

Richiedi il font Calibri (Corpo) 12. Barra di formattazione con icone per testo, paragrafi, immagini, disegni, e altre funzioni.



Operational planning of business models & market launch

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ReTraCE 
Realising the Transition towards the Circular Economy



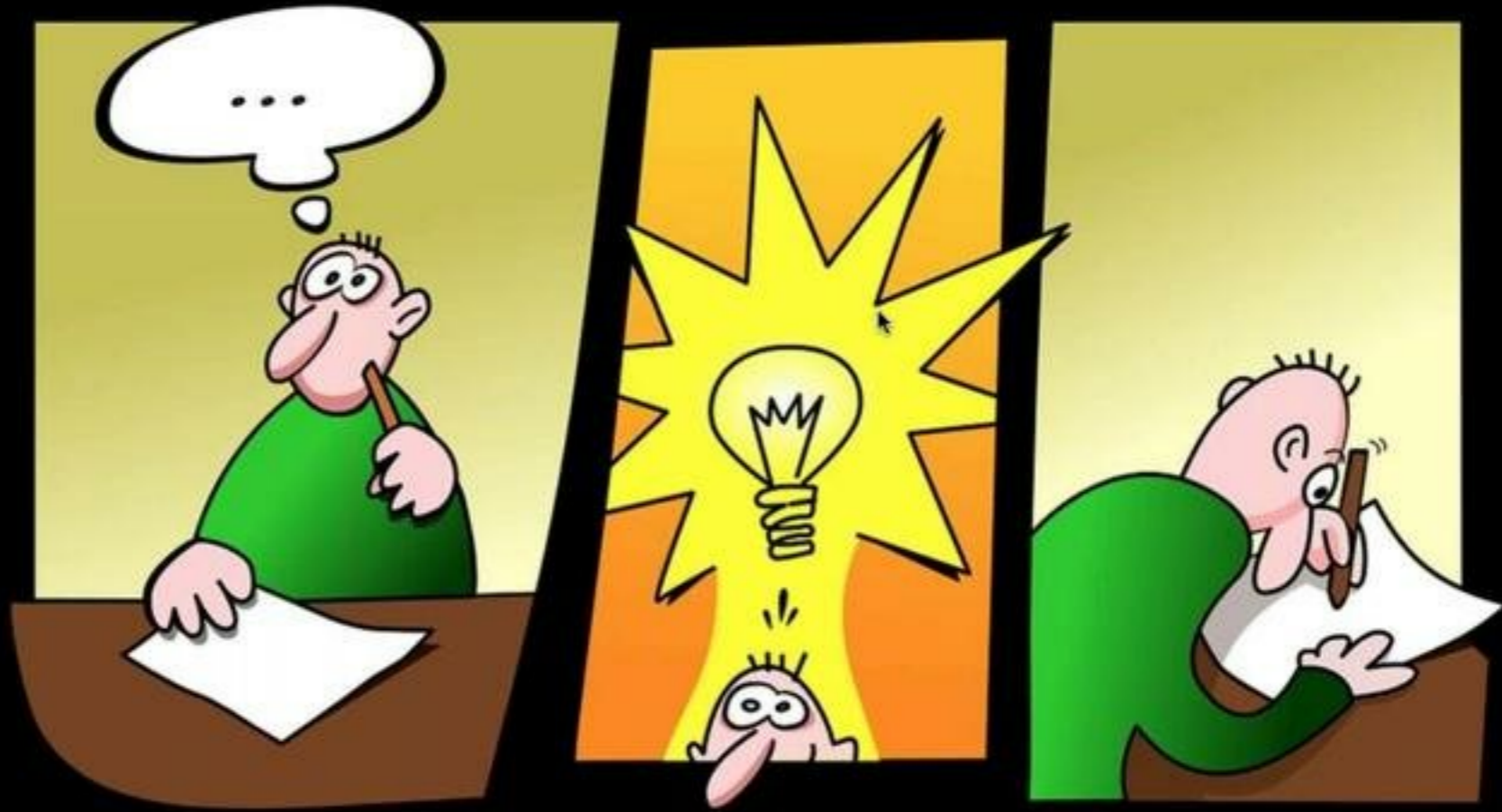
A startup is a *human institution* designed to *deliver a new product or service* under conditions of *extreme uncertainty*. (Ries, 2011)

Find the way to be successful



Find a Successful Business Model Before You Run Out of Money

...



