

Agilité et création de produit ou d'entreprise

Thierry Vallée

<http://thierryvallee.blogspot.com>

<http://www.36tribus.com>

Être agile

Objectif clair : "vision"

Simplicité

Itérations

Collaboration

Finir !

Management visuel

Amélioration continue

Plan Do Check Act

Être agile : changer de culture !

Empirique plutôt que prédictif

Coordination plutôt que spécialisation

Responsabilité collective plutôt

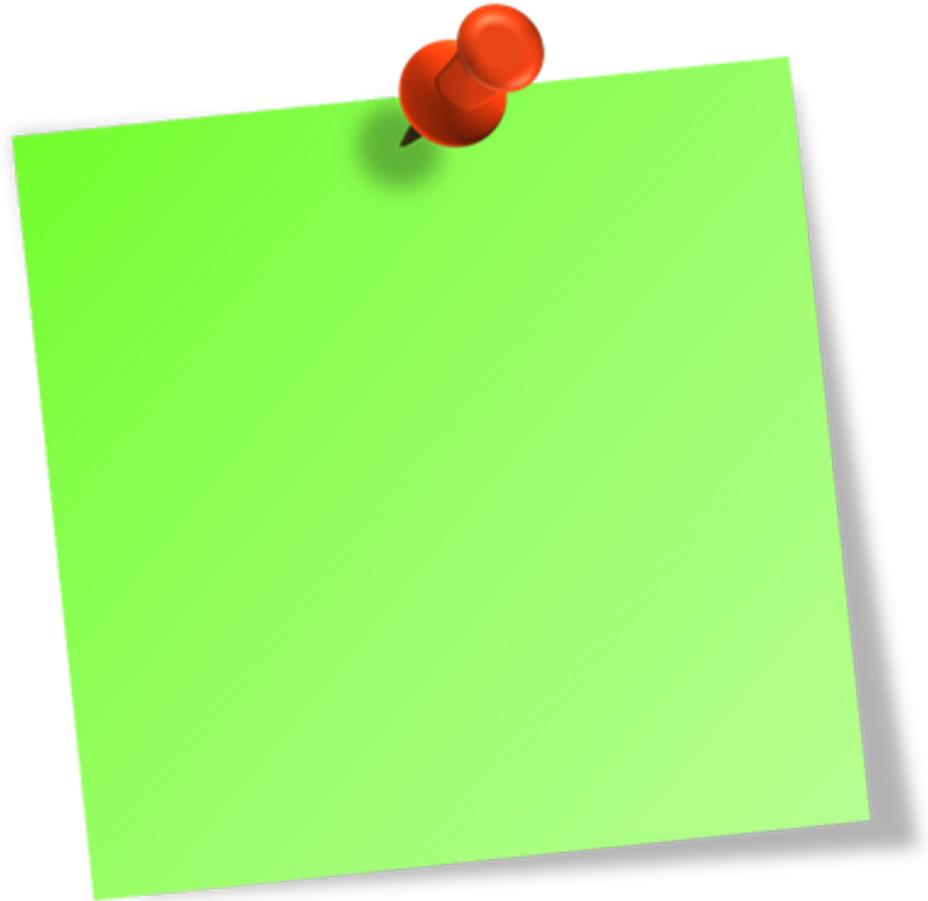
qu'individuelle

Orienté résultats plutôt que coût

Expérimentation plutôt que conformité

Vous attendez quoi de ce soir ?

