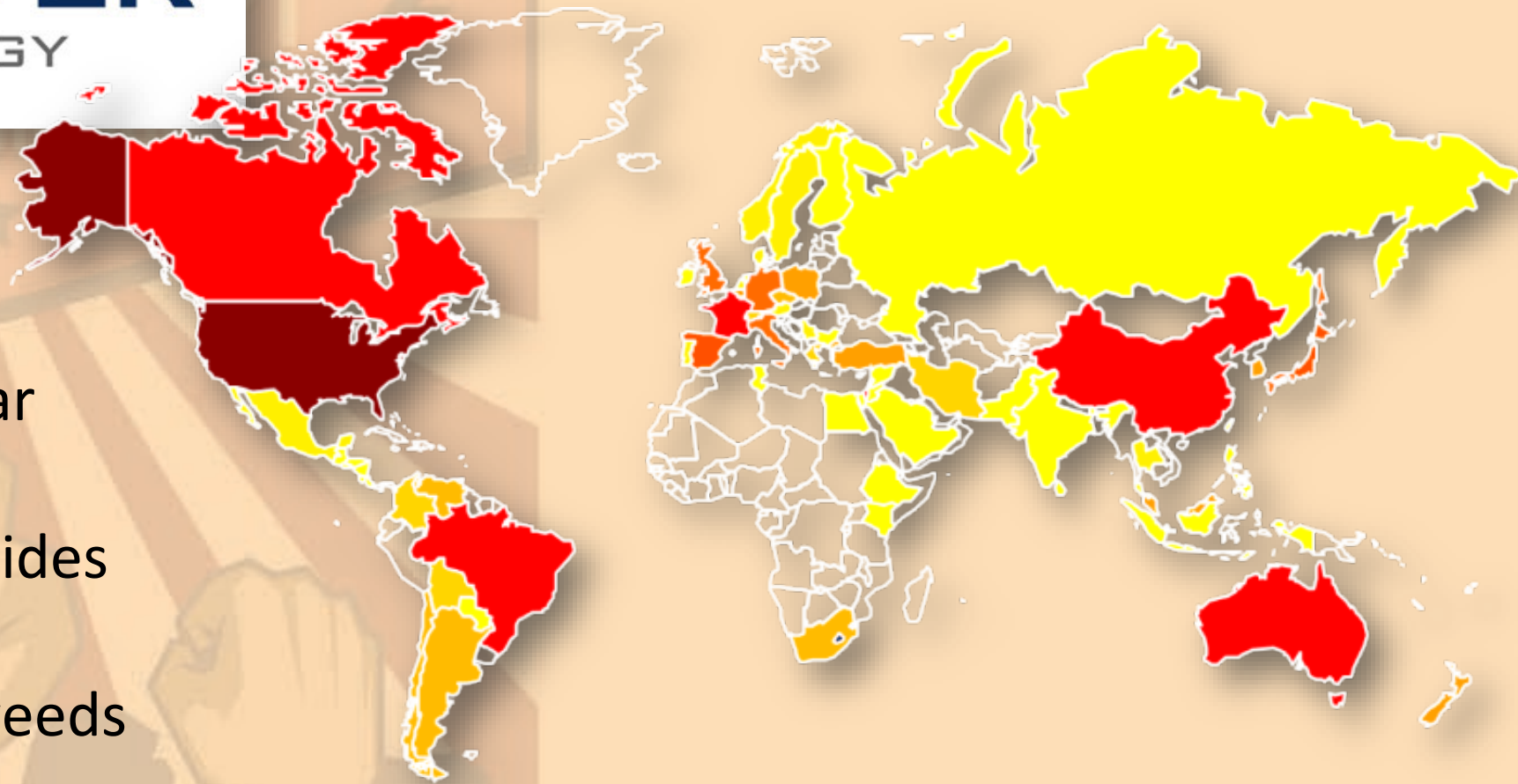


**REALITY**

**\$25 billion** spent each year

**3 billion pounds** of herbicides

**250 species** of resistant weeds



# of cases of weed resistance to any herbicide



**HOVHANNES YERITSYAN**

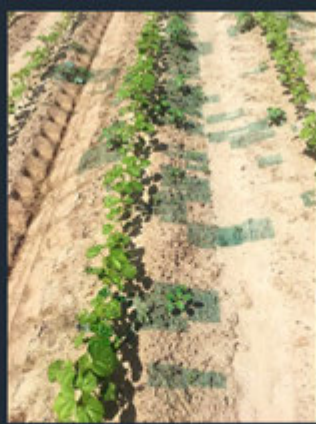
**DISRUPT OR BE DISRUPTED QUICK GUIDE FOR THE STARTUPS**





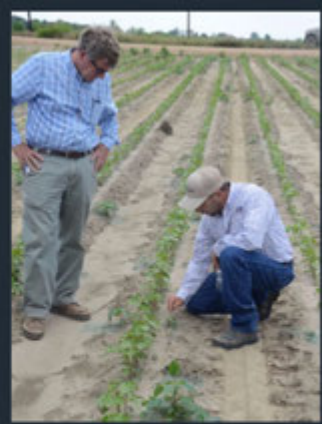
More tools

Unlocked herbicide options to fight resistant weeds when not spraying crops



90%

Lower herbicide costs when selectively applying herbicide to weeds only



2.5B

Potential reduction in global herbicide use (lbs) with sustainable weed control



**R** **BLUE RIVER**  
TECHNOLOGY

# LEAN STARTUP INTRODUCTION

- **What is a startup?**
  - Steve blank
  - Organization of people that is looking for a recurring and scalable business model in a space of high uncertainty.
- **What is a business model?**
  - Alexander Osterwalder
  - How an organization creates, delivers and captures value to its customers.