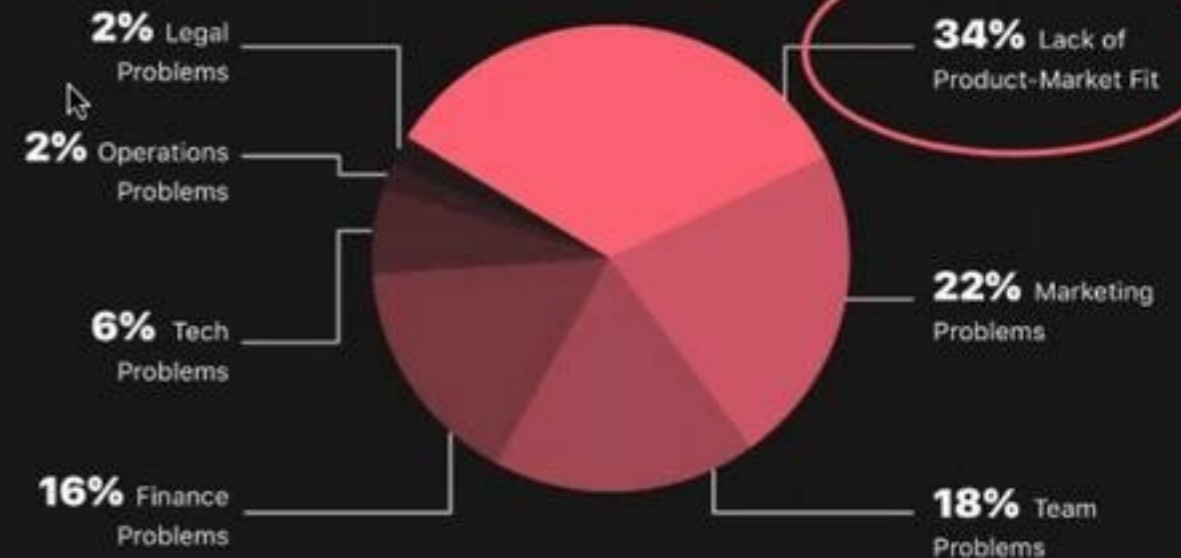
Data

Business Failure Rates By Industry



industry failure rate

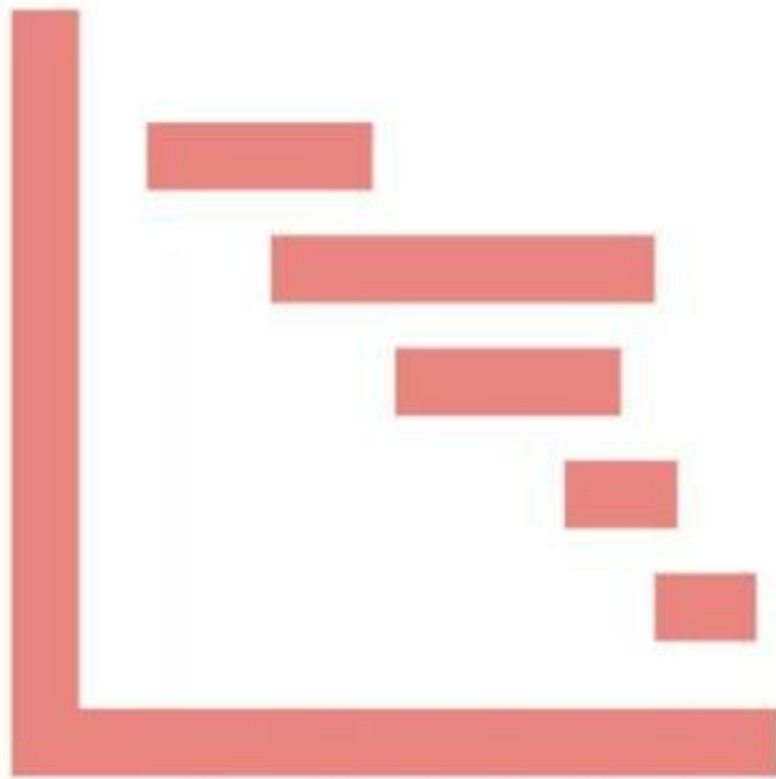
