



# Agile & Lean Startup

Building the next Lean & Mean Machine

**innovation**  
more than experience

 **proyectalis**  
gestión de proyectos









# INTERNATIONAL NINJA CONVENTION

Hmm. Looks like it's fully booked.











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This presentation is not intended for view inside or even near the U.S.

Yes, the presenter is an disrespectful clown, and you should not bomb his homeland, which happens to be far, far away from Spain, just because of it.

Also please do not align his hometown with the axis of evil...







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conferencia  
**Agile-Spain 2010**  
MADRID 10 - 11 Junio



12th International Conference  
on Agile Software Development  
**Globalizing Agile**  
10 - 13 May 2011

LEAN SOFTWARE SYSTEMS  
**KANBAN**  
SEP 23-24 BELGIUM  
**EUROPE 2010**

 **ALE2011 Unconference**

 **Agile Open Spain 2010**  
"Compartiendo el Agilismo"

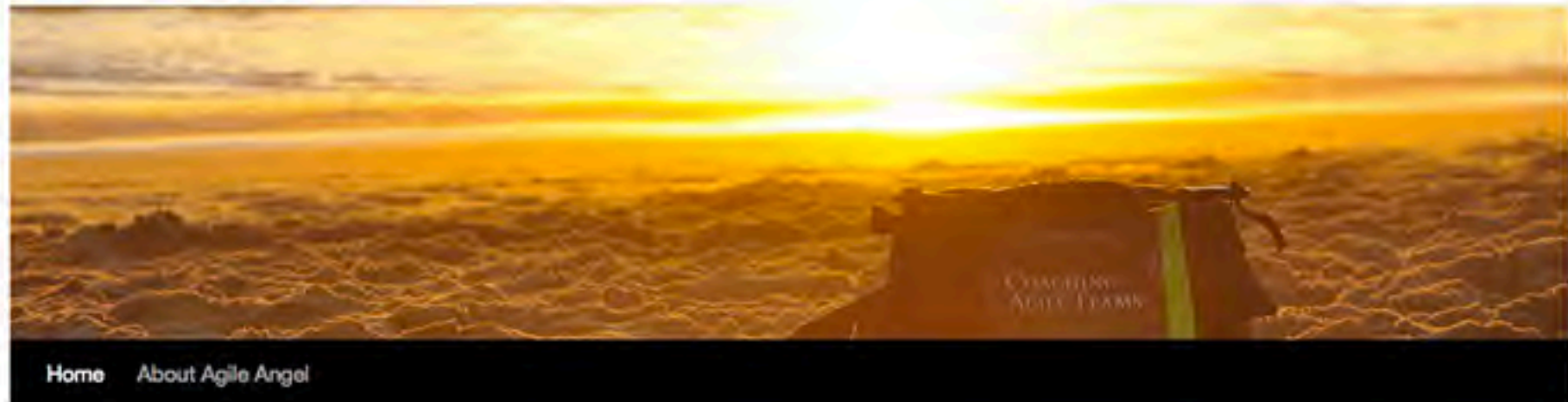
ScrumWeek

abril 2011  
DEL 4 AL 8

**ERICSSON**   
**Agile Conference**

**e**nnovation  
more than experience



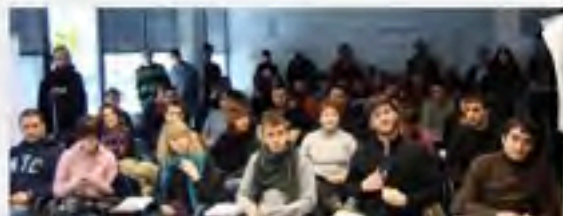


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## Calling course attendees!

Posted on [December 15, 2010](#) by [Angel Medinilla](#)

The CST application process is known to be both long, difficult and expensive, specially because it strongly recommends experience co-training and at least 5 references from current CSTs and or CSCs, so local trainers have lots of difficulties getting in touch with current CST's, convincing them to co-train a course, searching for available dates and travelling abroad for this co-training.



I will hopefully be submitting my application by the end of this year or January 2011, and to maximize my chances of being interviewed on my first application (very improbable) **I am**

## Welcome to Agile Angel – Building Agile Corporate Cultures

This is Angel Medinilla's blog on Agile, Scrum, Kanban, corporate culture, motivation, management, leadership, project management and nearly everything that crosses his mind about changing the corporate world to a better place. Feel free to browse the archives or use the search bar to find what you are looking for. You can also reach me at [angel.medinilla@proyectalis.com](mailto:angel.medinilla@proyectalis.com)

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**About** Projectalis es la empresa lider en servicios de consultoría y formación en metodologías Ágiles en España, y presta servicios a multinacionales, software factories, empresas públicas, startups y todo tipo de equipos de desarrollo. Somos co-fundadores de la Asociación Agile Spain, que aglutina a todos los profesionales de las metodologías Ágiles en España. y participamos activamente en la difusión

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60 slides, 35 minutes...





# Lean Startup

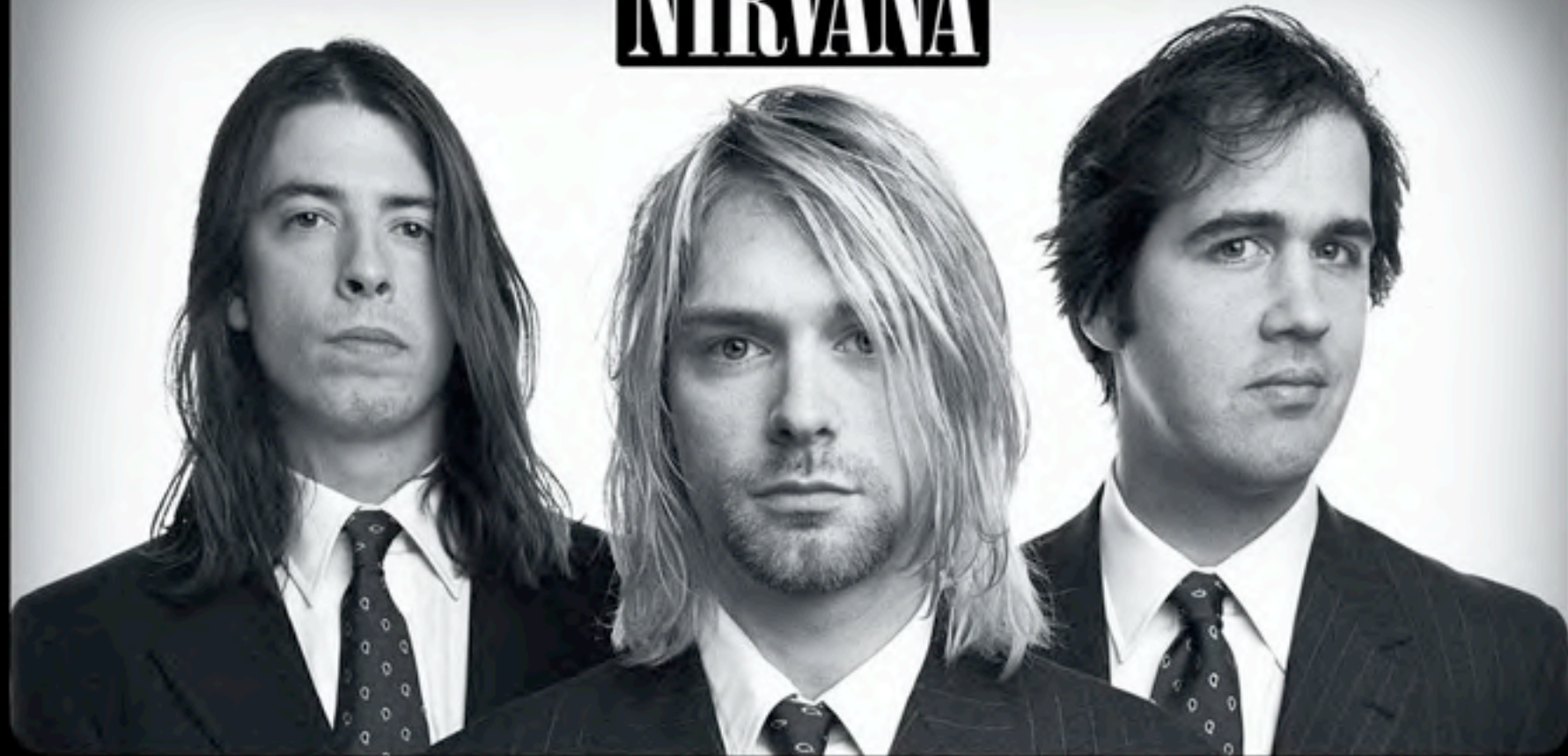




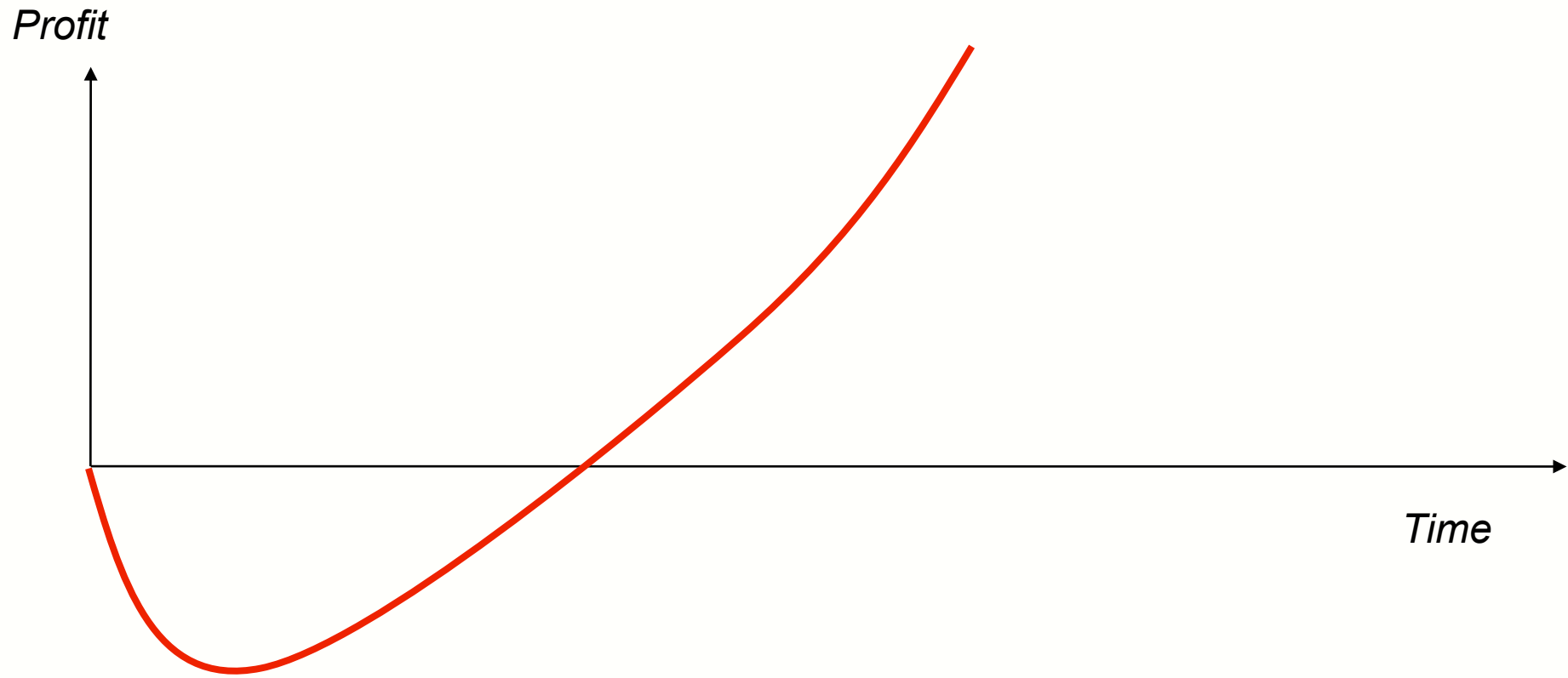
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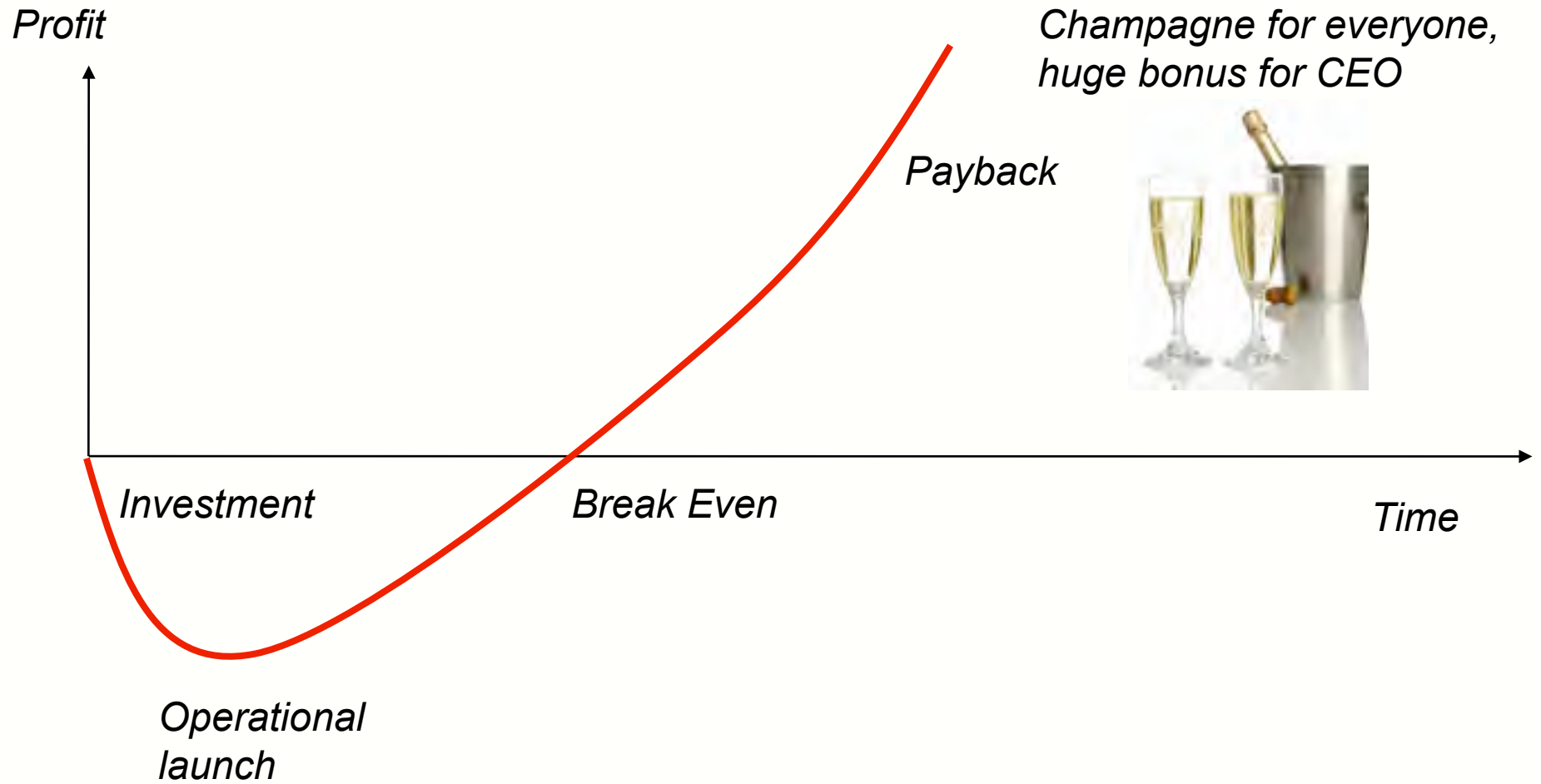


