



# Taking your innovations



## Applying Lean Startup Principles to Tech Transfer

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## Lean Startup Principles

The fundamental activity of a startup is to turn ideas into products, **measure how customers respond**, and then **learn whether to pivot or persevere**. All successful startup processes should be geared to accelerate that feedback loop.

- Eric Reis, author of *The Lean Startup*

2



## Lean Startup Basics

**Hypotheses (untested)**

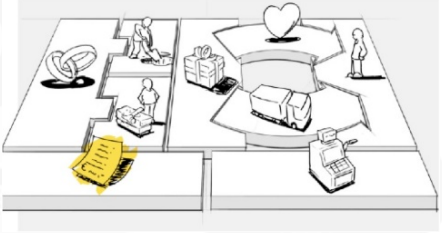
- Business Model Canvas

**Customer Development to test hypotheses**


- Feedback on all elements from users, purchasers, partners

**Pivot or Persevere Decision**

- Right customer segment?
- Right customer need?
- Right technology?



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## Parallels in Tech Transfer

Value Proposition

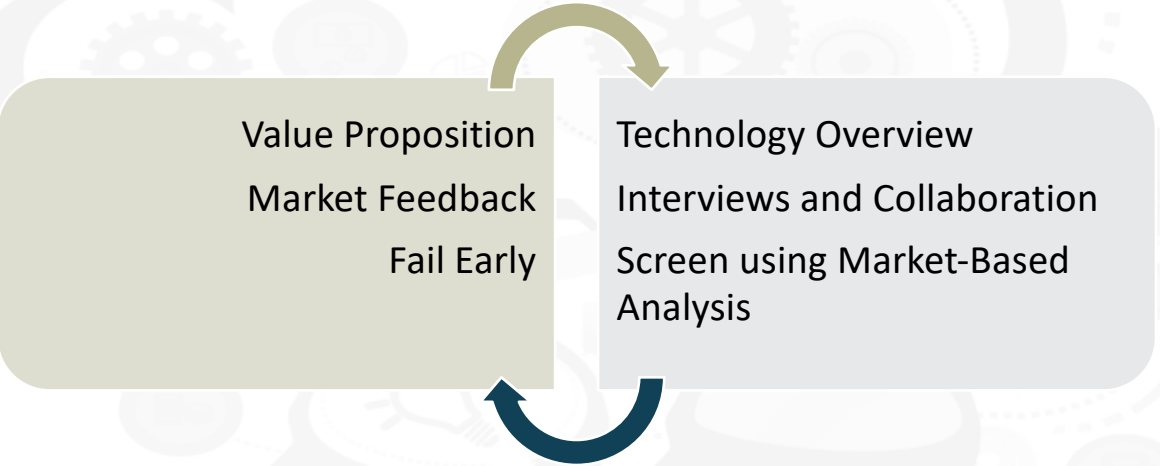
Market Feedback

Fail Early

Technology Overview

Interviews and Collaboration

Screen using Market-Based Analysis



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