Common Reasons For Startup Failure



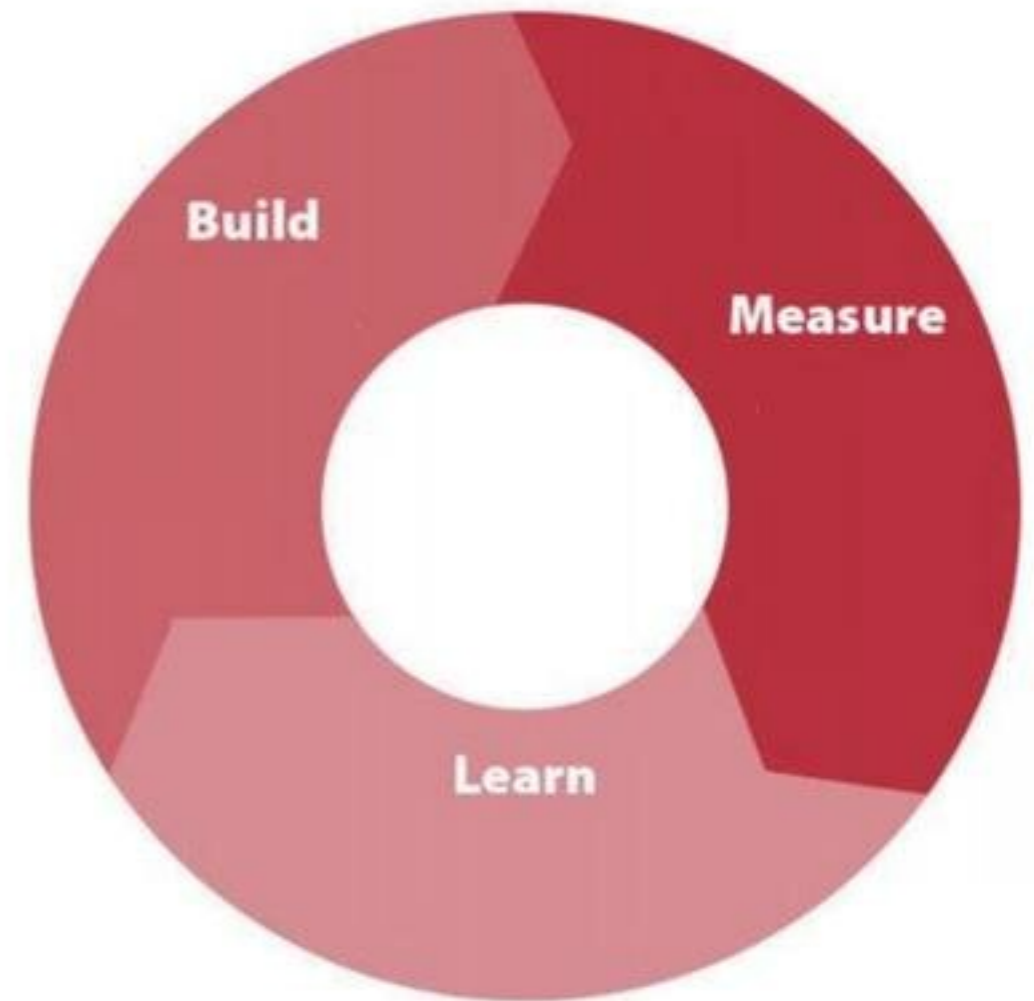
Information from 80+ failed startup interviews we've carried out.