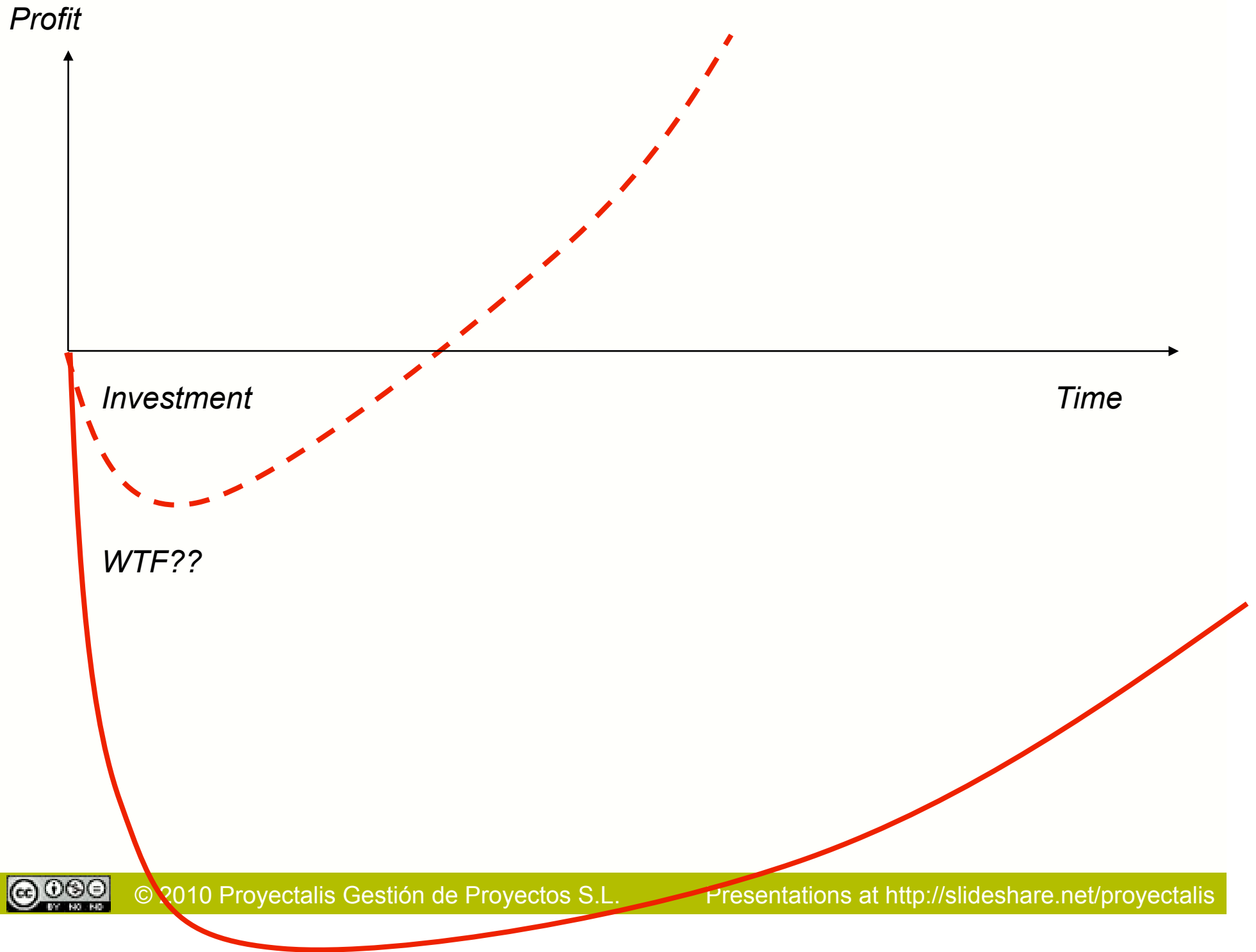
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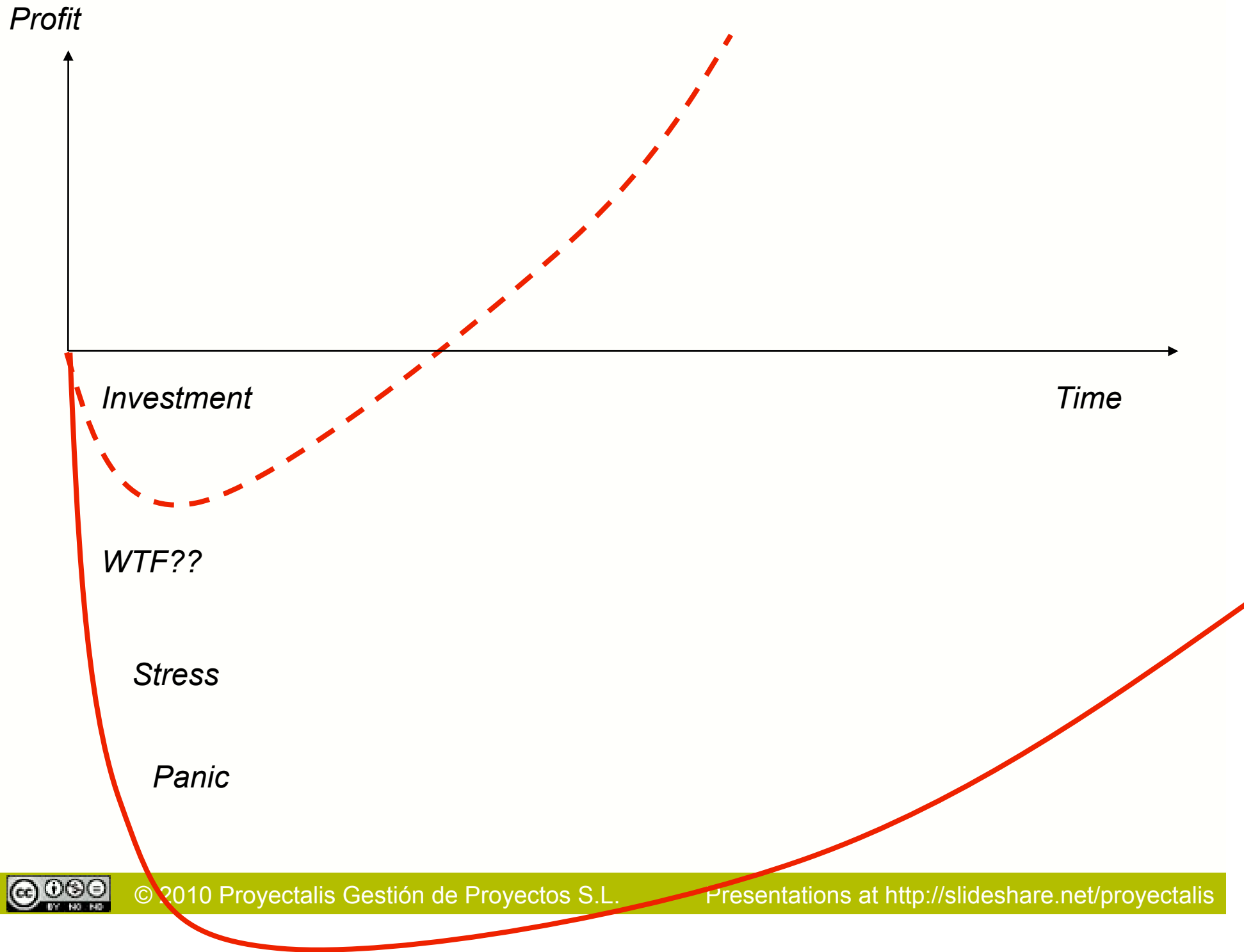


