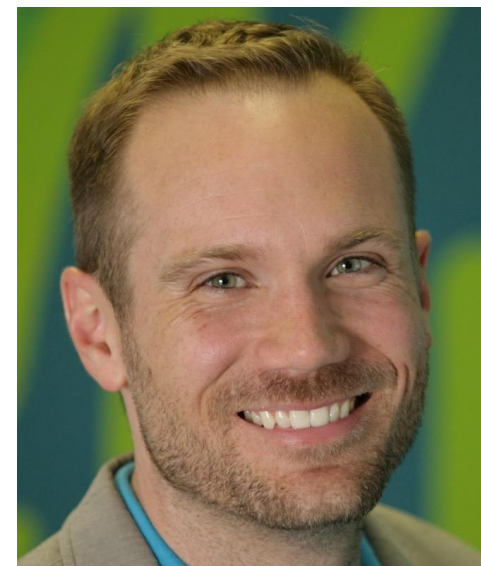


Innovation is 99% Iteration: How Top Companies use Lean Teams to Succeed at Innovation



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The year was 2007.

Disney buys Club Penguin in \$700 million deal – virtual worlds have arrived?

ERIC ELTON AUGUST 1, 2007 3:33 PM



Updated



Club Penguin, a virtual world for

kids, [has been bought](#) by the Walt Disney Company. The deal is valued at \$700 million: \$350 million in cash now, and another \$350 million if performance targets are met through 2009.

The company, based in [remote](#) British Columbia, has more than twelve million total users — mostly kids 6-14 in North America — and including more than 700,000 paying subscribers. It says it is completely [funded through](#)

Trending Research



Mobile App Analytics: What winning mobile developers use



Marketing automation: how to make the right buying decision (the first time)

Love your Wi-Fi? Help us save it.

Learn more at

www.SaveOurWifi.org







GO TEAM!

SKILL DRILLS

FORMATION

LOCKER ROOM

TEAM BUILDING

LOST FORMATT

ARGENTINA

Sports

SKILL DRILLS

PRO PALACE

LIVE WITH ISLAND

WIN FOREVER STATUE

STORY

BACK

Kim
47
PRO
MY MVP RANK

-Pro-Palace

FUEL-UP
SKILL
DRILLS

ISLAND
GROCERY

OPEN



Welcome To
Fuel-Up
island

Fitness Beach
Where it's Always Ok
to Run and Play

Sports Trivia
Theater

MAP Walk CHAT ?

FOR KICKS

SCORE: 0

LEVEL 1

TIME: 0:01



wind

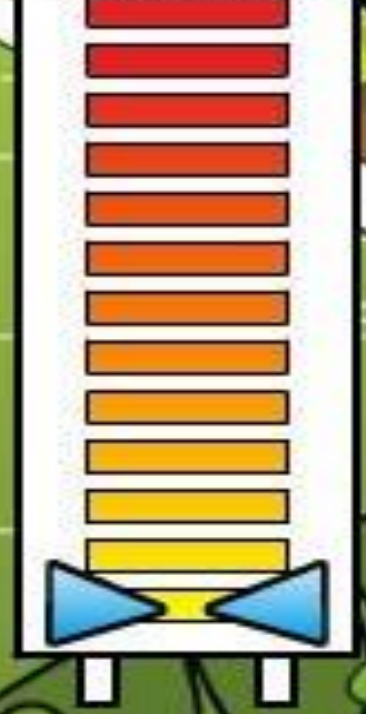
0 MPH



TOUCHDOWN






MAX Power



Coach's PLAYBOOK



-  Coach Carroll's Trick Play #1
-  Coach Carroll's Trick Play #2
-  Coach Carroll's Trick Play #3

CoachPete's Locker



TOUCHDOWN Tokens: 2500

Lifetime: 2500

This Month: 0

Pro

CoachPete's Teammates

- | | |
|----------------------------------|-----------------------------------|
| Yogi
Pro
2502 MVP | 2Cool
Pro
0 MVP |
| AbetterLA
Pro
0 MVP | Kim
Pro
955 MVP |
| Lincoln
Pro
284 MVP | Brennan
Pro
2500 MVP |
| Star
Pro
0 MVP | Geoff
Pro
246 MVP |

CoachPete's Scores

[Empty score input field]

CoachPete's Stars

[Empty star input field]



[Go Back to My Locker](#)

'End Zone Ninja'

CoachPete's Mail

Type a message:

[Message input area]

60 characters remaining

[Send Note](#)

- | | |
|---|--|
| AbetterLA
Win Forever!! | |
| Gary
Go Trojans! | |
| Geoff
Hey Coach, Good Luck This Season!!! | |
| Kim
Hi Coach! | |
| Pete Carroll | |



It took a year and a half to get to market.