Source: <https://www.failory.com/>

Build-Measure-Learn feedback loop



VS



Lean Manufacturing and Lean Startup



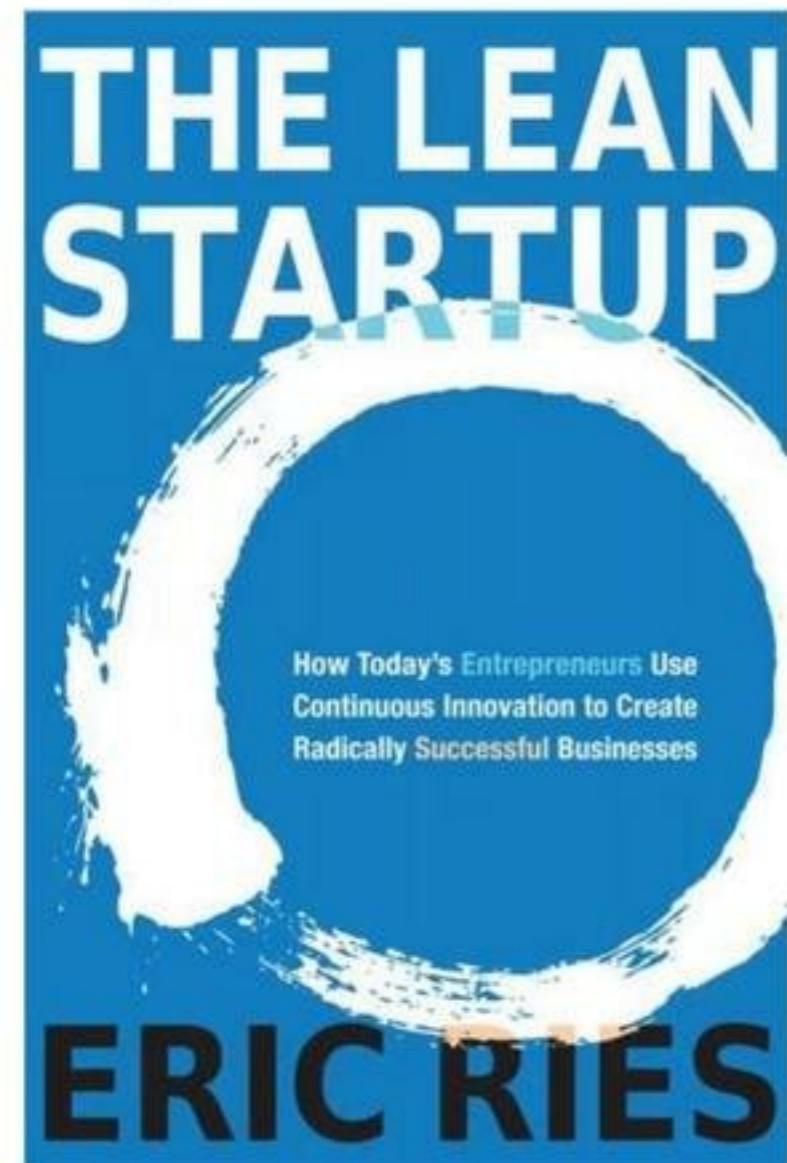
W. Edwards
Deming
(1900 – 1993)



Taiichi Ohno - 大
野 耐
(1912 – 1990)