1 seule idée



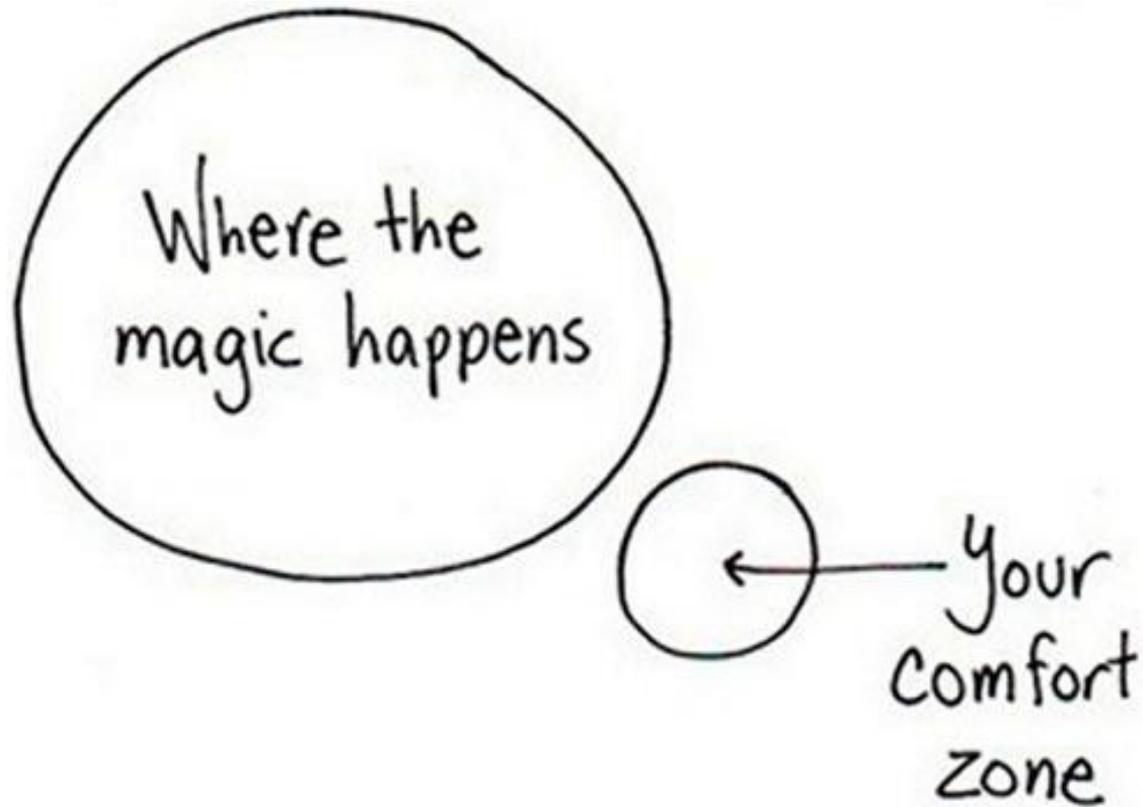


L'innovation

Innovation de rupture

Innovation de continuité

L'innovation





L'innovation

Sérendipité



Un peu de marketing...

"Start with the why" - Simon Sinek

Trouvez votre vache pourpre - Seth Godin

Gagnant-gagnant

"Cross the chasm"

La valeur

Valeur = profit ?

Valeur = long terme

Valeur = utile

Feedback ?