ACTION ALLSTARS.COMTM

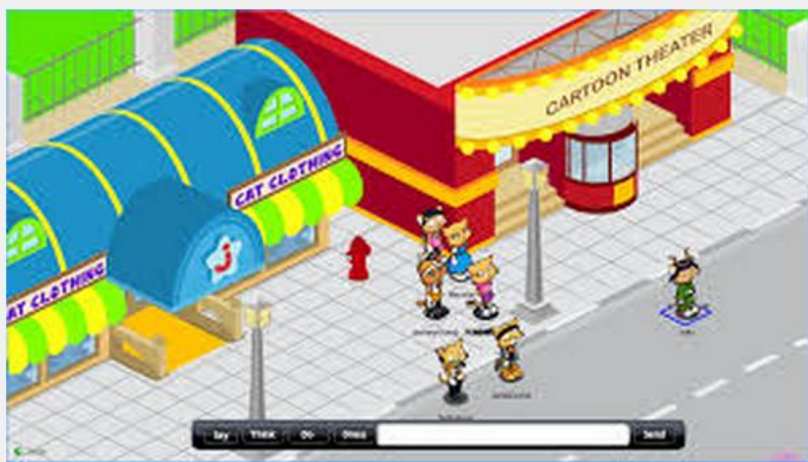


Watch Video

Play!









User feedback came too late and we had no time or budget left to iterate.



**Less than two years after launch,
we shut down.**



Fast forward to 2011.



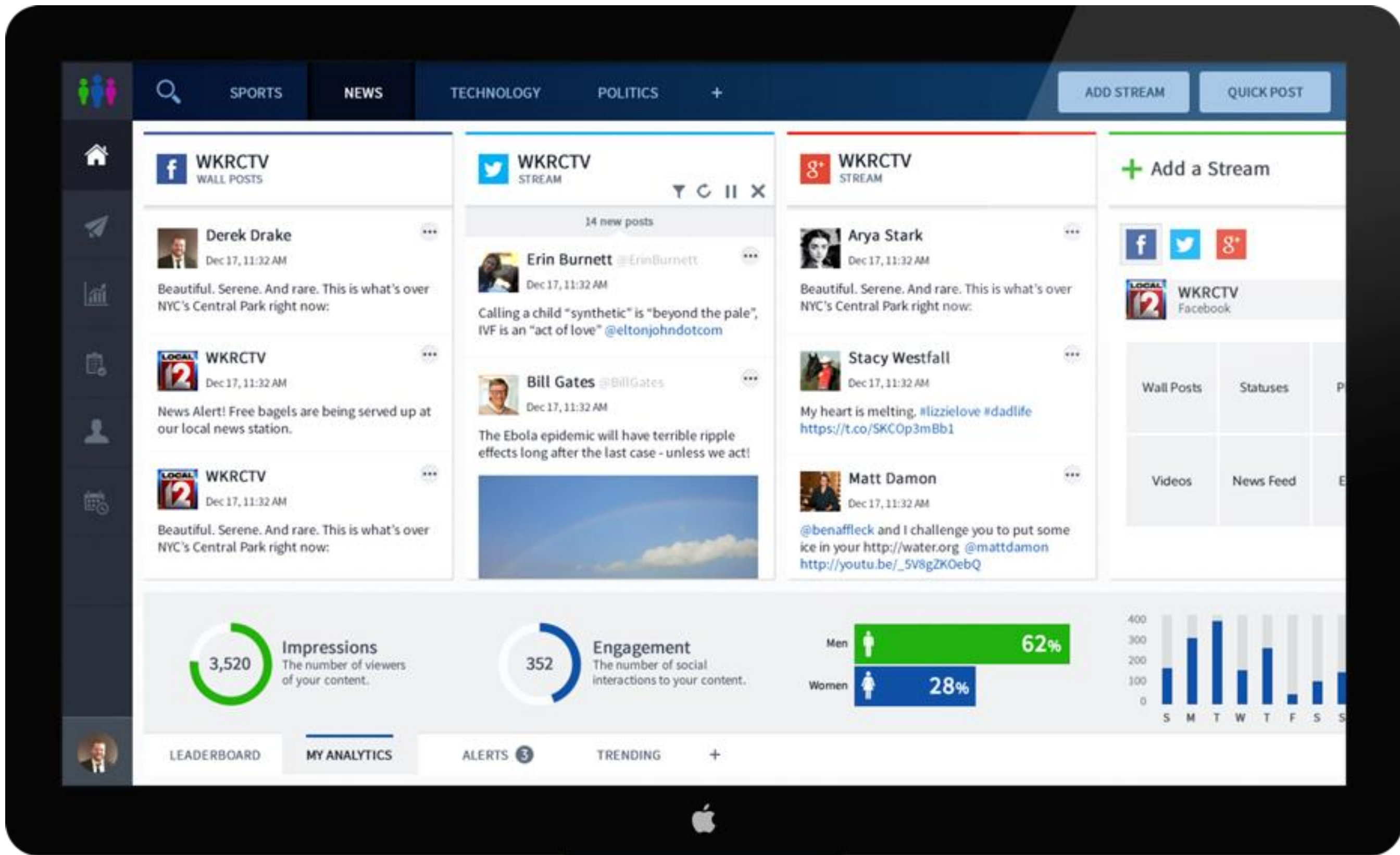
New plan:

- Invest as little as possible to get started**
- Build a Minimum Viable Product (MVP)**
- Get it into user's hands within 90 days**
- Let user feedback to dictate our roadmap**
- Quickly get an updated version to our users**
- Repeat the last two steps**



SocialNewsDesk





SPORTS

NEWS

TECHNOLOGY

POLITICS



ADD STREAM

QUICK POST

WKRCTV WALL POSTS

Derek Drake
Dec 17, 11:32 AM

Beautiful. Serene. And rare. This is what's over NYC's Central Park right now:

WKRCTV
Dec 17, 11:32 AM

News Alert! Free bagels are being served up at our local news station.

WKRCTV
Dec 17, 11:32 AM

Beautiful. Serene. And rare. This is what's over NYC's Central Park right now:

WKRCTV STREAM

14 new posts

Erin Burnett @ErinBurnett
Dec 17, 11:32 AM

Calling a child "synthetic" is "beyond the pale", IVF is an "act of love" @eltonjohndotcom

Bill Gates @BillGates
Dec 17, 11:32 AM

The Ebola epidemic will have terrible ripple effects long after the last case - unless we act!



WKRCTV STREAM

Arya Stark
Dec 17, 11:32 AM

Beautiful. Serene. And rare. This is what's over NYC's Central Park right now:

Stacy Westfall
Dec 17, 11:32 AM

My heart is melting. #lizzielove #dadlife <https://t.co/SKCOp3mBb1>

Matt Damon
Dec 17, 11:32 AM

@benaffleck and I challenge you to put some ice in your <http://water.org> @mattdamon http://youtu.be/_5V8g2XOebQ

+ Add a Stream



WKRCTV Facebook

Wall Posts

Statuses

Videos

News Feed



Impressions
The number of viewers of your content.



Engagement
The number of social interactions to your content.



LEADERBOARD

MY ANALYTICS

ALERTS 3

TRENDING



85% of all U.S. local TV newsrooms use SND.





New plan:

Invest as little as possible to get started

Build a Minimum Viable Product (MVP)