The Lean Startup book

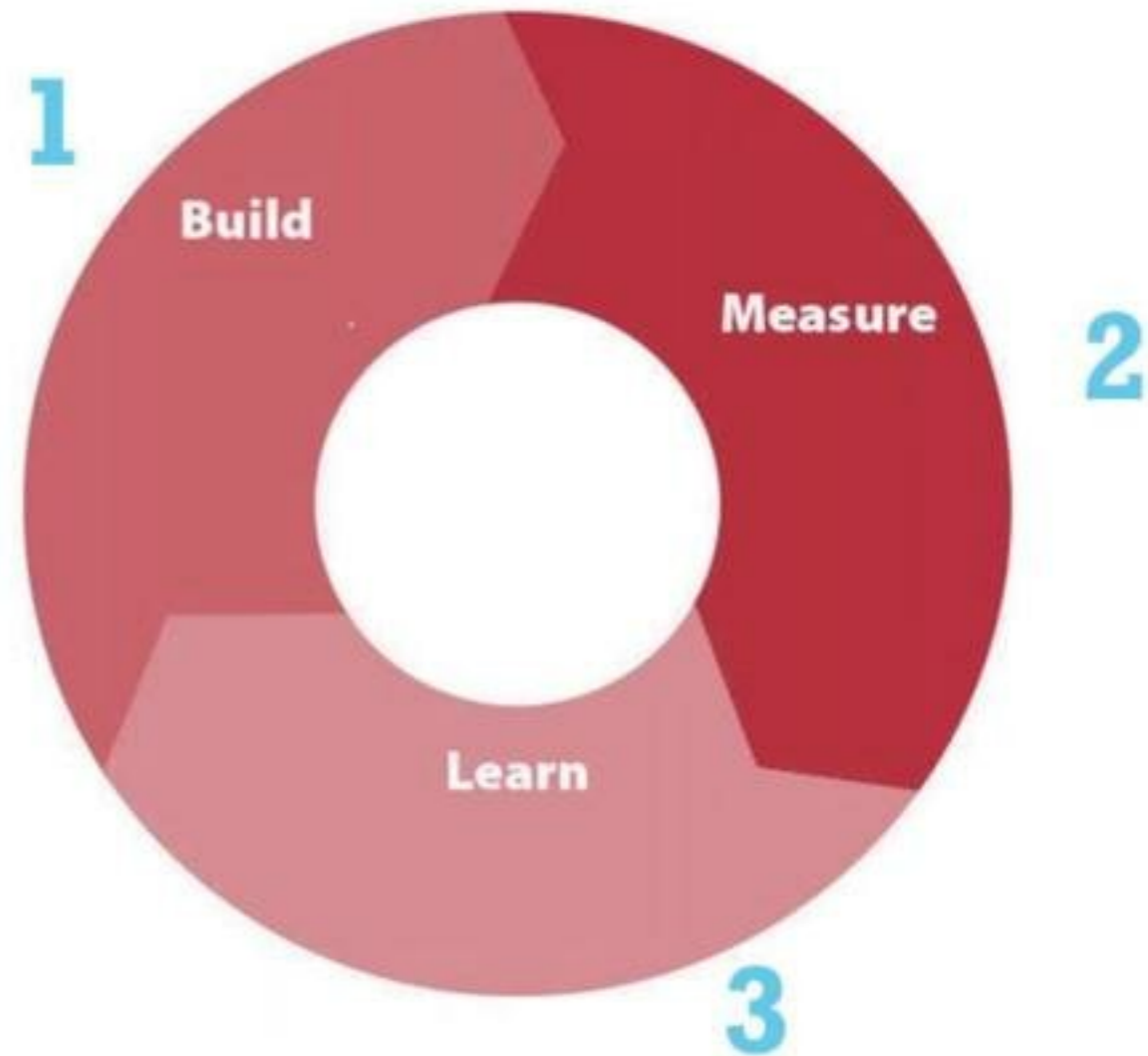


Eric Ries (2011). *The Lean Startup*. Published in the United States by Crown Business