# 5 MYTHS ABOUT LEAN STARTUP

## **Myth 1: Lean means penny pinching**

- Lean has more to do with speed and experimentation than it does with saving money.

## **Myth 2: A Lean Startup must be bootstrapped**

- There are many types of businesses that would be nearly impossible to grow without access to capital.

## **Myth 3: The Lean Startup methodology is only for tech companies**

- Lean techniques can be applied within any environment of high uncertainty, where discipline is necessary to make informed decisions that mitigate risk of failure or identify innovative and disruptive opportunities that should not be passed up.

## **Myth 4: Lean methodologies can only work at startups**

- Lean can be applied in very large companies

## **Myth 5: Lean Startups replace vision with data or customer feedback**

- the original vision will always remain rock solid no matter how many course corrections are required.





## PROBLEM

List your top 1-3 problems.



## SOLUTION

Outline a possible solution for each problem.



## UNIQUE VALUE PROPOSITION

Single, clear, compelling message that states why you are different and worth paying attention.



## UNFAIR ADVANTAGE

Something that cannot easily be bought or copied.



## CUSTOMER SEGMENTS

List your target customers and users.



## KEY METRICS

List the key numbers that tell you how your business is doing.



## EXISTING ALTERNATIVES

List how these problems are solved today.

## COST STRUCTURE

List your fixed and variable costs.



## CHANNELS

List your path to customers (inbound or outbound).



## EARLY ADOPTERS

List the characteristics of your ideal customers.

## REVENUE STREAMS

List your sources of revenue.



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# 1. PROBLEM

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- **What solves your idea?**
  - What is the pain?
  - Who has the pain?
  - Where is this pain?
  - When does this pain happen?
- How is the problem solved now? If there is no competition, there is no market or no problem.





**Customers do not exist to buy your product; you exist to solve their problems.**

## **2. CUSTOMER**

**Customers do not Innovate, they validate your idea**

**Get all available information:**

- Do not imagine, investigate, look for real information.
- Talk to them



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## 3. UNIQUE VALUE PROPOSITION

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- What value does your product generate?
- What makes the product worth it?
- What makes it special?
- How do we generate value?



## 4. SOLUTION

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- **How do we satisfy the value proposition?**
- The solution is a smaller part - Do not fall in love with the solution
  
- **Product**
- **software**
- **App**
- **Service**
- **Others?**



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## 5. UNFAIR ADVANTAGES

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- It is not easy to buy or copy (own product)
- Experience or reputation in the industry
- Expert Team
- Customer relations
- Critical mass
- Patents
- "Secret Sauce"





## 6. REVENUE STREAMS

- **How are we going to make money with our idea?**
- Sell as soon as we can
  
- **Business model:**
  - Direct sale
  - Advertising
  - Freemium
  - My Account
  - Product Placement
  - Others
  
- **How much money can we earn for each client?**
- **How much money can we earn for each sales channel?**
- **What is the price of our product?**



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## 7. COST STRUCTURE

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- How much cost to solve the Problem?
- What is the customer cost? (COGs Cost of Goods Sold)
- What are the operating costs?
- How much money do we need to get to the break-even point?
  - Monthly Incomes.
  - Monthly cost.



## 8. KEY METRICS

- How do we know we're doing it right?
  - Measurable and quantifiable elements
  - Key elements for analyzing growth
  - Metrics aligned with value proposition
- 
- Acquisition of users
  - Activation
  - Retention
  - Sales
  - Return
  - recommendations
  - Increase





## 9. CHANNELS

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- How do we get our solution to customers?
- How does the product reach the customer?
- Which is the most efficient way? (costs, time)
- Channels:
  - physical
  - virtual
  - mobile





HOWEVER

Every entrepreneur eventually faces an overriding challenge in developing a successful product: deciding when to pivot and when to persevere.

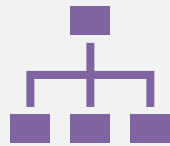
# Pivot or Persevere



A pivot is structured course correction designed to test a new fundamental hypothesis about the product, business model and engine of growth.



Successful pivots put us on a path toward growing a sustainable business.



Every startup needs a regular “pivot or persevere” meeting (less than a few weeks between meetings is too often and more than a few months is too infrequent)



# TYPES OF PIVOTS



ZOOM-IN PIVOT



ZOOM-OUT PIVOT



CUSTOMER  
SEGMENT PIVOT



CUSTOMER NEED  
PIVOT

# TYPES OF PIVOTS



PLATFORM PIVOT



BUSINESS  
ARCHITECTURE PIVOT



VALUE CAPTURE  
PIVOT



ENGINE OF GROWTH  
PIVOT

# Pitch



5 pitches

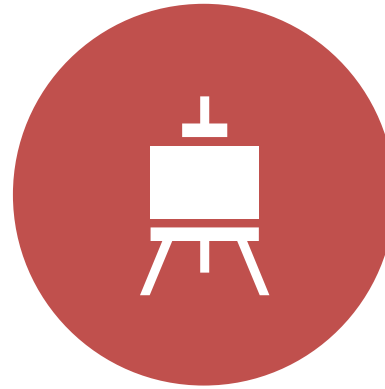


1 minute each



Q&A

# TASK



PREPARE A CANVAS



SUBMIT BY 14<sup>TH</sup> OF JUNE



Questions





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**THANK YOU**

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