Get it into user's hands within 90 days

Let user feedback to dictate our roadmap

Quickly get an updated version to our users

Repeat the last two steps

THE NEW YORK TIMES BESTSELLER

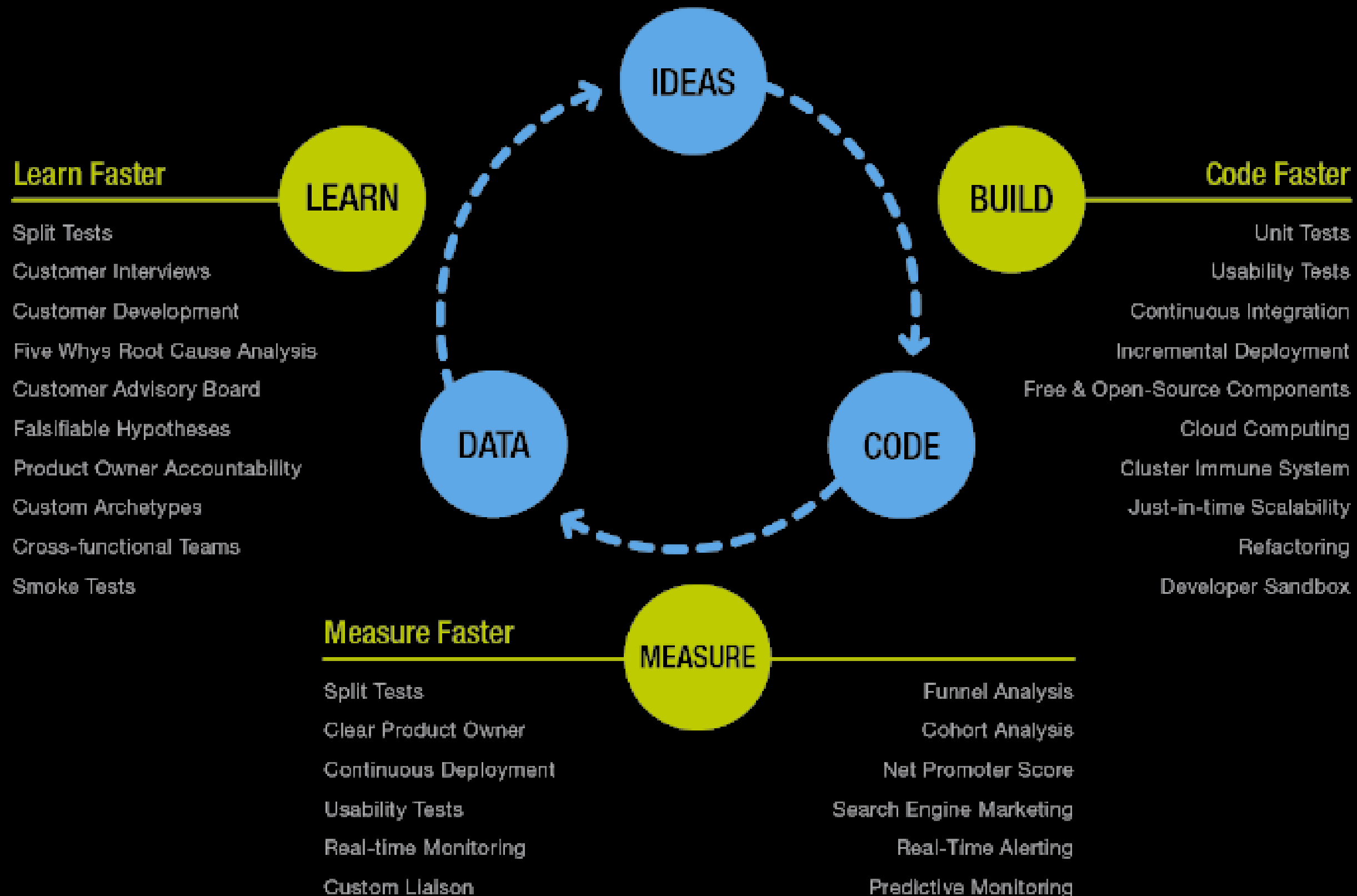
THE LEAN STARTUP

How Today's **Entrepreneurs** Use
Continuous Innovation to Create
Radically **Successful** Businesses