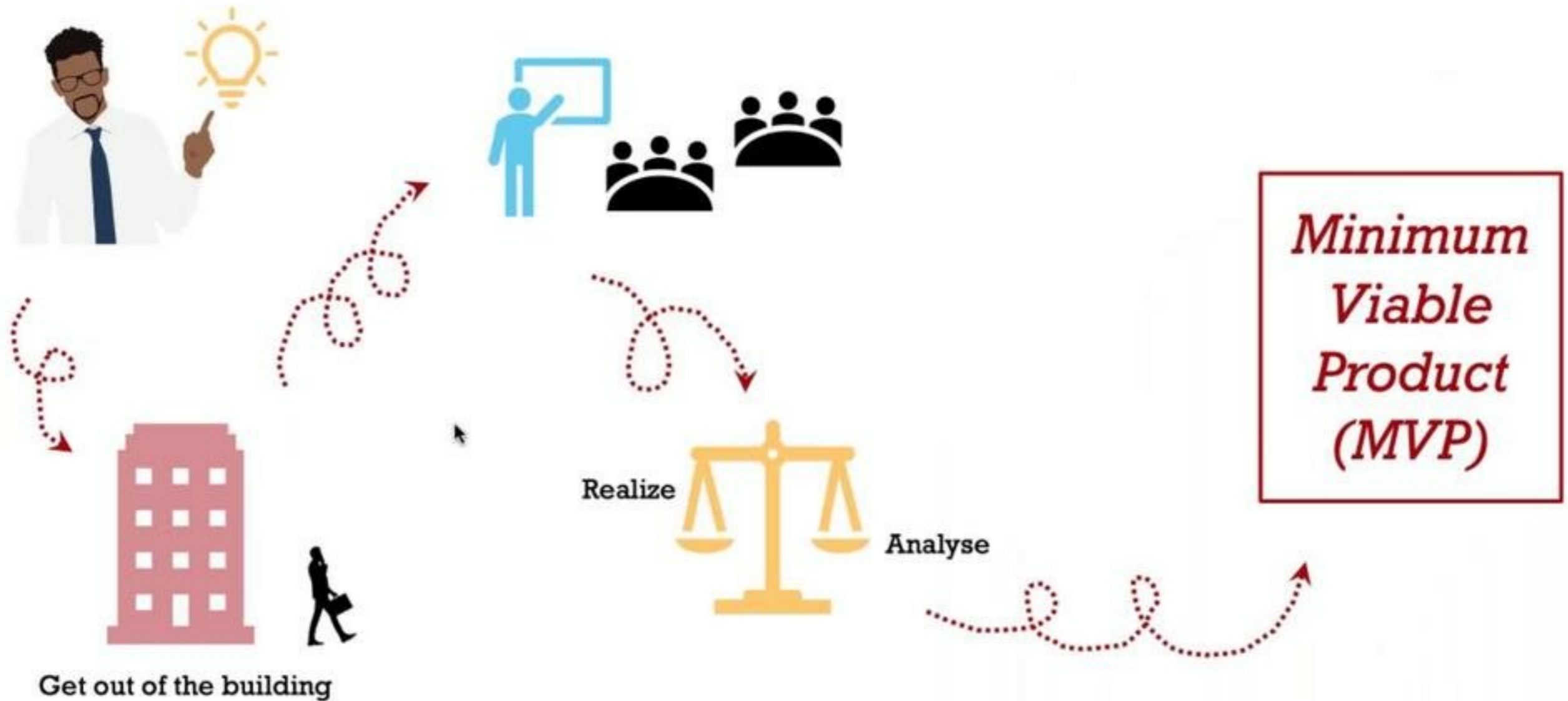
Validated learning

Learning vs Validated learning

- Do not postpone the market launch
- Focus on value creating



Build



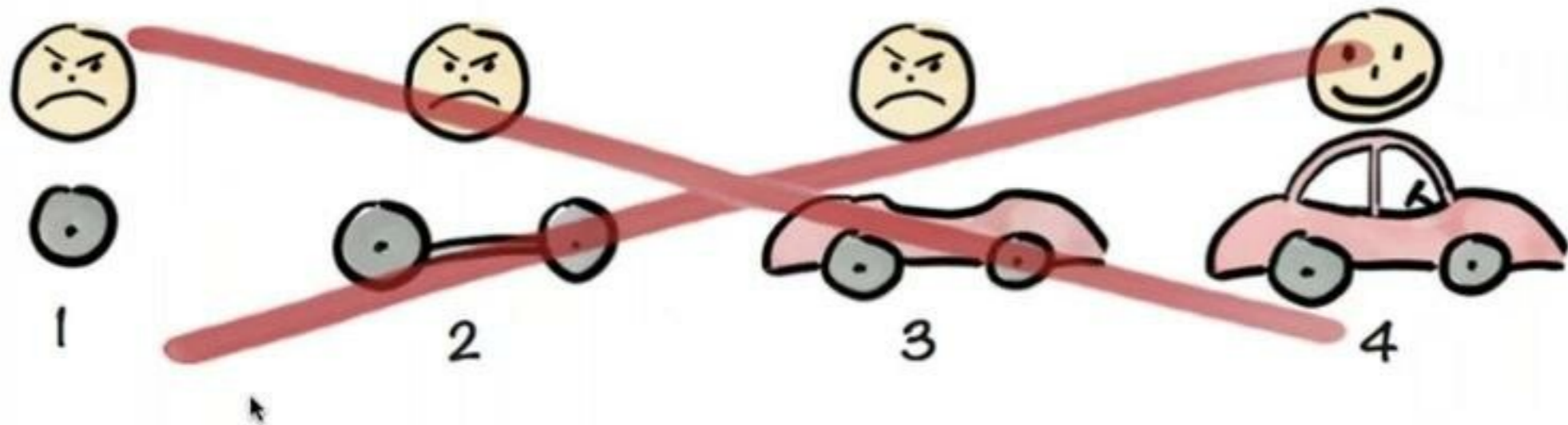
*Minimum
Viable
Product
(MVP)*

Get out of the building

Realize

Analyse

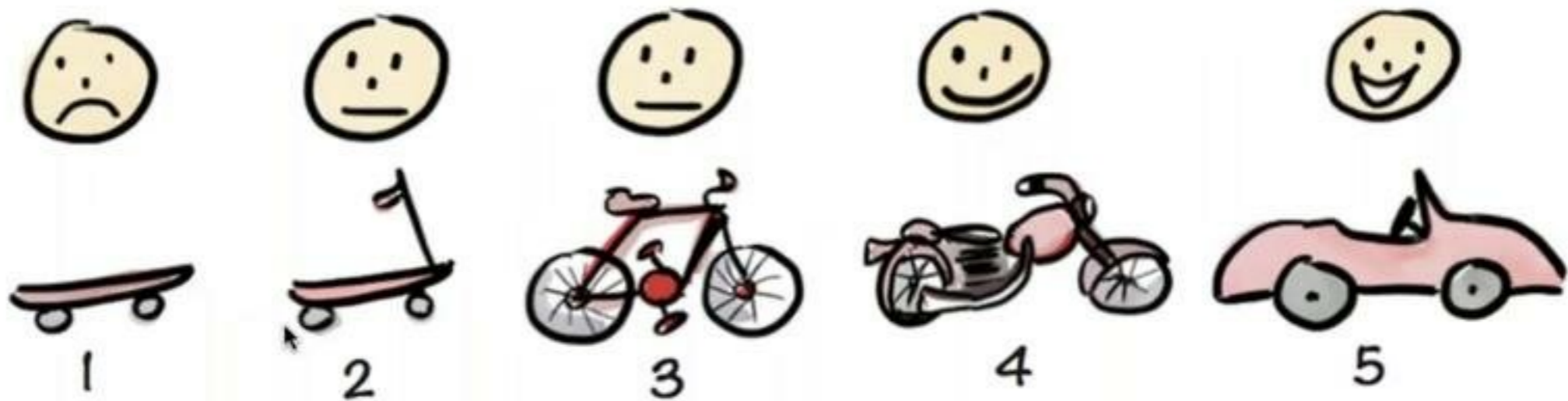
MVP



Source: <https://blog.crisp.se/2016/01/25/henrikkniberg/making-sense-of-mvp>

MVP

