

The image features a stack of several boxes. The most prominent box in the foreground is blue with a white, intricate floral or damask pattern. Behind it, other boxes in red, green, and white are visible, also featuring similar patterns. To the right, a gold-colored box is partially visible, showing a different pattern. The boxes are arranged in a way that suggests they are stacked or nested. A semi-transparent dark grey banner is overlaid across the middle of the image, containing the text.

STRUCTURE

BUSINESS BLOCKS IN BOX

FIND THE PATH

- Evaluate then replicate
- Innovate by design
- Market and record
- Shed waste
- Iterate fast

CUSTOMER



WHAT DO THEY WANT THAT YOU HAVE





LOGISTICS

HOW DO YOU GET THE PRODUCT TO THEM

FINDABILITY

HOW YOU FIND THEM AND THEY FIND YOU



THE THING

WHAT IS IT YOU ARE SELLING, WHY



MAKERS

WHO HELPS MAKE THE THING, RESOURCES



COST

THING UNIT \$ FIXED AND VARIABLE

CONSTITUENTS



ROLES AND STAKEHOLDER

Regular
Gasoline

3 8 9 $\frac{9}{10}$

PRICE

MARGIN IS HOW YOU MAKE MONEY

Plus
Gasoline

3 9 9 $\frac{9}{10}$

V-Power
Gasoline

4 0 9 $\frac{9}{10}$

MORE MONEY



HOW ELSE CAN YOU MAKE MONEY, SERVICES

PEOPLE



THEY COST THE MOST, FREE HELP





UPFRONT

GET STARTED CAPITAL

A Repsol Honda motorcycle is shown leaning into a turn on a racetrack. The bike is primarily yellow, red, and white, with 'REPSOL' and 'HONDA' branding visible. The rider is wearing a white and red racing suit. The background is a blurred green field, suggesting high speed. A semi-transparent dark grey banner is overlaid across the middle of the image, containing the text 'LEAN' and 'WHAT CAN YOU CUT OR DEFER'.

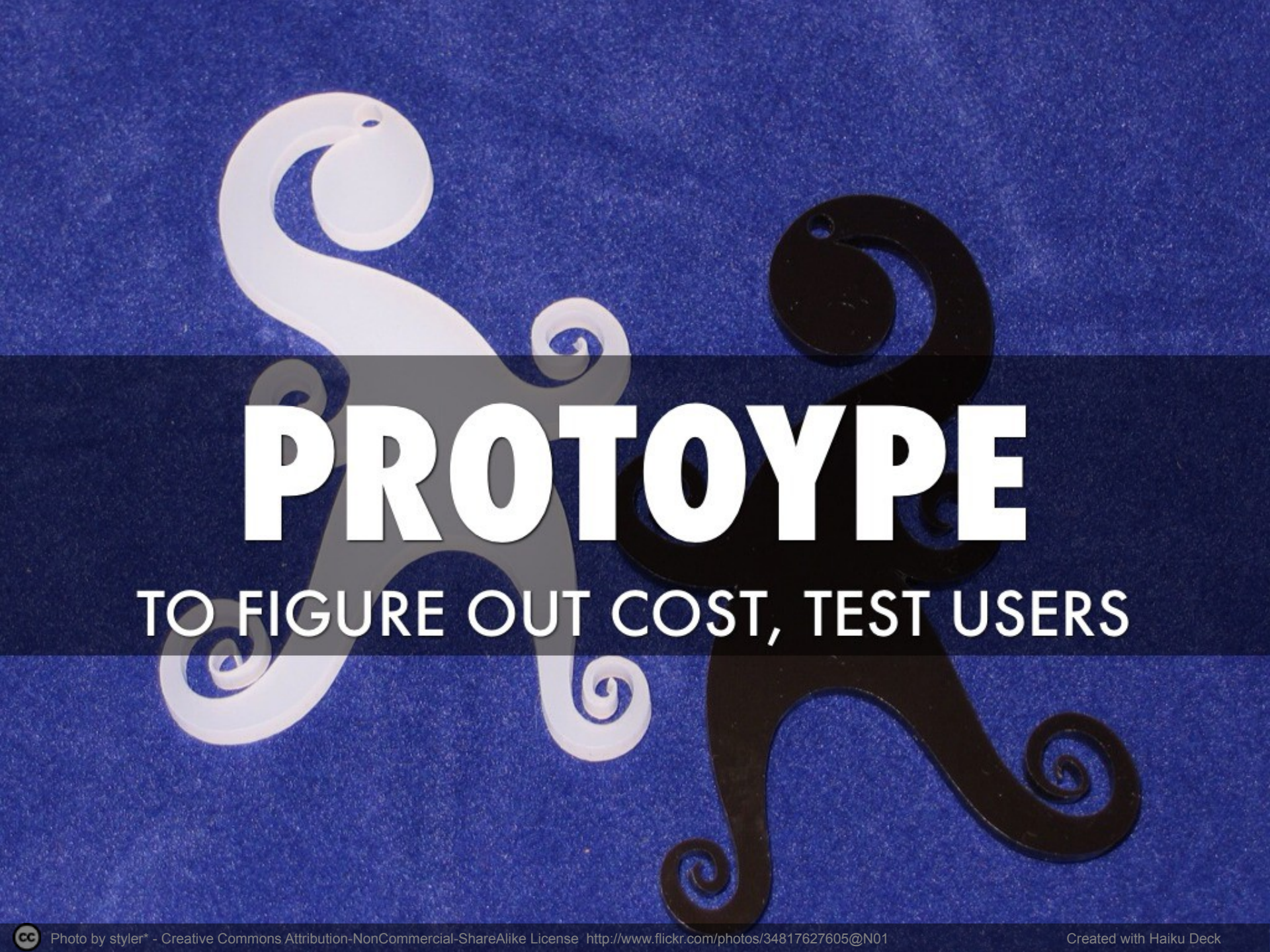
LEAN

WHAT CAN YOU CUT OR DEFER



TIME

AFFORDABLE LOSS, HOW LONG CAN YOU WAIT



PROTOTYPE

TO FIGURE OUT COST, TEST USERS



TEST FIRST

MARKET MESSAGE



Alfa Photography

RACE TO FIRST \$

PRESELL TO EARLY ADOPTERS





DEMAND

LET CUSTOMERS DRAW YOU IN



KILL FAST
NO CUSTOMERS THEN STOP



TRY AGAIN

ROLL IT FORWARD TO A BETTER IDEA