ERIC RIES

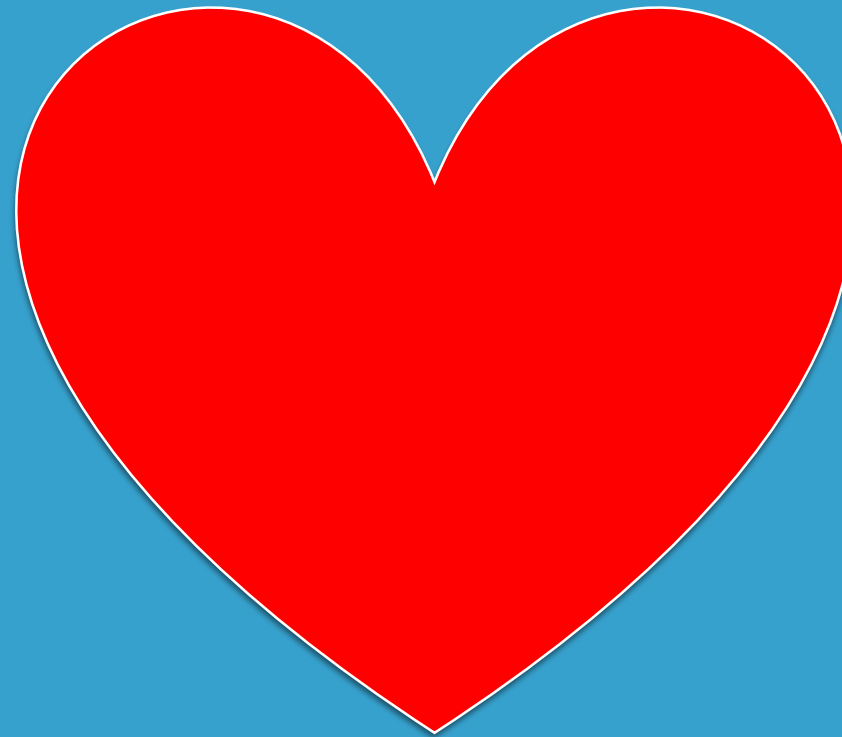
THE LEAN STARTUP

Created by Eric Ries - startuplessonslearned.blogspot.com





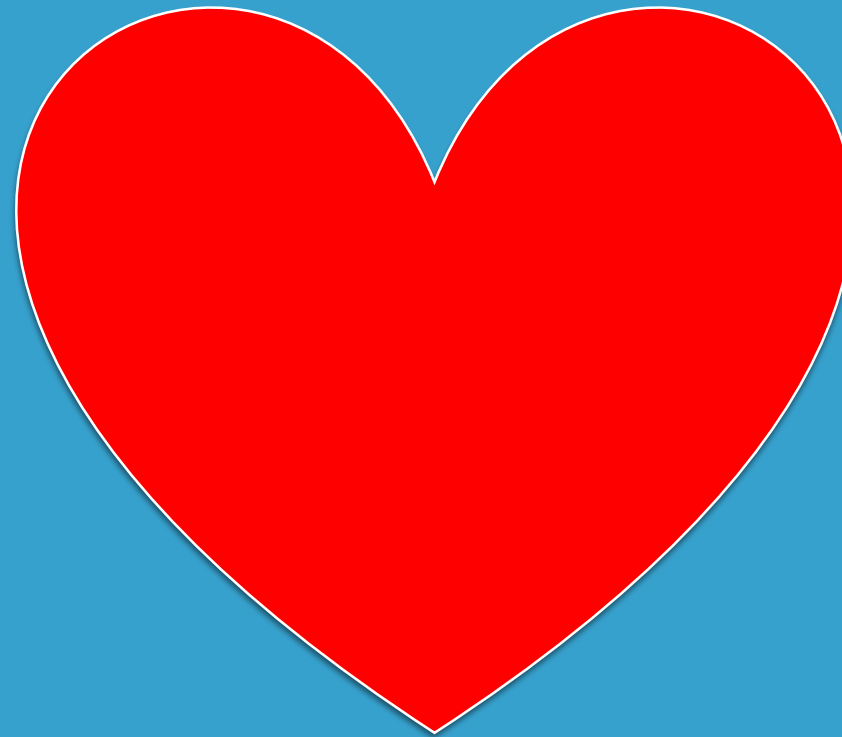
Lean Startup



Agile



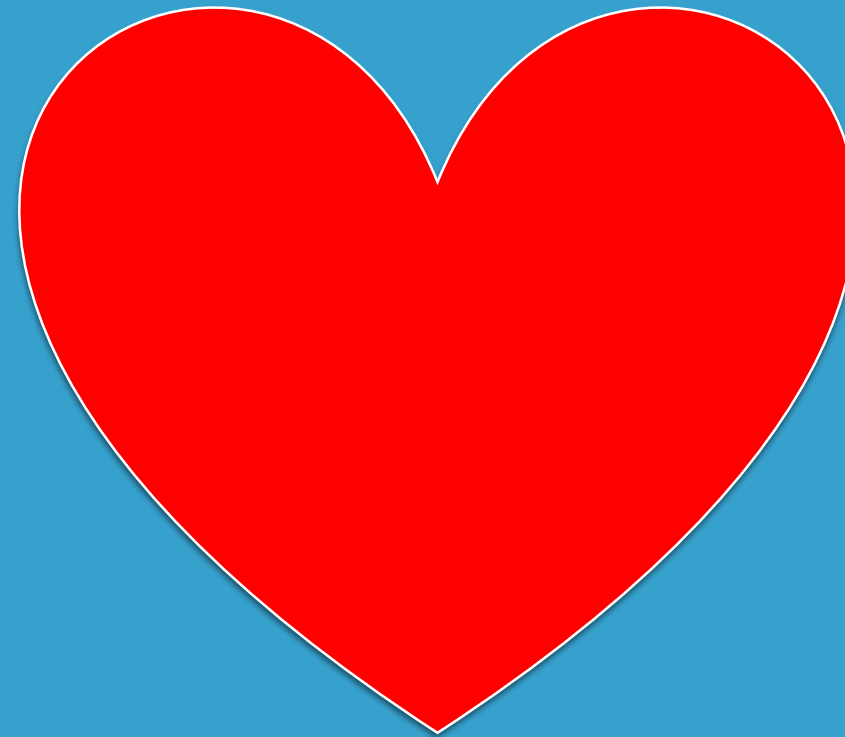
Enterprises



Agile

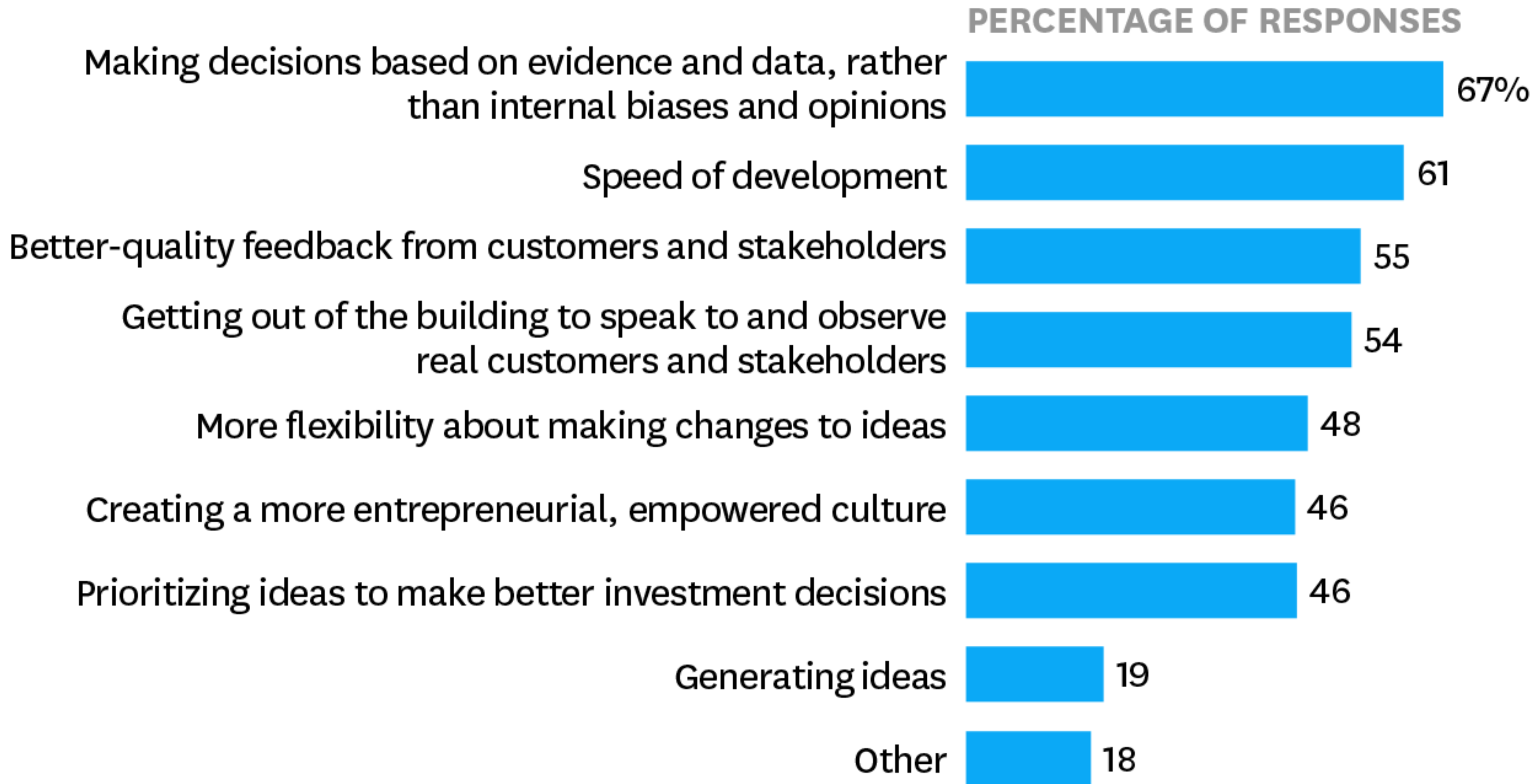


Enterprises should



Lean Startup

The Benefits Large Organizations Say Can Be Gained from a Lean Start-Up Approach





builds websites and software for:





How Top Companies use Lean Teams to Succeed at Innovation



Build the Team:

Fully dedicated, cross-functional team.

3-7 “developers.”

Entrepreneurial, quick moving, multi-talented.

Product Owner at the center of the team.



Empower the Product Owner!