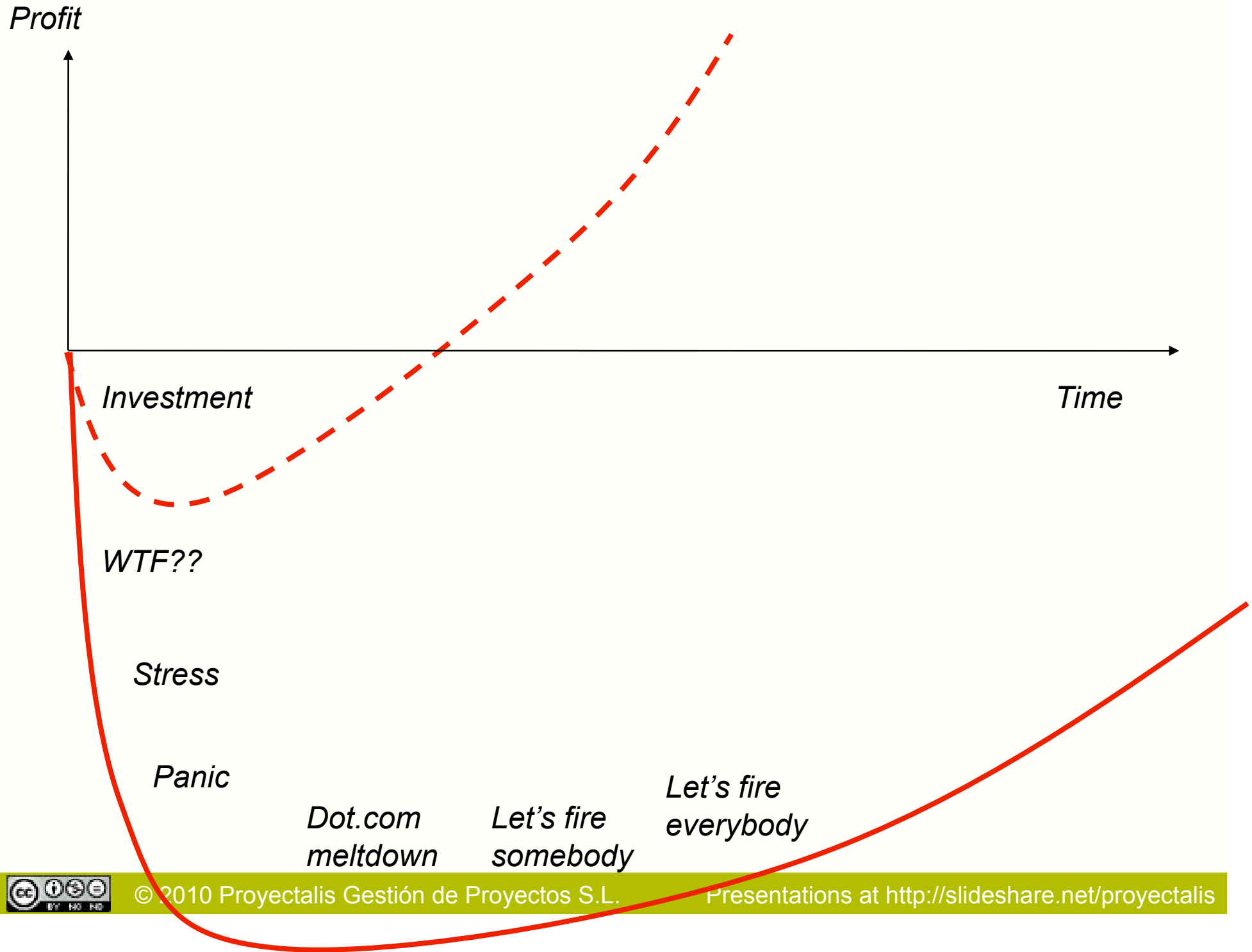


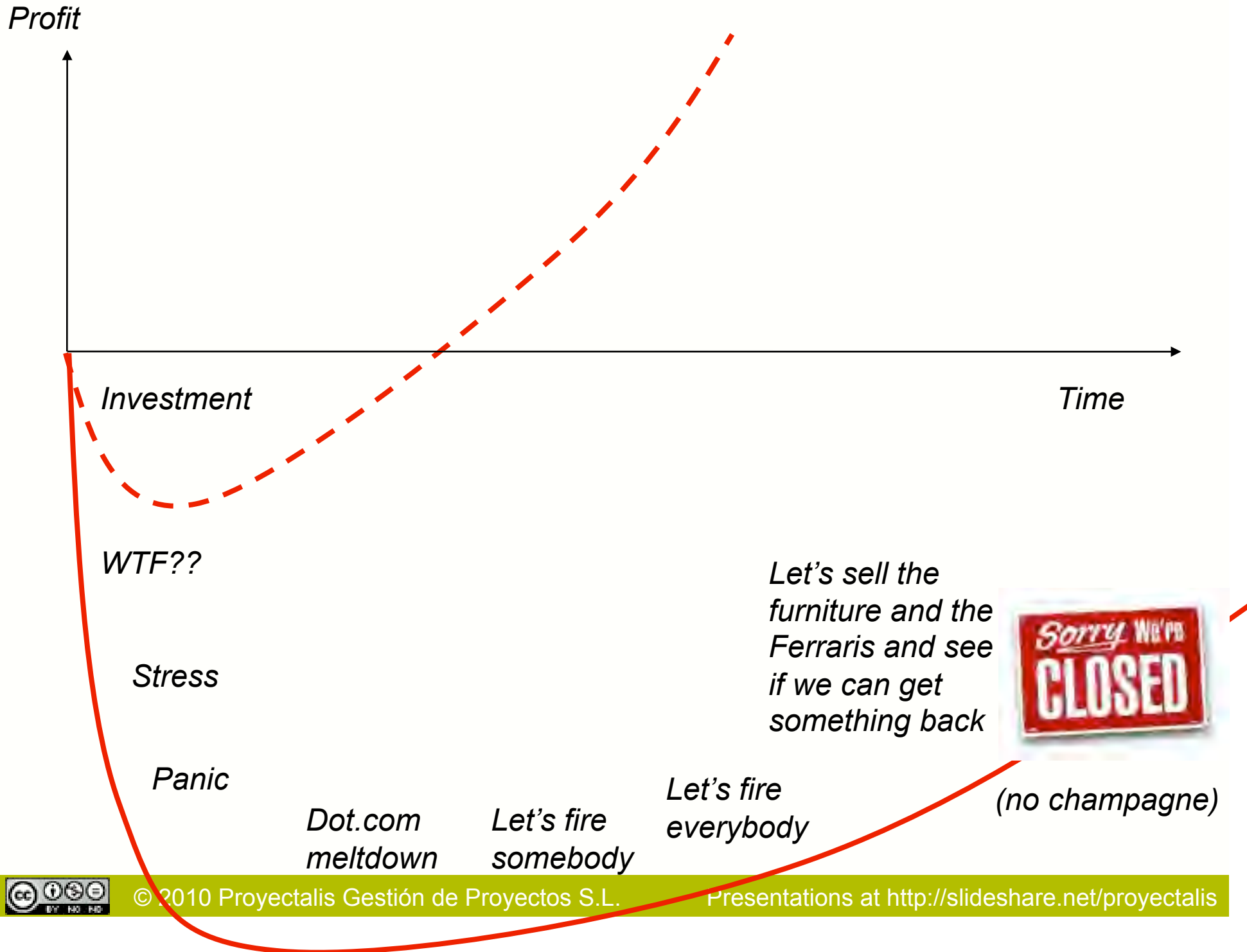








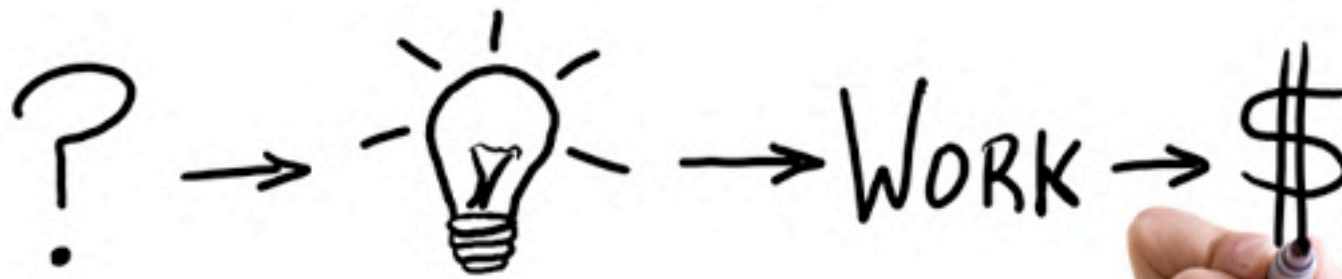




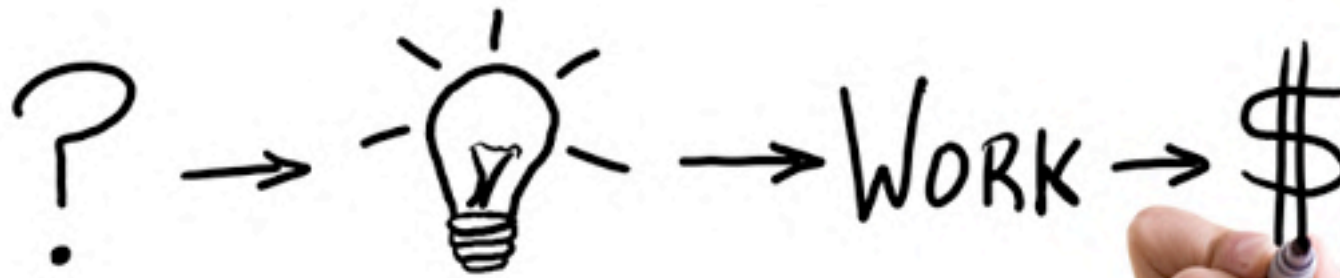
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consultant logo  
here)