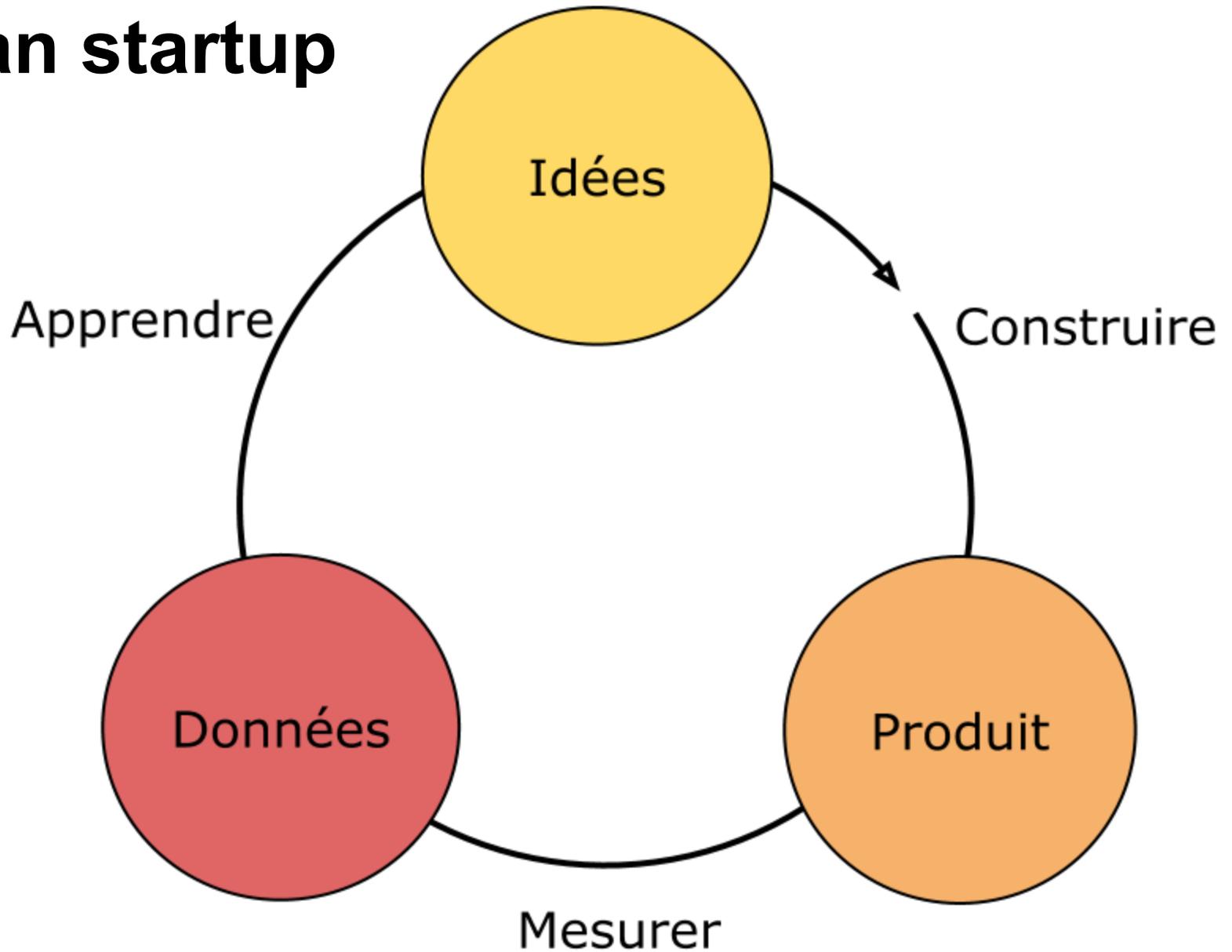


Lean startup

Startup ?

Startup = créer dans un environnement
d'incertitude extrême

Lean startup





Lean startup

Hypothèses fondamentales

Lean startup

"genchi gembutsu"

“les réponses sont dans le monde, pas dans nos têtes”

Lean startup

- 1) Ce que vous avez besoin d'apprendre
- 2) Ce qu'il faut mesurer
- 3) Le produit qui permette de mesurer



Lean startup

PMV : Produit Minimum Viable



Lean startup

Réussir son échec

Lean startup

Pivoter

"garder un pied ancré dans ce qu'on a appris tout en modifiant fondamentalement sa stratégie pour valider davantage d'enseignements"