Give the Team a Vision





**Your second launch is
more important than your first.**



**Minimum Viable Product
doesn't
mean unpolished or half-baked.**



Identify Potential Anchors



TRADEWINDS



External things that you want to capitalise on. These could be the opportunities in the current environment, or “where the puck is going”.

STORMS



External things that could sink you or blow you off course. The economy, technology, disruption, regulation and other risks or threats to success



Attributes of your organisation that push you forward, differentiate and help you to succeed. Your current assets and advantages



SAILS

Attributes of your organisation that hold you back or slow you down, making it difficult to succeed. Your current liabilities and shortcomings



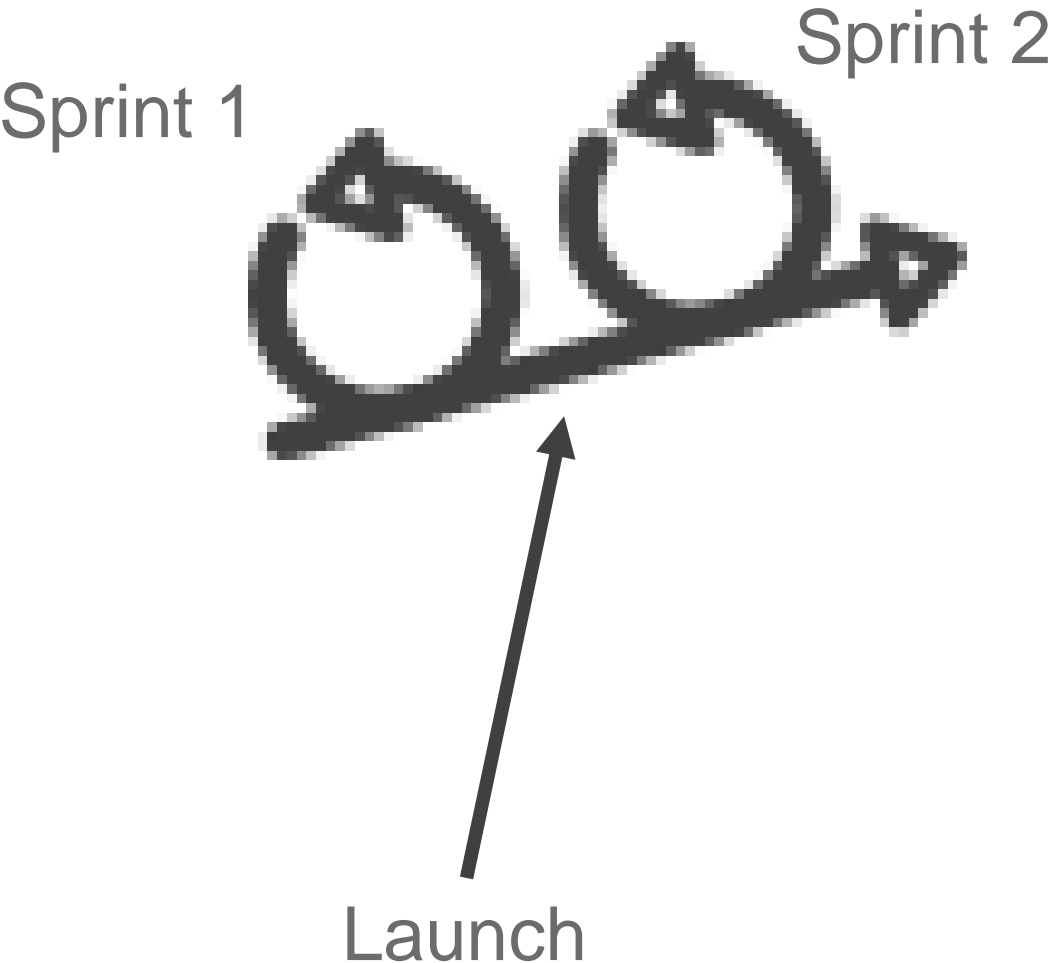
ANCHORS



Negotiate for Minimum Viable Requirements (MVRs)