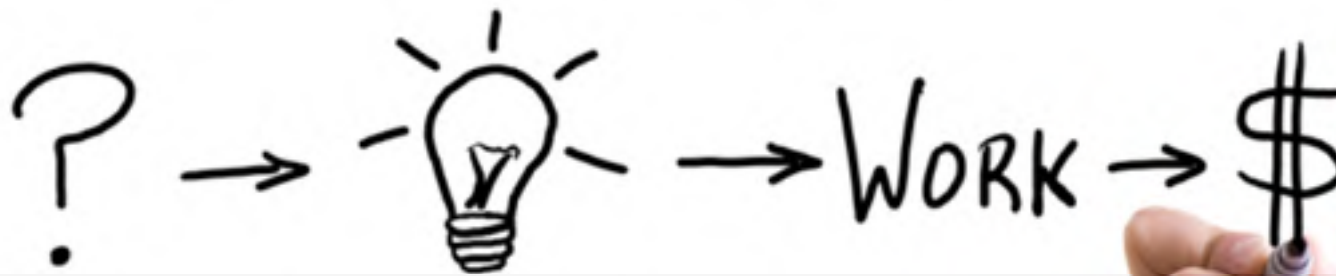
# BUSINESS PLAN

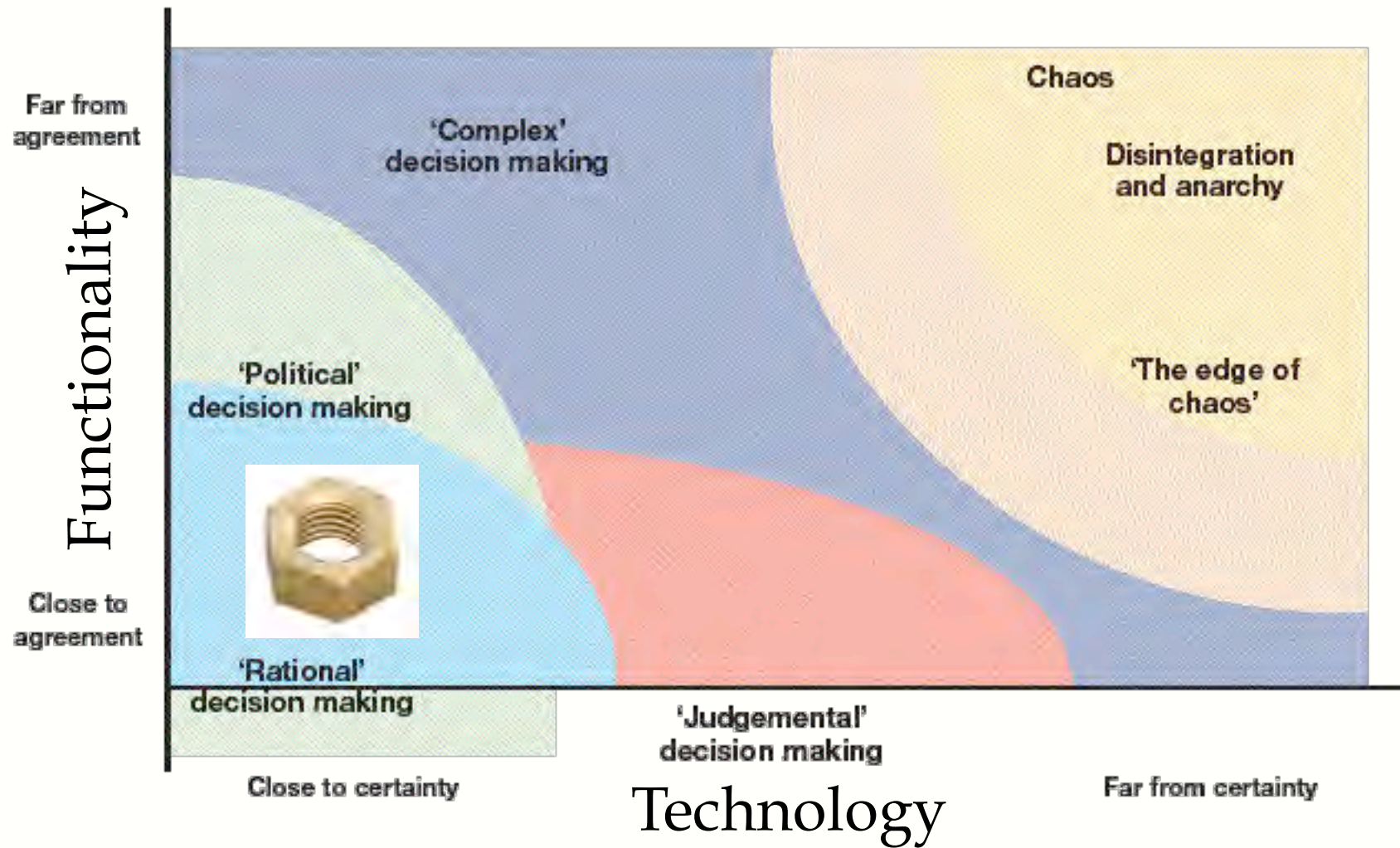


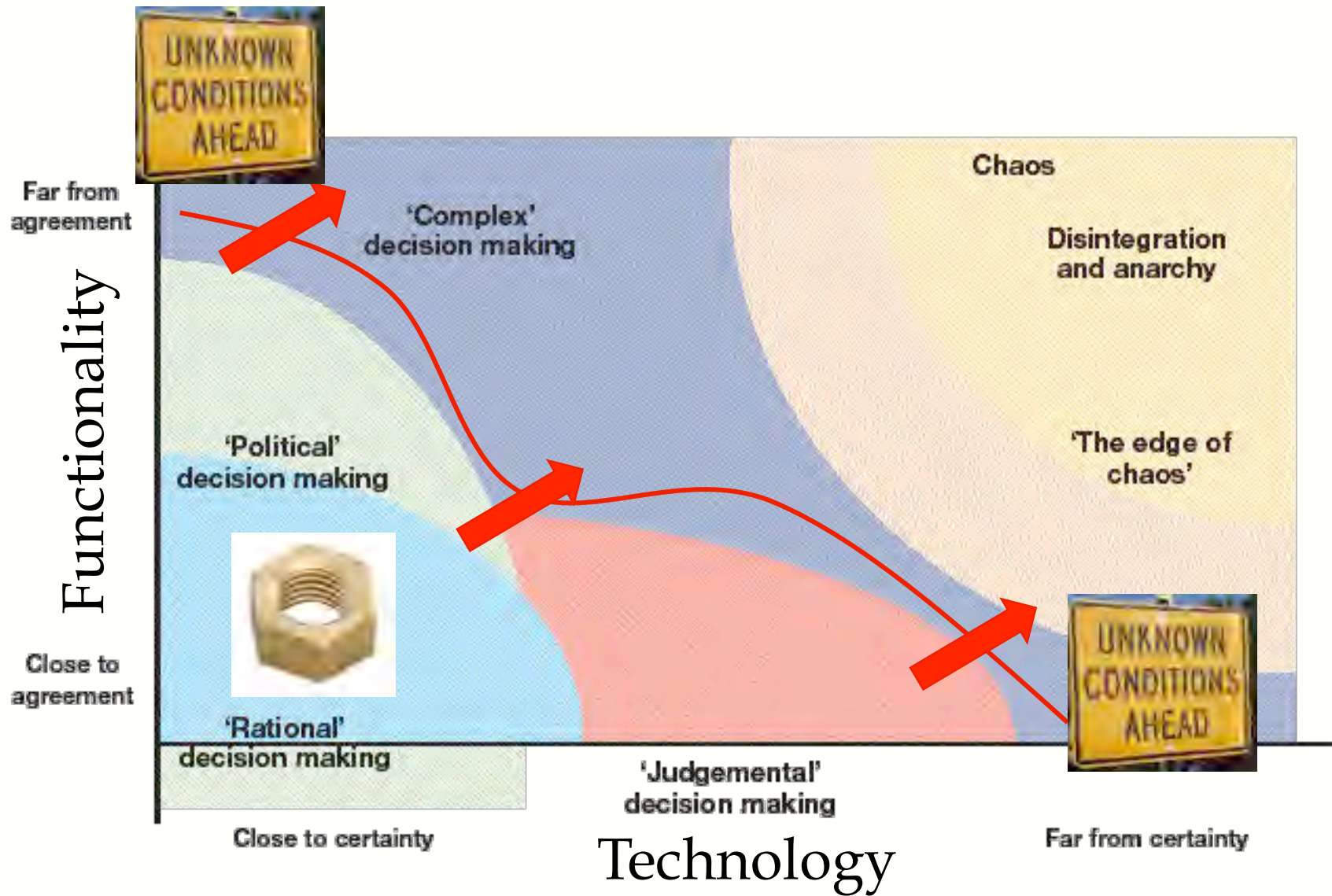
BUSINESS PLAN

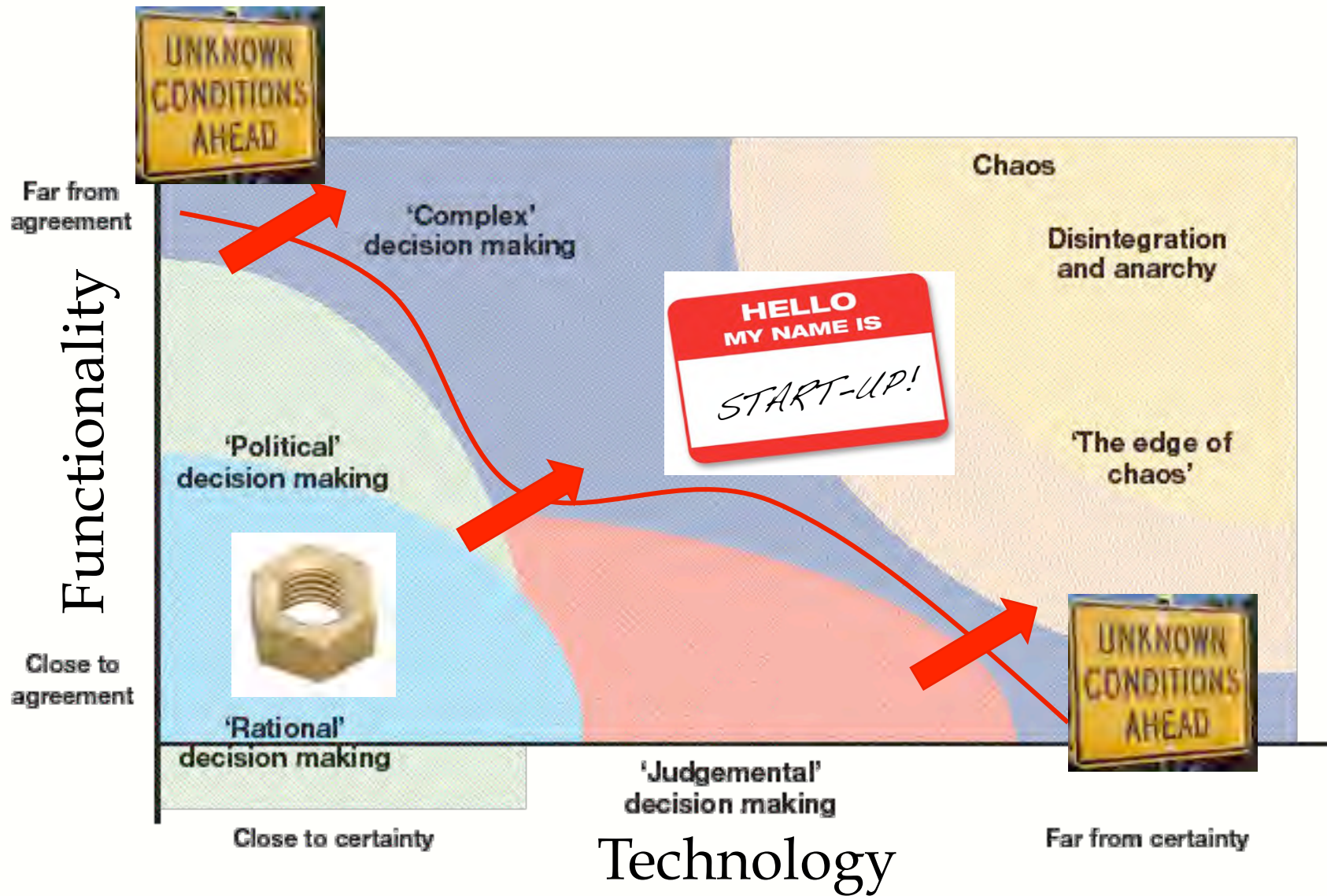


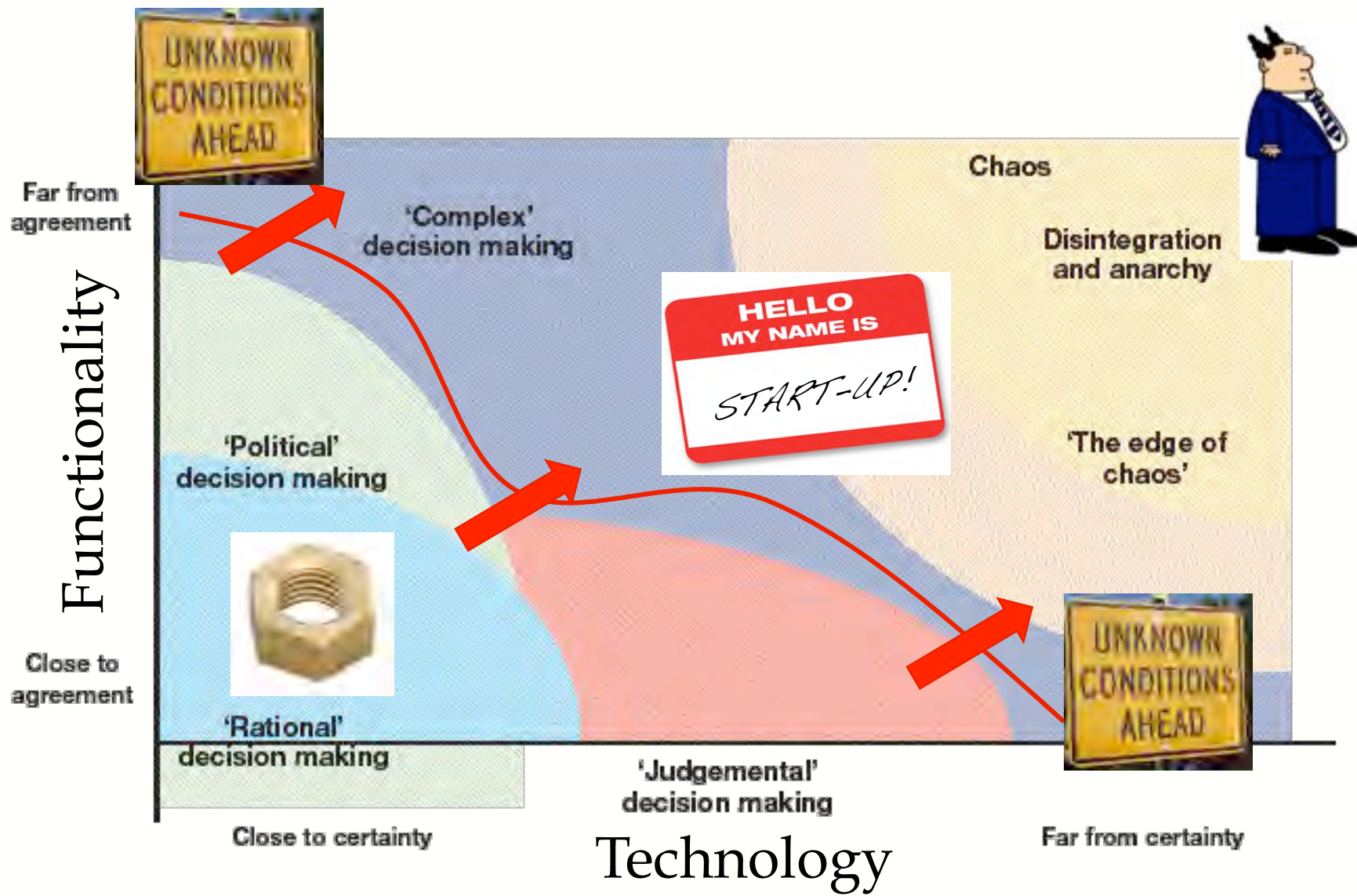
BUSINESS PLAN











Start-ups  
are not  
**THIS:**



Start-ups  
are more  
like THIS:



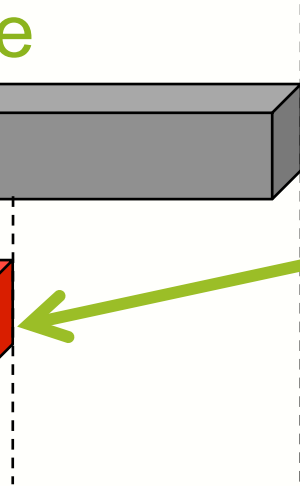
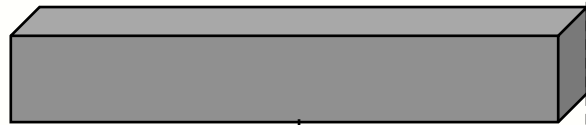