Focus on customers' needs not products



Source: <https://blog.crisp.se/2016/01/25/henrikkniberg/making-sense-of-mvp>

MVP is not necessarily a product

Dropbox at Launch



<https://www.enlume.com/mvp-helped-four-unicorns-uber-airbnb-dropbox-zappos/>

<https://www.youtube.com/watch?v=dR7tJ8wAI3M>

Measure

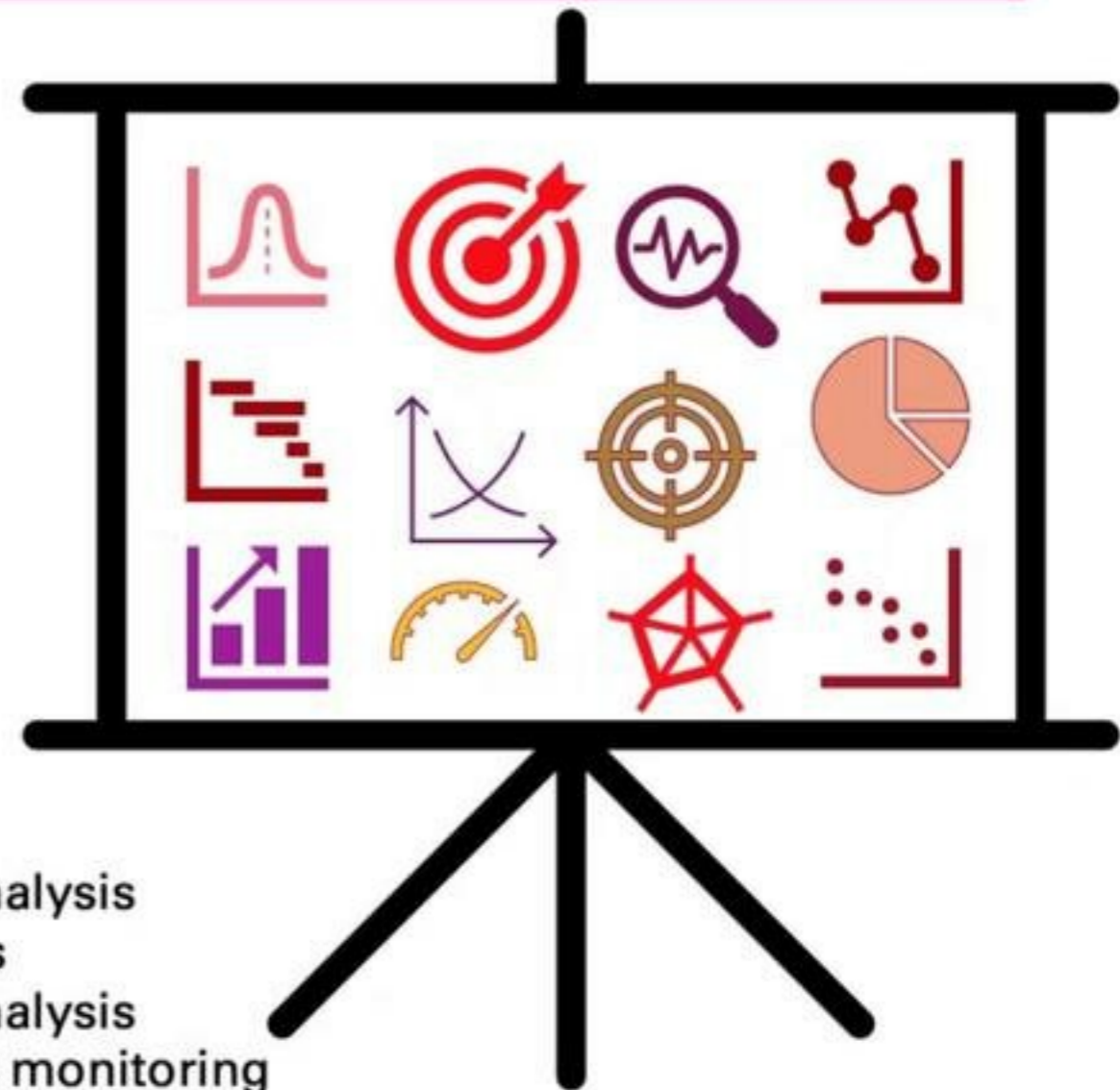
Avoid vanity metrics...

Find the right metrics!

○ ***actionable***

○ ***accessible***

○ ***auditable***



- Cohort analysis
- Split-tests
- Funnel analysis
- Real-time monitoring
- ...

Learn: Pivot or Persevere



March 5, 2010

October 6, 2010



Fashion Brands Pivot Production to PPE and Protective Masks

TAGS: RETAILER RESOURCES COVID19 PPE



<https://www.fashionframeworks.com/brand-resources/fashion-brands-pivot-production-ppe-and-protective-masks>



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