Develop in Sprints, Launch Often

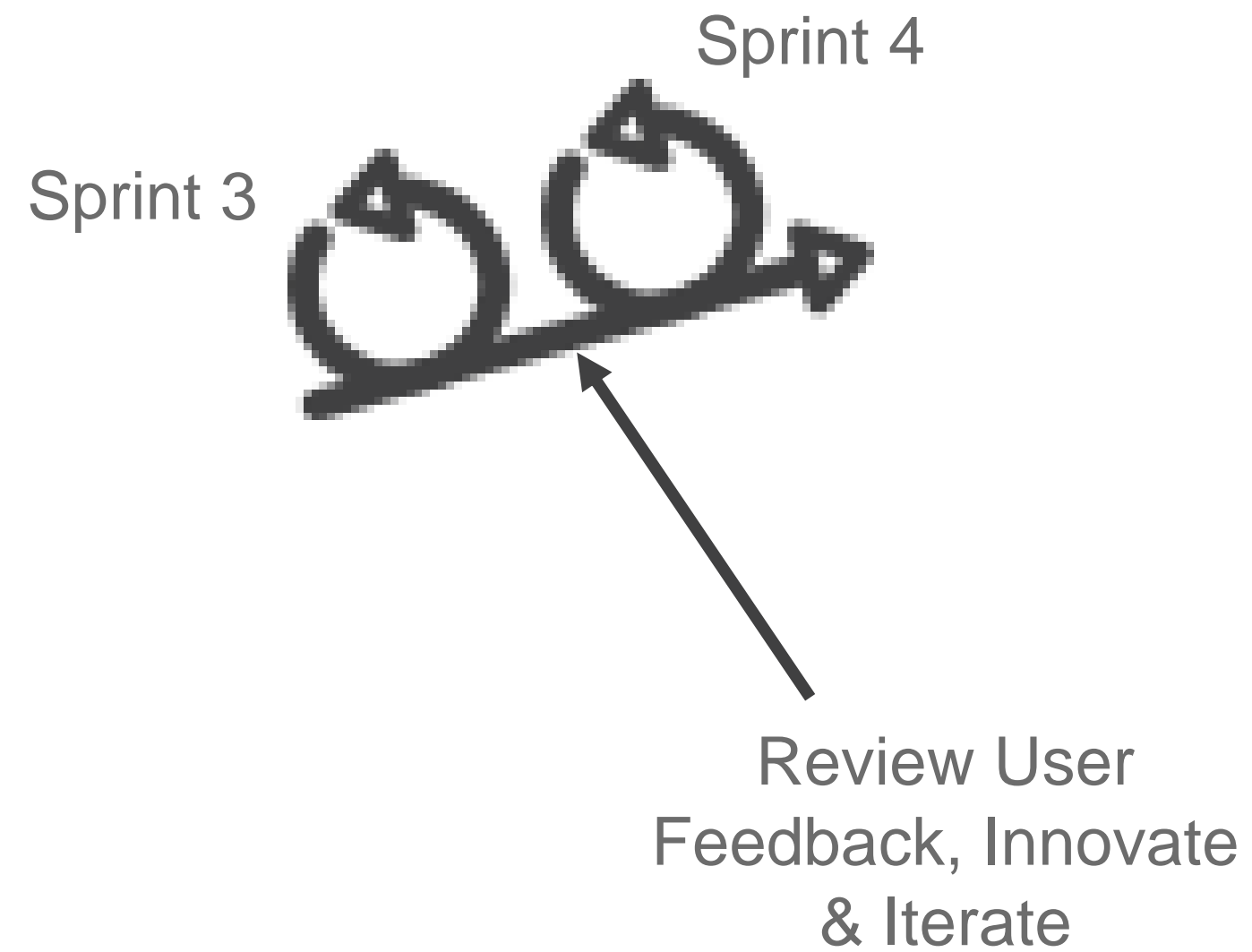




**Get a minimum viable product
to market quickly, and then
learn and pivot.**



Innovate & Iterate Based on User Feedback



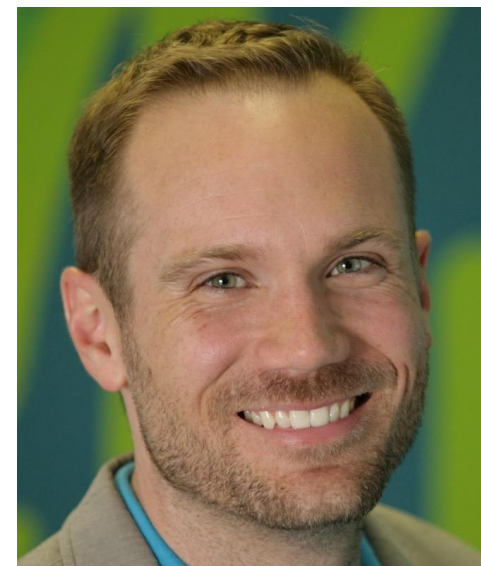
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iteration.**





If all else fails.. hire an agency.

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