Lean Innovation
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The Lean Start-Up

Begin by reading this article as an overview of the significance of the lean start-up: Why the Lean Start-Up Changes Everything.

Lean Innovation Framework

<table>
<thead>
<tr>
<th>Opportunity Assessment</th>
<th>Fast Concept</th>
<th>Resource Allocation</th>
<th>Validation Planning</th>
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</thead>
<tbody>
<tr>
<td>• What is the opportunity?</td>
<td>• Can you rapidly develop a functional prototype or test case?</td>
<td>• What internal or external resources can you use to develop and test the prototype?</td>
<td>• What B2B partners are needed?</td>
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<td>• Does it tap new markets and customers?</td>
<td>• If so, how?</td>
<td>• Who do you need to hire/partner?</td>
<td>• How will you validate the concept?</td>
</tr>
<tr>
<td>• Does it include new business model and service innovation?</td>
<td>• List steps and what tasks are needed...</td>
<td>• How much ($$)?</td>
<td>• How many test cases will be needed?</td>
</tr>
<tr>
<td>• Is it scalable?</td>
<td>• Think about architecture...</td>
<td></td>
<td>• Who can be the lead customer?</td>
</tr>
</tbody>
</table>

This is the Lean Innovation Framework. You need to consider each of these main constructs, opportunity assessment, fast concept, resource allocation, and validation planning.

Read this paper on how to make lean innovation work: Making Lean Innovation Work.

Minimum Viable Product

A key concept is the minimum viable product (MVP). What can you do to test and validate an MVP for little or no money? The key is getting to the basically core functionality you need to test.
The MVP Effect

The ability to quickly, and with few resources - develop, prototype, learn, validate, and improve solutions is an essential part of lean innovation. *The Lean Start-up* and associated work by Steve Blank is now required reading for any budding entrepreneur. And rightfully so, its lessons are simple and powerful. However, the concept of fast learning iterations, early validation, and minimal prototypes that illustrate key, but bare-bones functionality are not new.

The Wright Brothers, the Apple I computer from 1976, and Microsoft’s early efforts with both MITS and Apple are all examples of a ‘lean start-up’ methodology. Within large firms, these philosophies are starting to take hold. Apple’s iPod was developed by a small, empowered team comprised of individuals both inside and outside the corporate walls. Project Purple, which spawned the iPhone, was run in a similar fashion. Firms, like the recently acquired EMC, have enacted a systematic innovation process that seeks new ideas, funds winners, and allows these teams to pursue their projects through commercialization.

For more information on MVP, please see:

- [http://theleanstartup.com/](http://theleanstartup.com/)
- [https://hbr.org/2013/05/why-the-lean-start-up-changes-everything](https://hbr.org/2013/05/why-the-lean-start-up-changes-everything)