# Traditional Product Development



# Traditional Product Development

Estimate

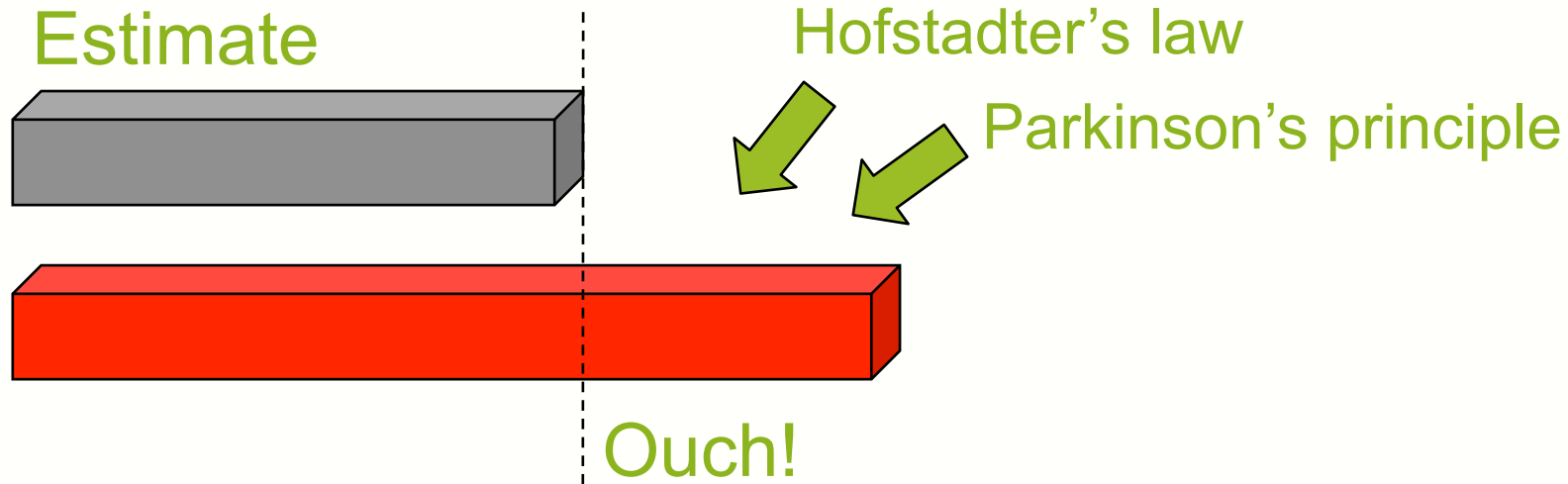


We have this disruptive and innovative idea: people want red!

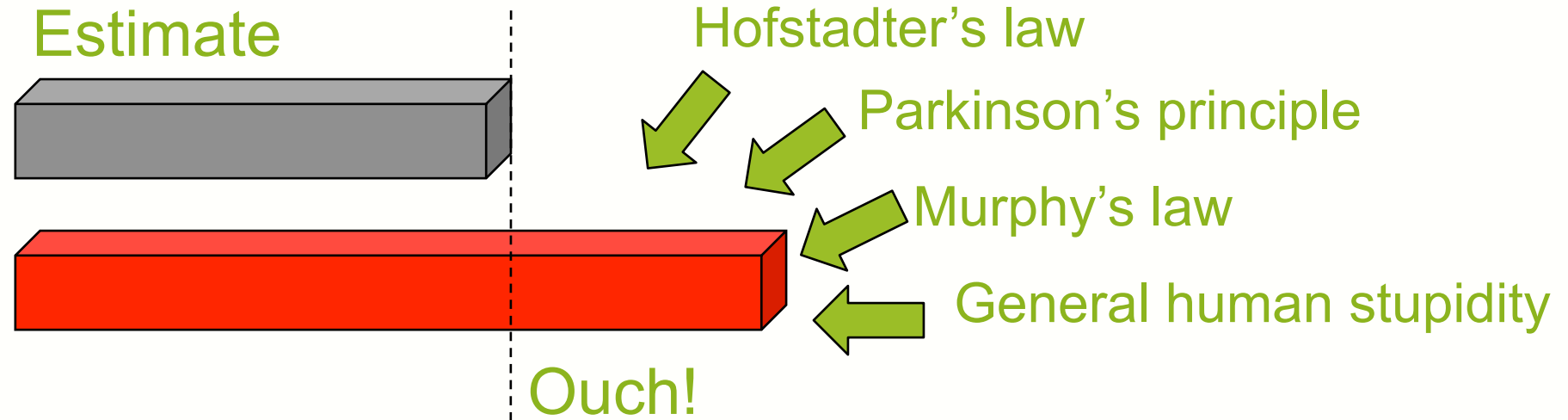
50% plan done, thumbs up! Chill the champagne..



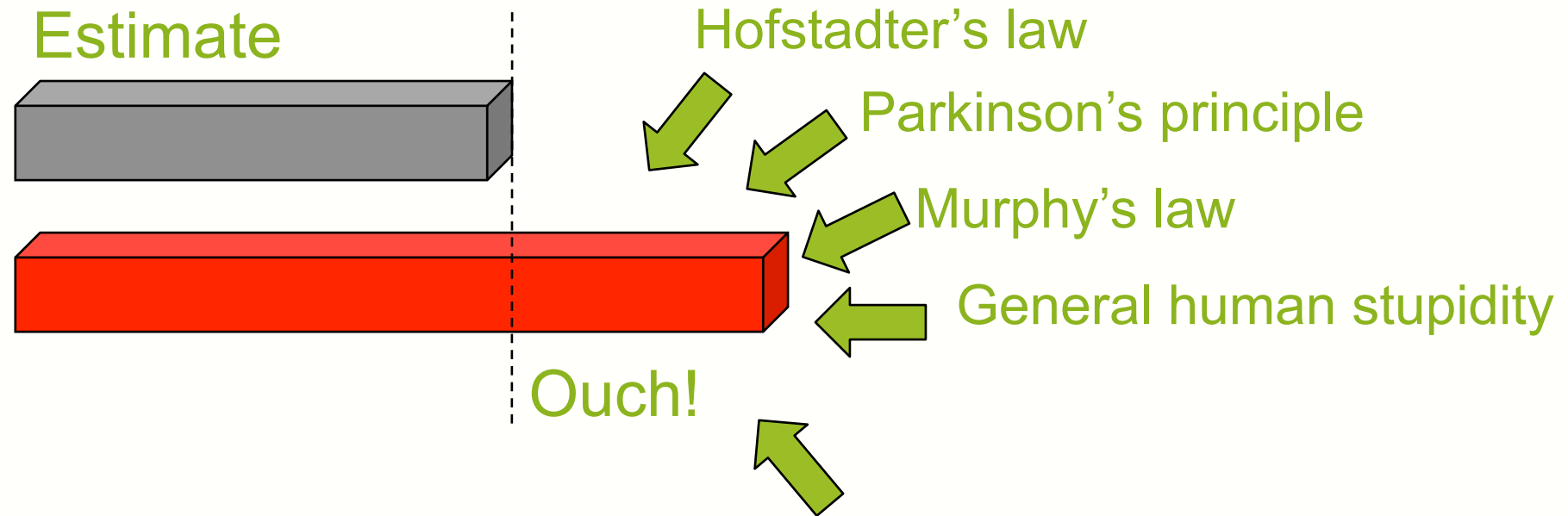
# Traditional Product Development



# Traditional Product Development

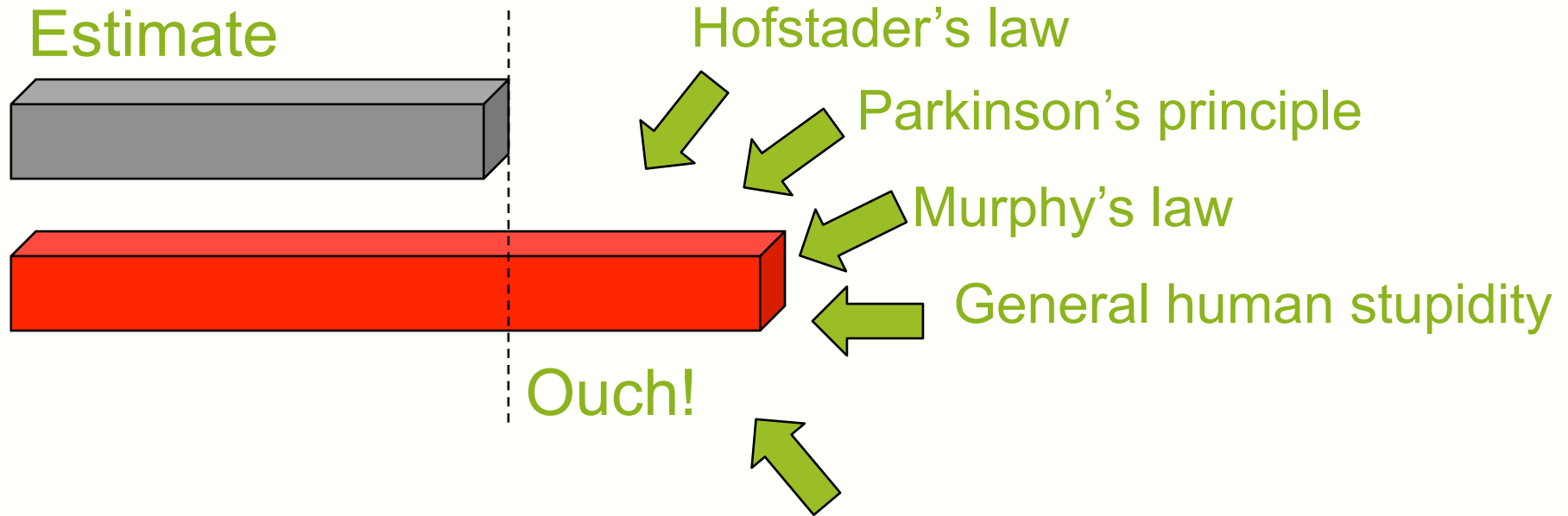


# Traditional Product Development

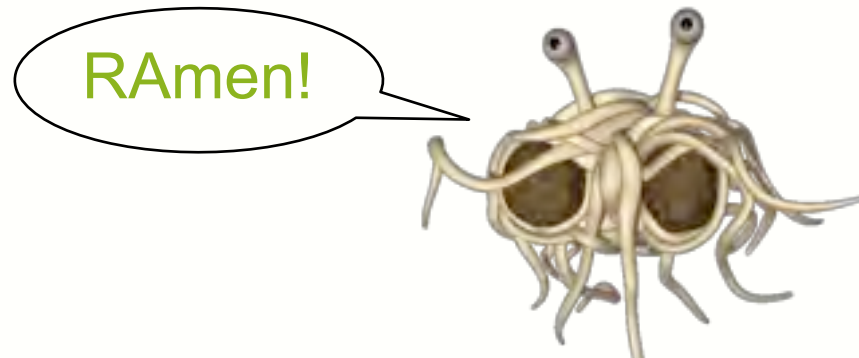


Medinilla's principle of project unfairness (yes, you are right, the universe conspires and schemes against you, go complain to the manager)

# Traditional Product Development



Medinilla's principle of project unfairness (yes, you are right, the universe conspires and schemes against you, go complain to the manager)



# Standish Group

**68%** *challenged or failed projects*

**59¢** *value for every \$ of software*

**64%** *features never or seldom used*



# Toyota & Lean Thinking



4x performance!  
12x quality!  
Half hours!  
Half space!  
No Inventory!

- Understand and maximize **value** from customer perspective
- Eliminate or reduce as max. as possible non-value adding activities (**waste**) – simplify!
- Produce only when things are needed (**pull**) and do it non-stop (**flow**): don't stock or over-produce
- Empower everyone, learn and improve continuously (**Kaizen**)

# Nonaka & Takeuchi



- Quality and price are no longer enough: you have to **adapt** to ever-changing customer needs, and do it so **fast** your eyes will water
- Forget stage development: form **cross-functional teams** and make them **self-organize** to produce together an increment of functionality

# Principles behind the Agile Manifesto

*We follow these principles:*

Our highest priority is to satisfy the customer through early and continuous delivery of valuable software.

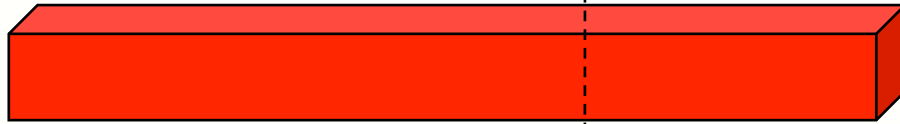
Welcome changing requirements, even late in development. Agile processes harness change for the customer's competitive advantage.

