

THE START-UP PLAN FOR STARTING NOW

**FAIL FAST**

— **OR** —

**WIN BIG**

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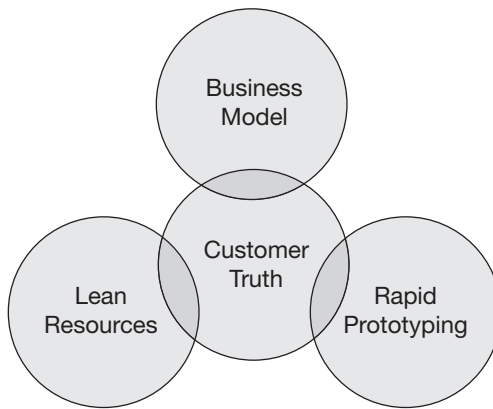
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## CHAPTER TWO

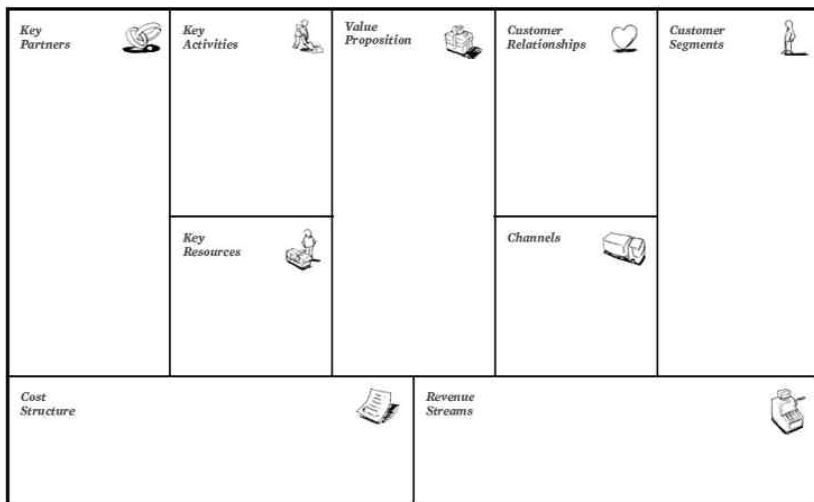
# The New Way: The LeanModel Framework



**Figure 2.1** LeanModel Framework

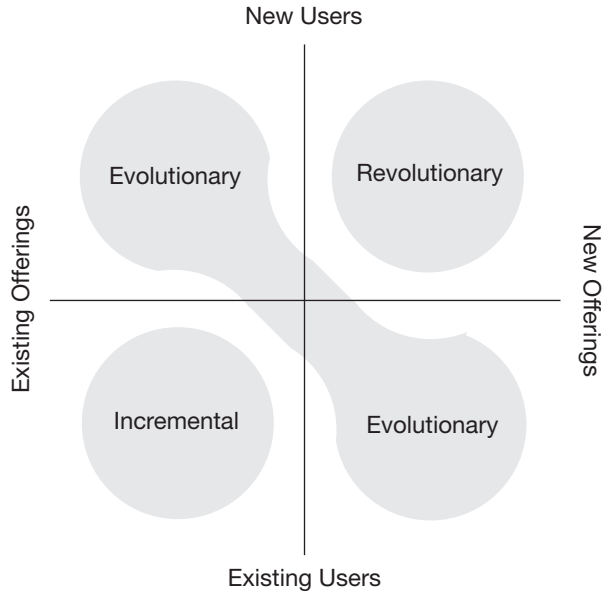
# CHAPTER THREE

## Ideas Are Great but Business Models Rule



**Figure 3.1** Business Model Canvas

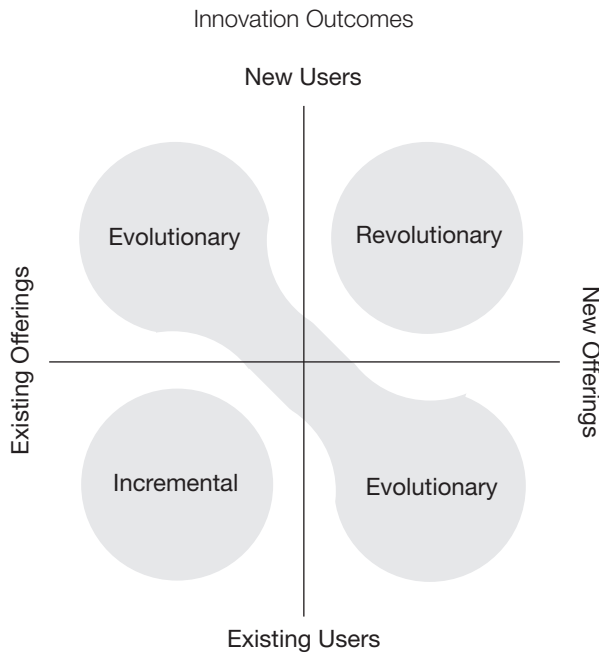
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**Figure 3.2** Startup Opportunities for New Products or Services  
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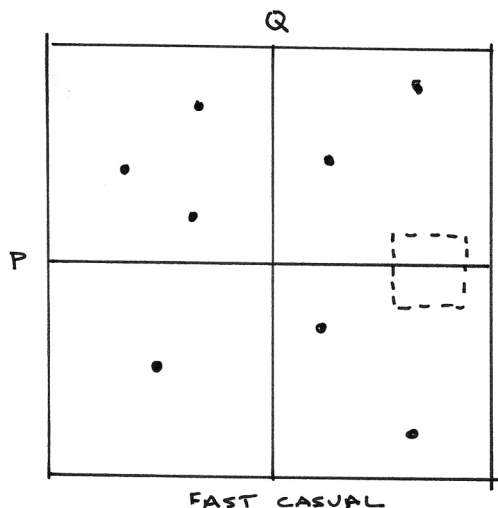
## CHAPTER EIGHT

# Opportunity Is Here and Everywhere

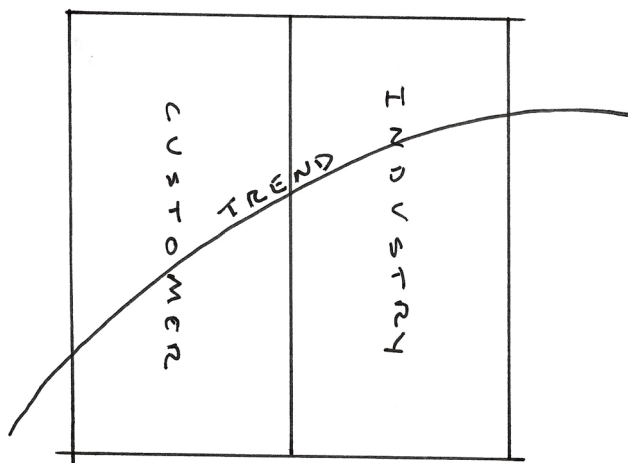


Organic growth can emerge from every quadrant of Ways to Grow. Use this tool to (a) identify the type of growth you intend to create, (b) recognize the scope of that challenge and deploy an appropriate innovation process, and (c) assess your portfolio of innovation efforts.

**Figure 8.1** Innovation Outcome Paths for Recognizing Growth Opportunities



**Figure 8.2** Initial Target Marketplace Chart for Start-Up



**Figure 8.3** Perfect startup scenario: When trends cross target customers and industry in the same marketplace.