Lean startup

Business model canvas

Lean business model canvas

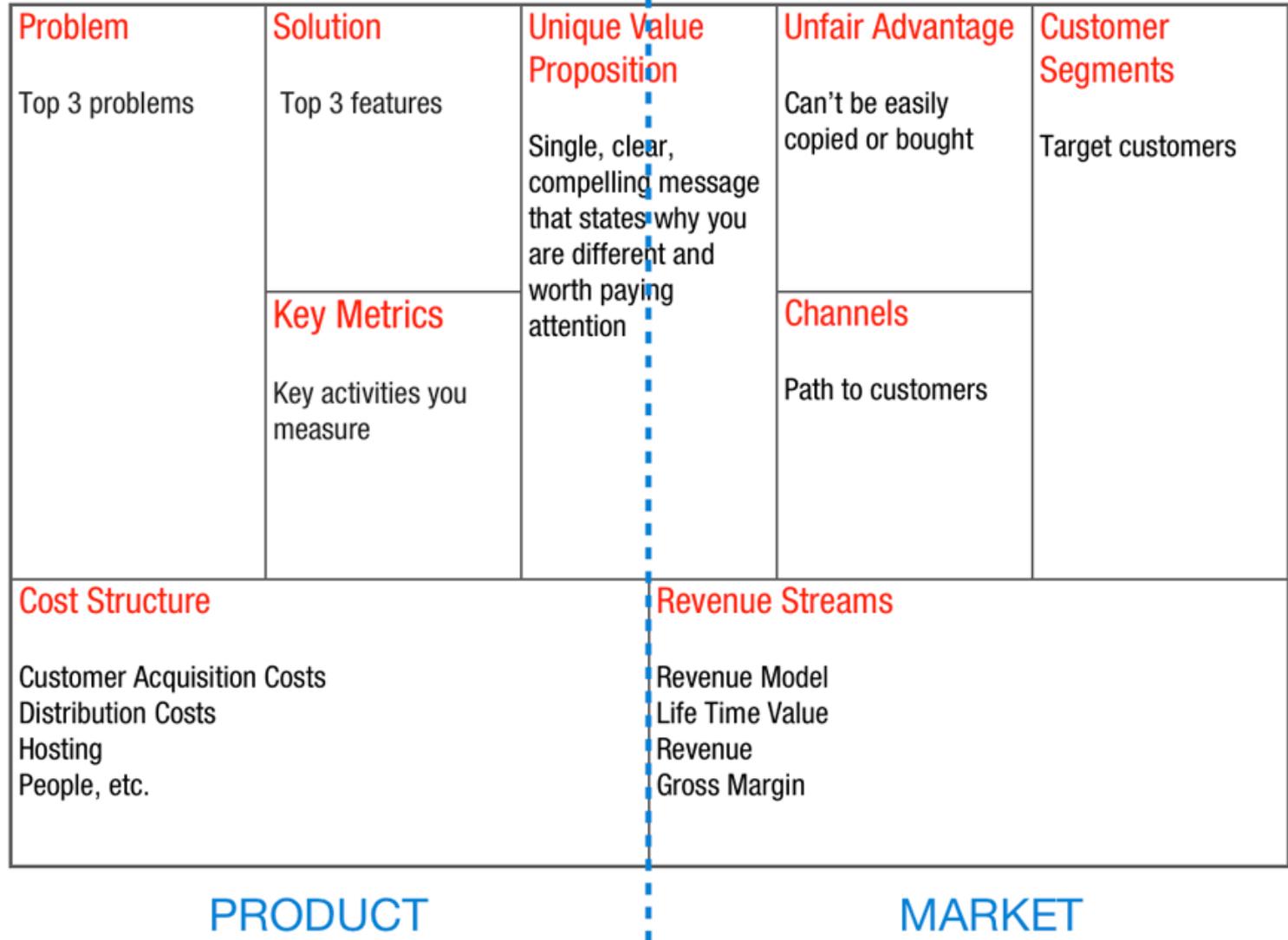
The Business Model Canvas

Designed for:

Designed by:

On:
Iteration:

<h3>Key Partners</h3>  <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p>Business model innovation Reduction of risk and uncertainty Access to distribution channels Access to high-value resources and activities</p>	<h3>Key Activities</h3>  <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p>Manufacturing Software development Retail sales Logistics Project services</p>	<h3>Value Propositions</h3>  <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p>Product/service Performance Customization Design "fit and form" Price Place Packaging User interface Risk reduction Convenience Accessibility</p>	<h3>Customer Relationships</h3>  <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p> <p>Personalized Self-service Automated Communities Co-creation Partnerships Reseller Affiliate Franchise Licensing Agency Reseller Retailer Wholesaler Distributor Retailer Franchise Licensing Agency Reseller</p>	<h3>Customer Segments</h3>  <p>For whom are we creating value? Who are our most important customers?</p> <p>Mass Niche Segmented Diversified Multi-sided</p>
<h3>Cost Structure</h3>  <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p>Fixed costs Variable costs Cost of goods sold Cost of services Cost of distribution Cost of customer support Cost of sales Cost of fulfillment Cost of operations Cost of infrastructure Cost of research and development Cost of capital Cost of debt Cost of equity Cost of opportunity</p>	<h3>Revenue Streams</h3>  <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p>Asset sale Usage-based Subscription Licensing Franchise Affiliate Reseller Retailer Wholesaler Distributor Retailer Franchise Licensing Agency Reseller</p>			





Les jeux

Pour innover

Pour sensibiliser, faire ressentir

Pour trouver des solutions



Questions ?



Pour aller plus loin

1 journée de formation en avril

N'oubliez pas le charbon pour faire avancer la loco !

Merci...