Deliver working software frequently, from a couple of weeks to a couple of months, with a preference to the shorter timescale.

Business people and developers must work together daily throughout the project.

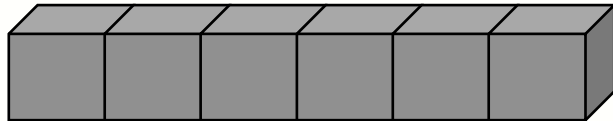
# Agile Product Development

Estimate



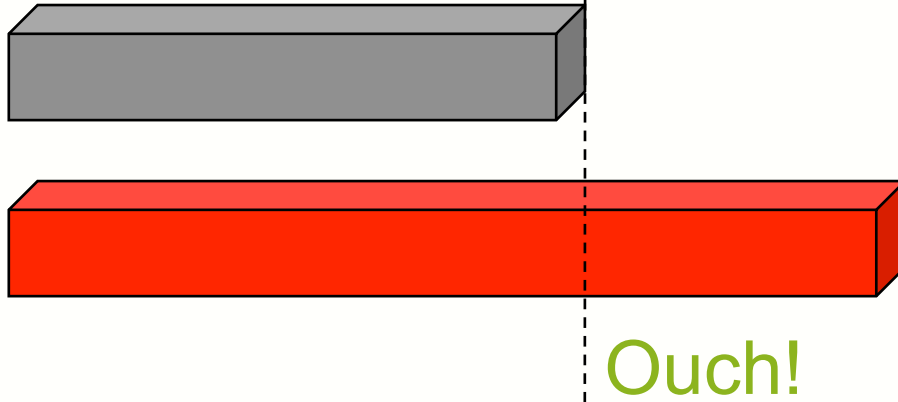
Ouch!

Estimate

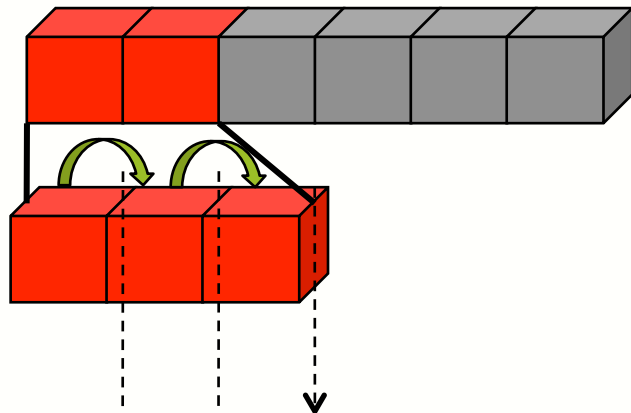


# Agile Product Development

Estimate



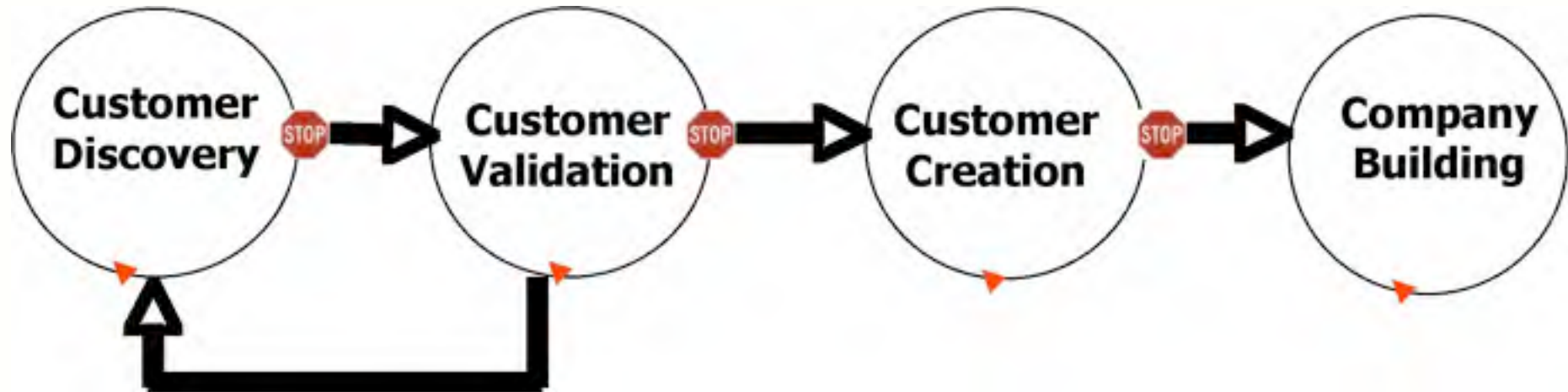
Estimate



Ouchie! (Replan, **Pivot** – CUSTOMER DEVELOPMENT)



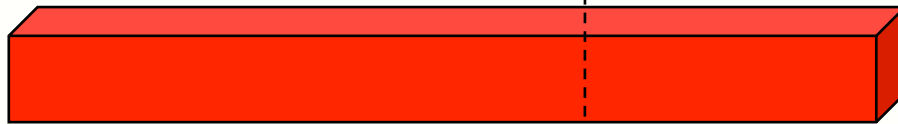
# Customer Development



- Don't rely on **assumptions**
- What client say they want and what they **actually want** are not the same thing
- **Validation** means you ACTUALLY charged someone for your service

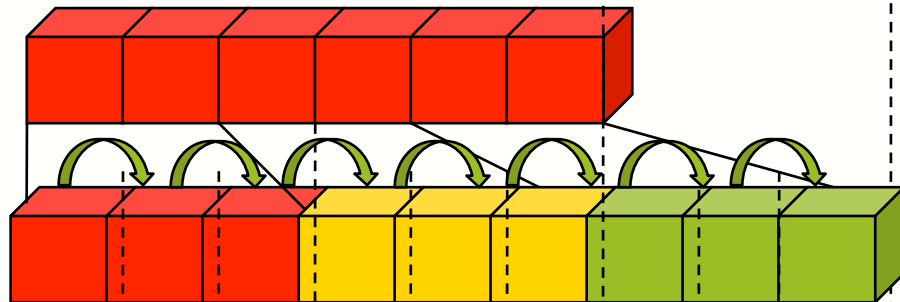
# Agile Product Development

Estimate



Ouch!

Estimate



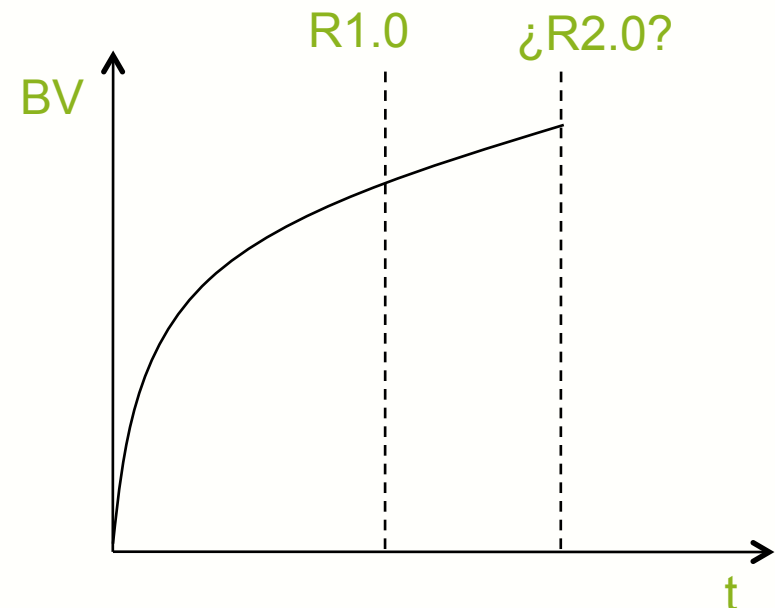
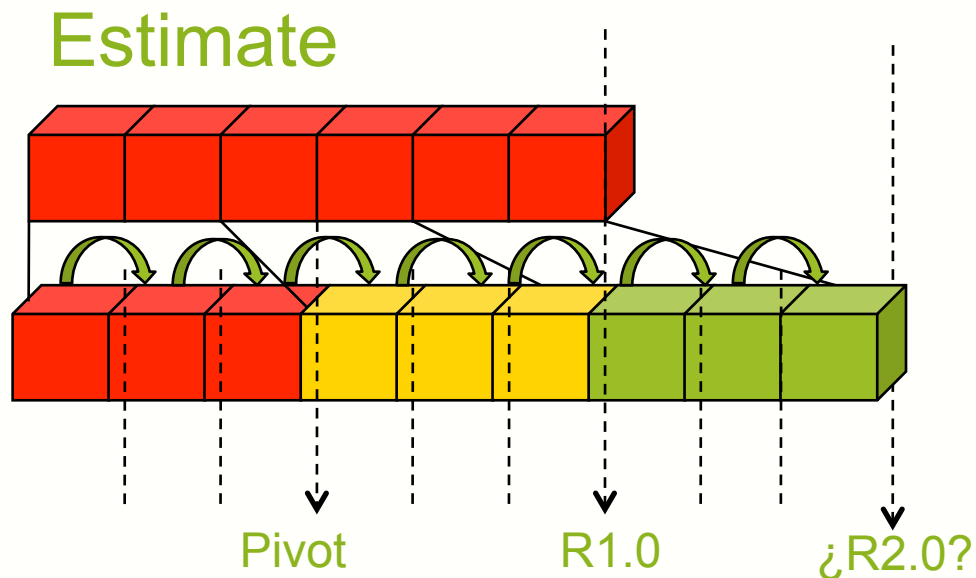
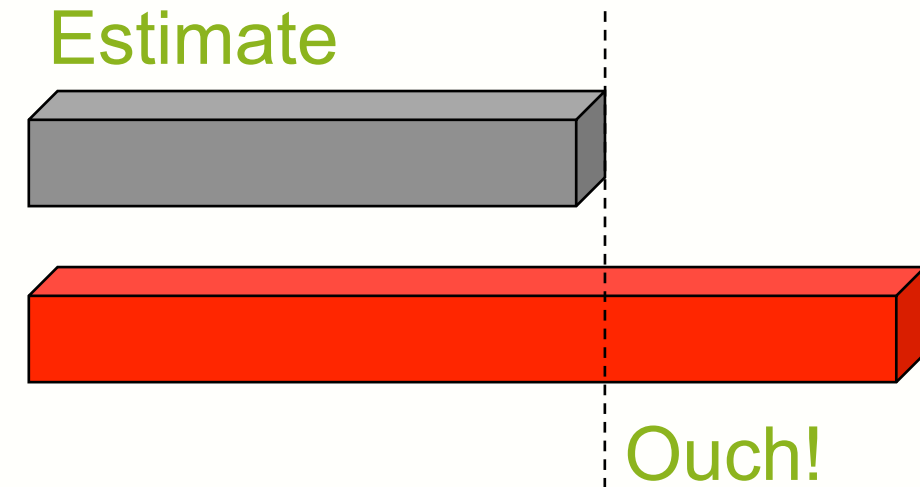
Pivot

R1.0

¿R2.0?

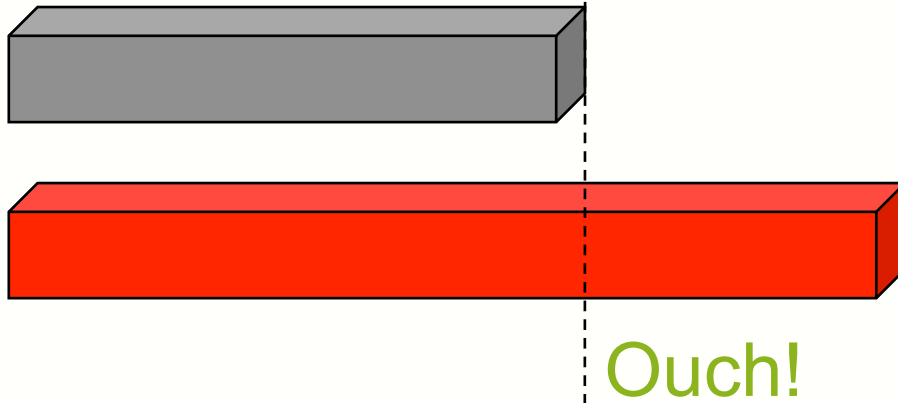


# Agile Product Development

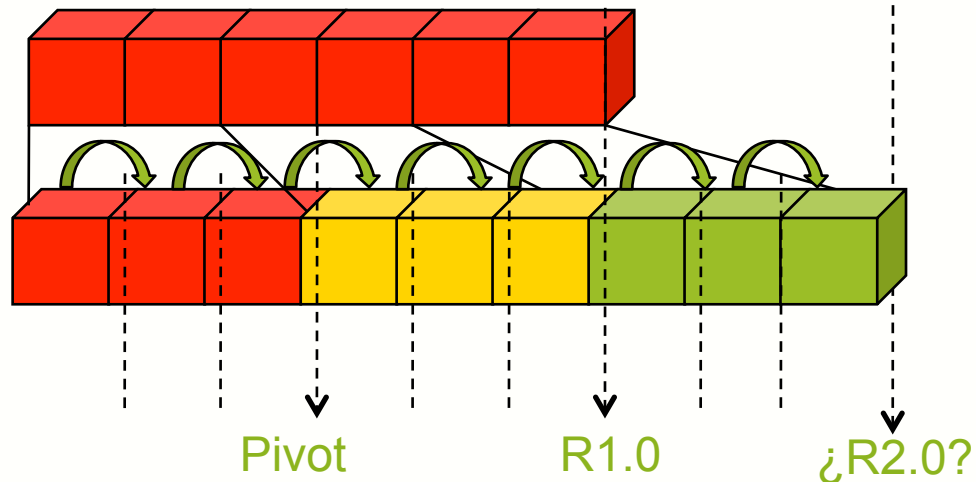


# Agile Product Development

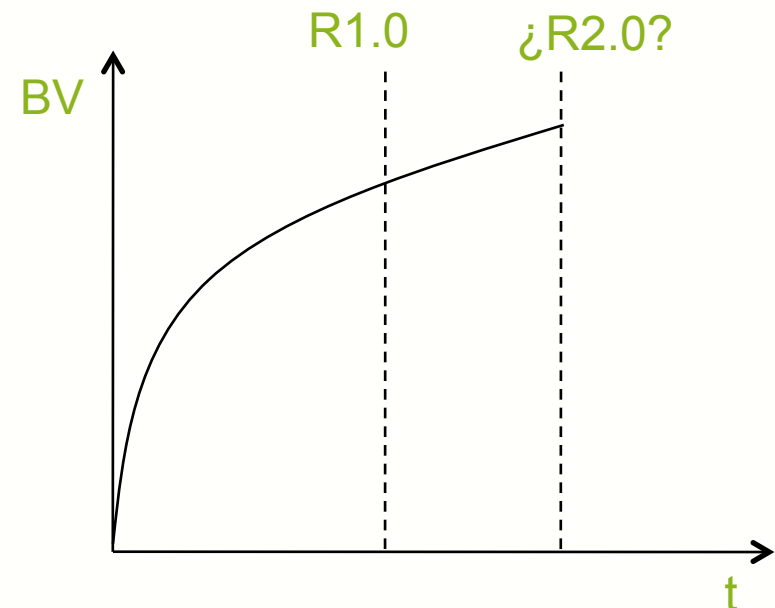
Estimate



Estimate



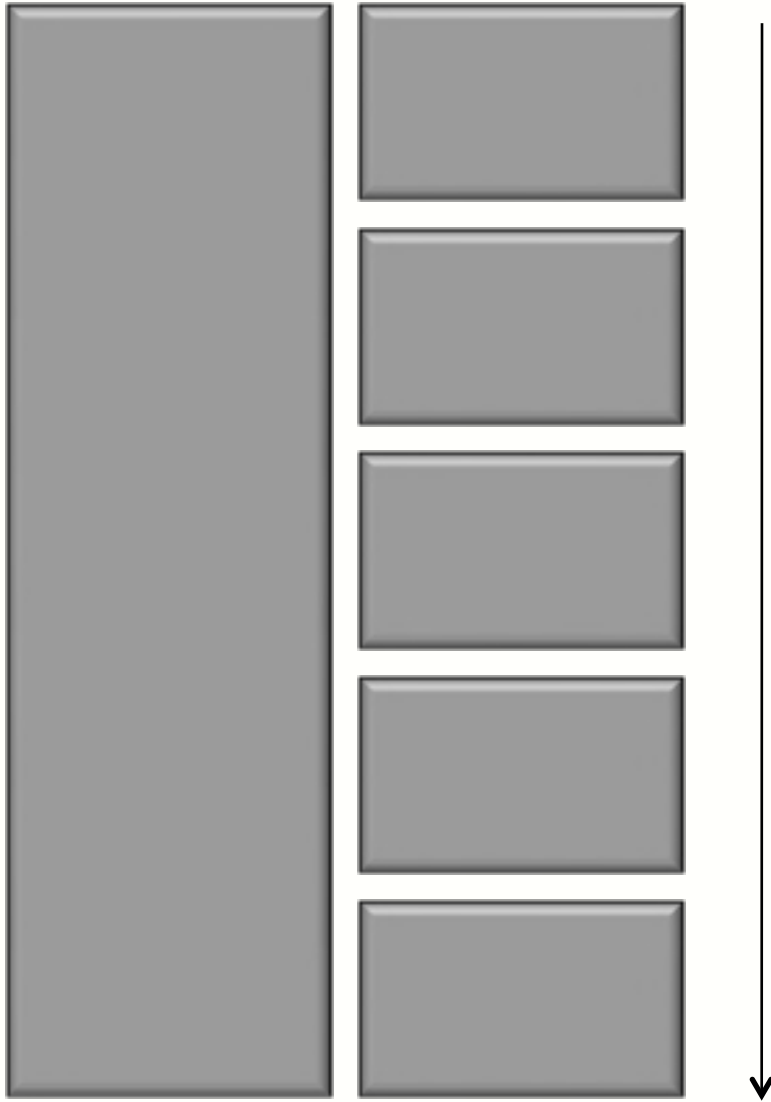
- Self-organizing motivated team
- Working at sustainable pace
- Collaborating with customers and business people on a daily basis
- Communicating face-to-face as frequently as possible
- Seeking technical excellence
- Constantly reflecting on how to improve and eliminate waste



# MVP / MMFS



# MVP / MMFS



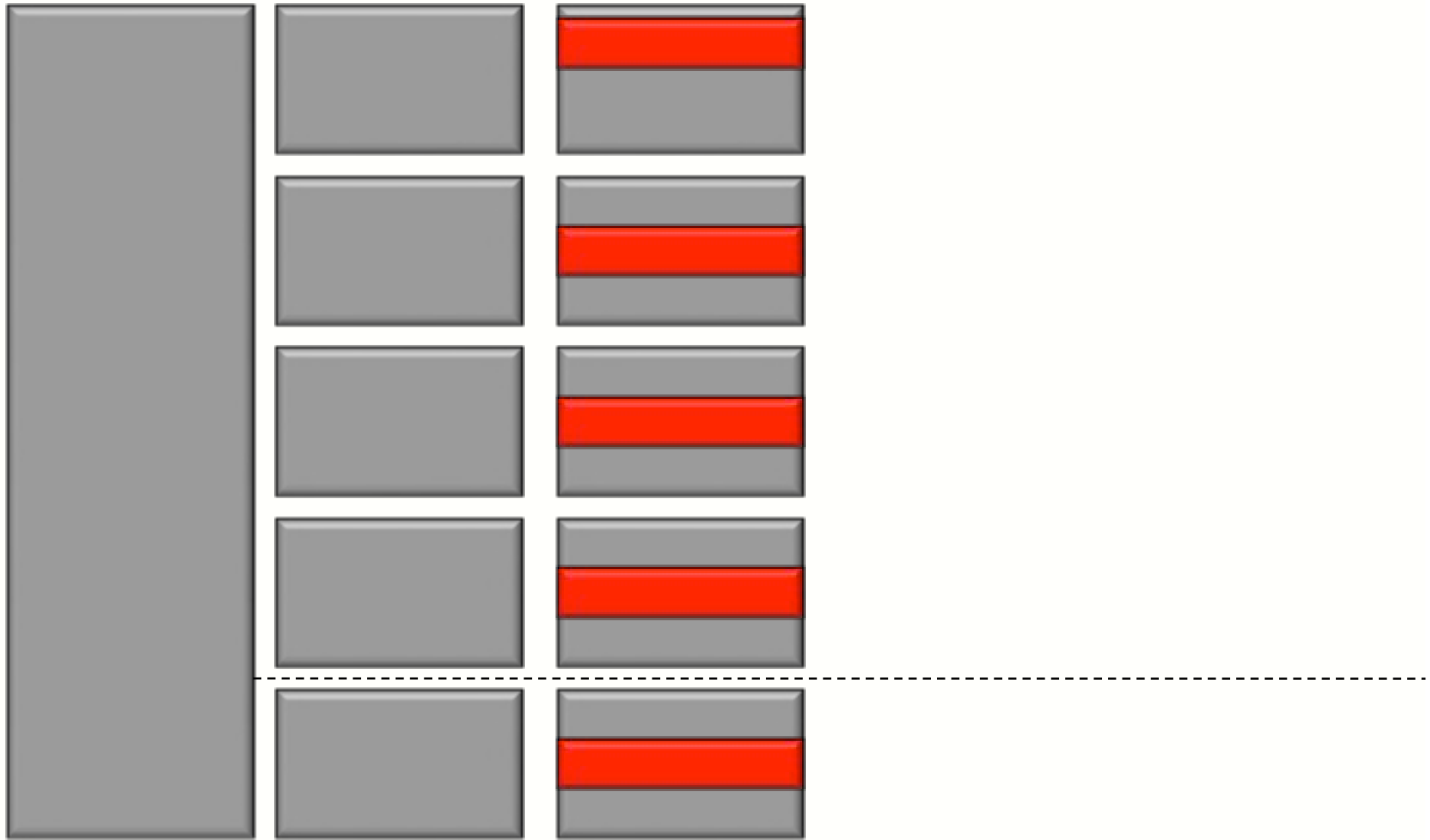
# MVP / MMFS



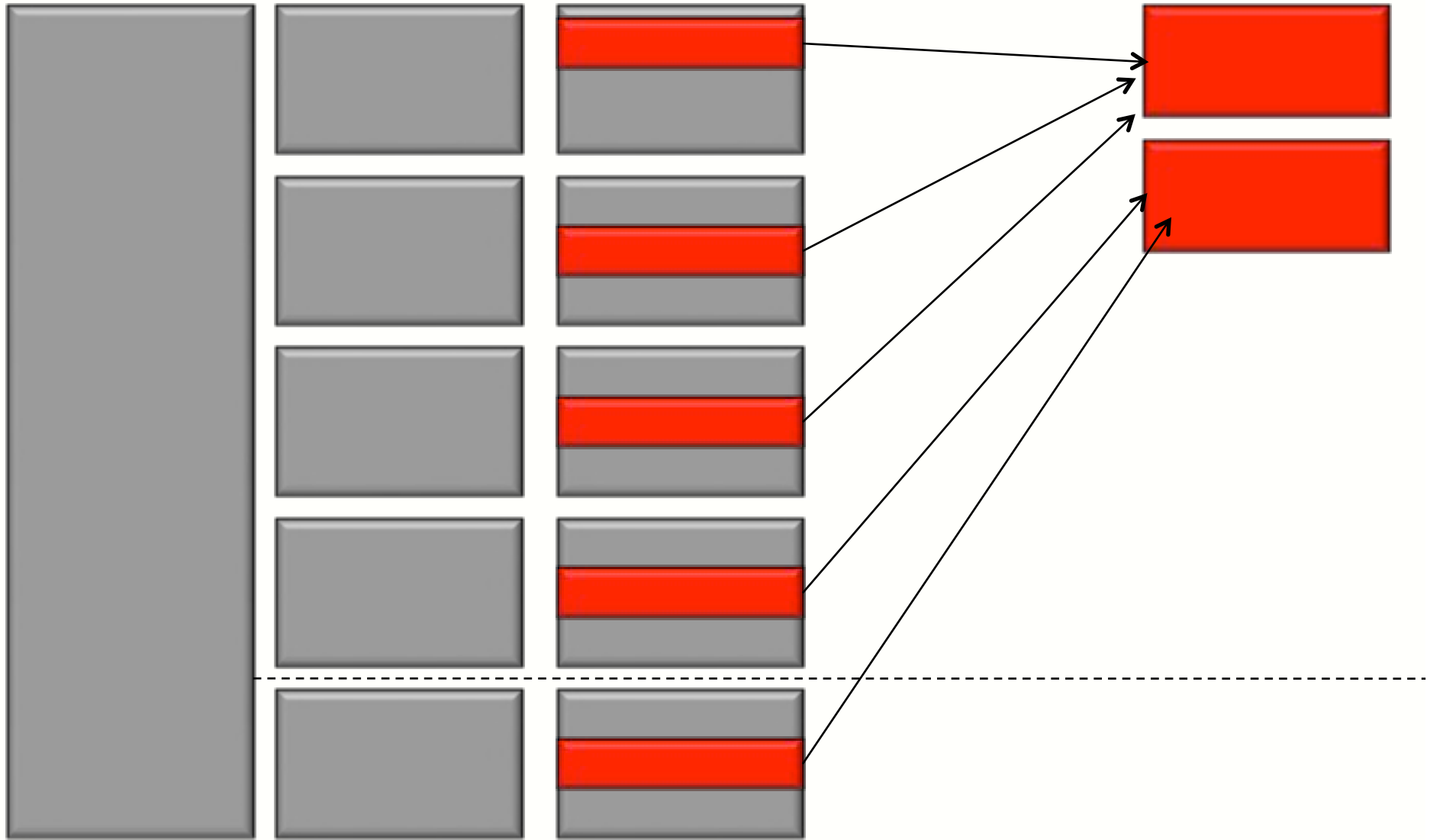
# MVP / MMFS



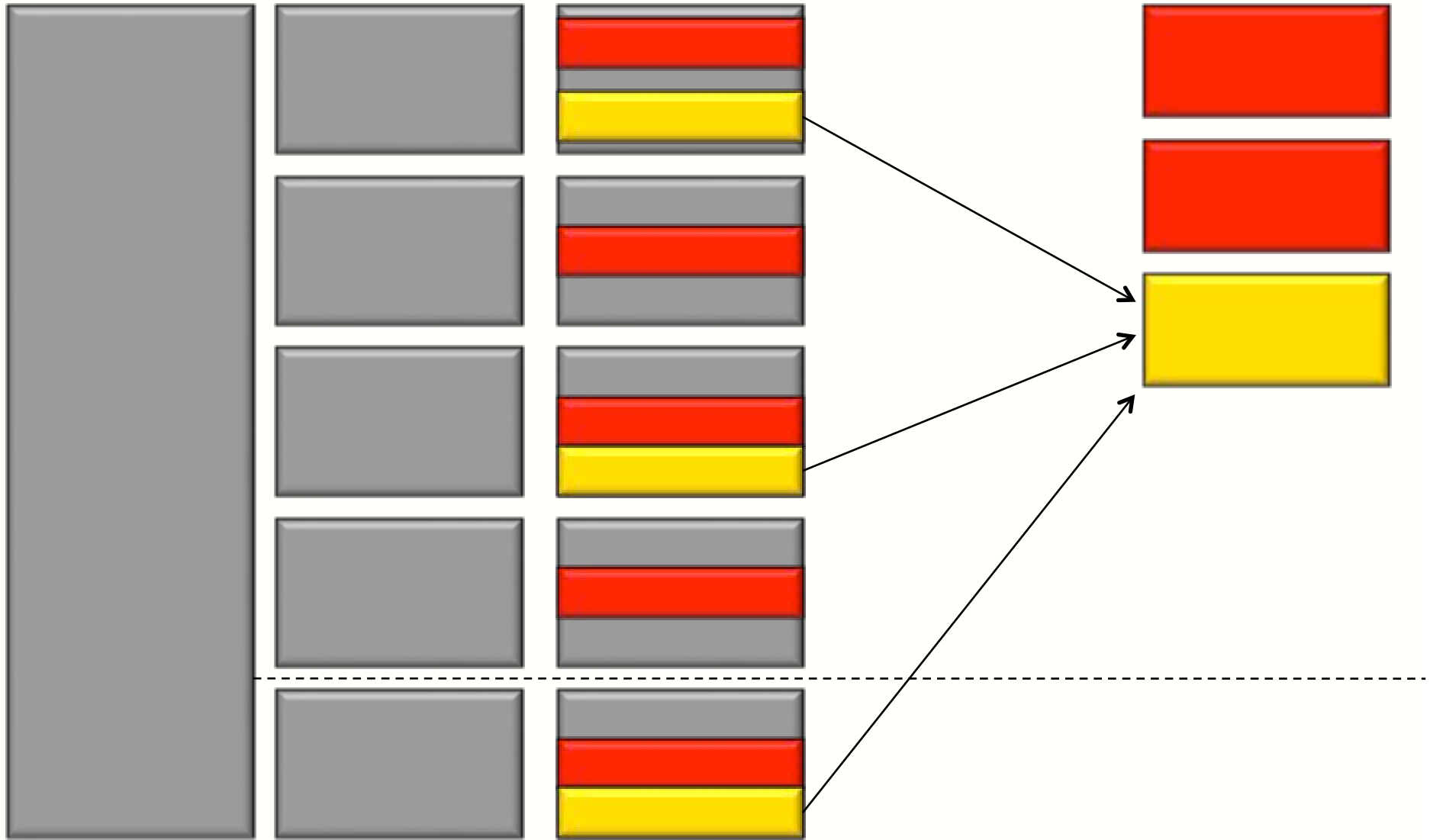
# MVP / MMFS



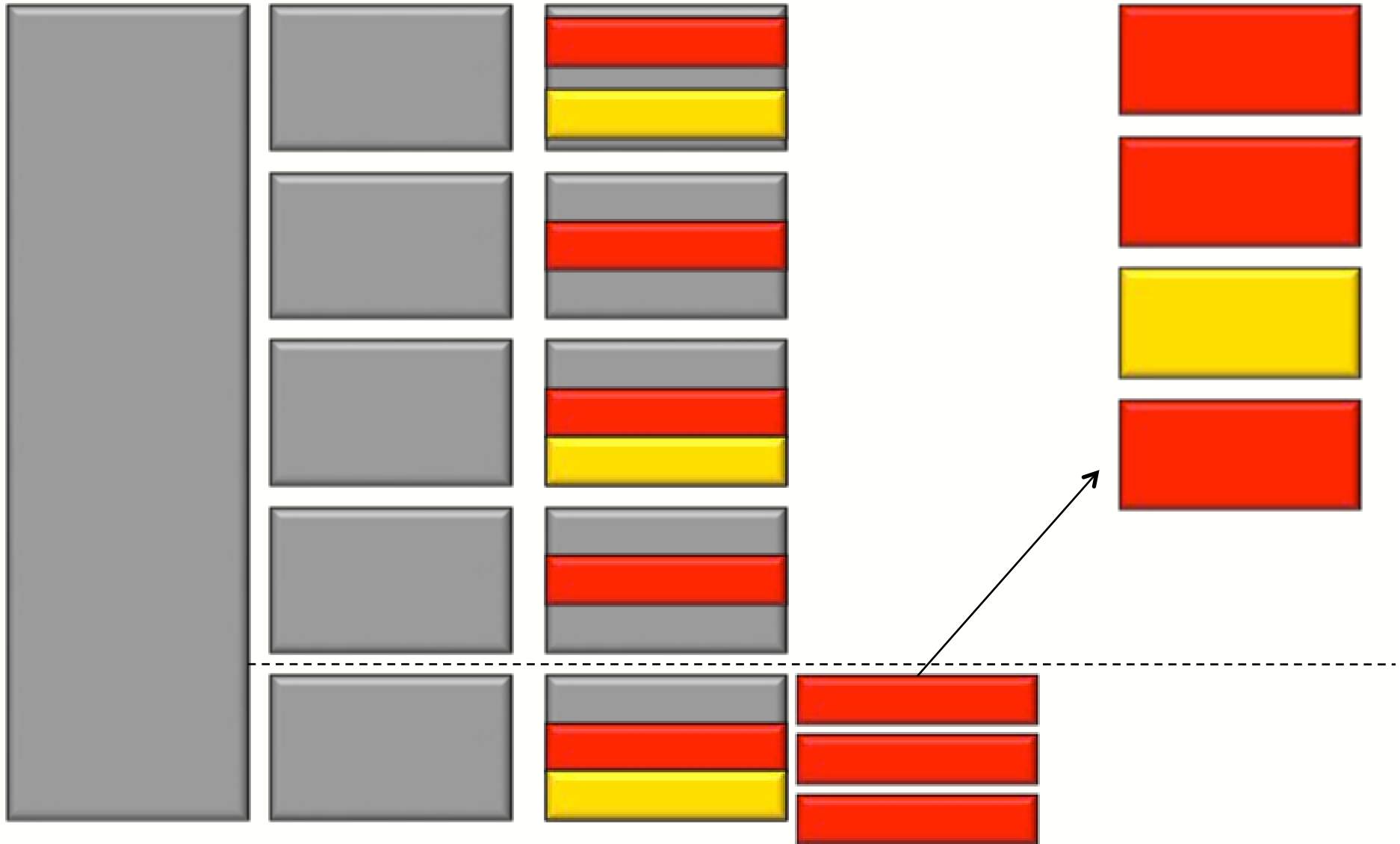
# MVP / MMFS



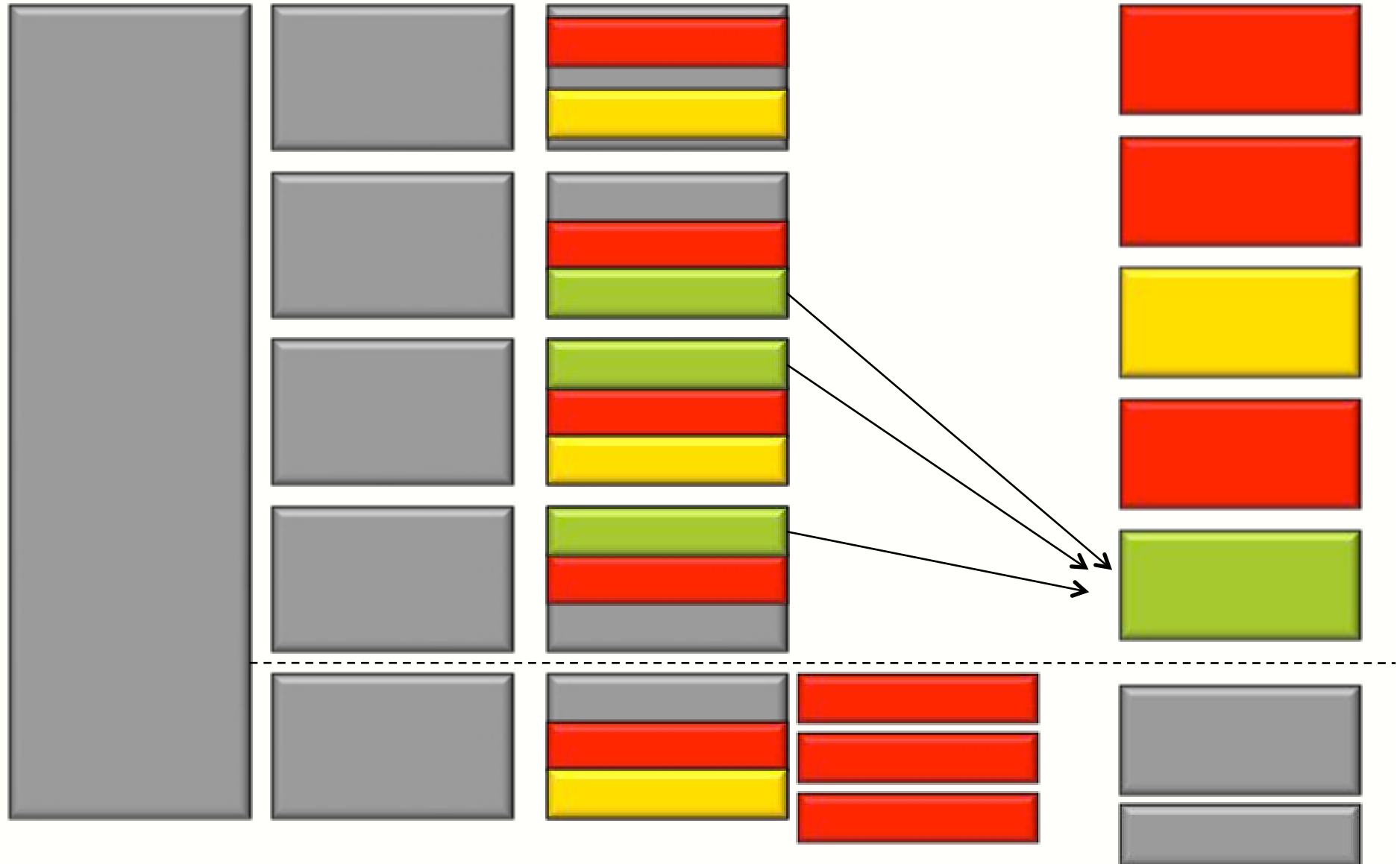
# MVP / MMFS



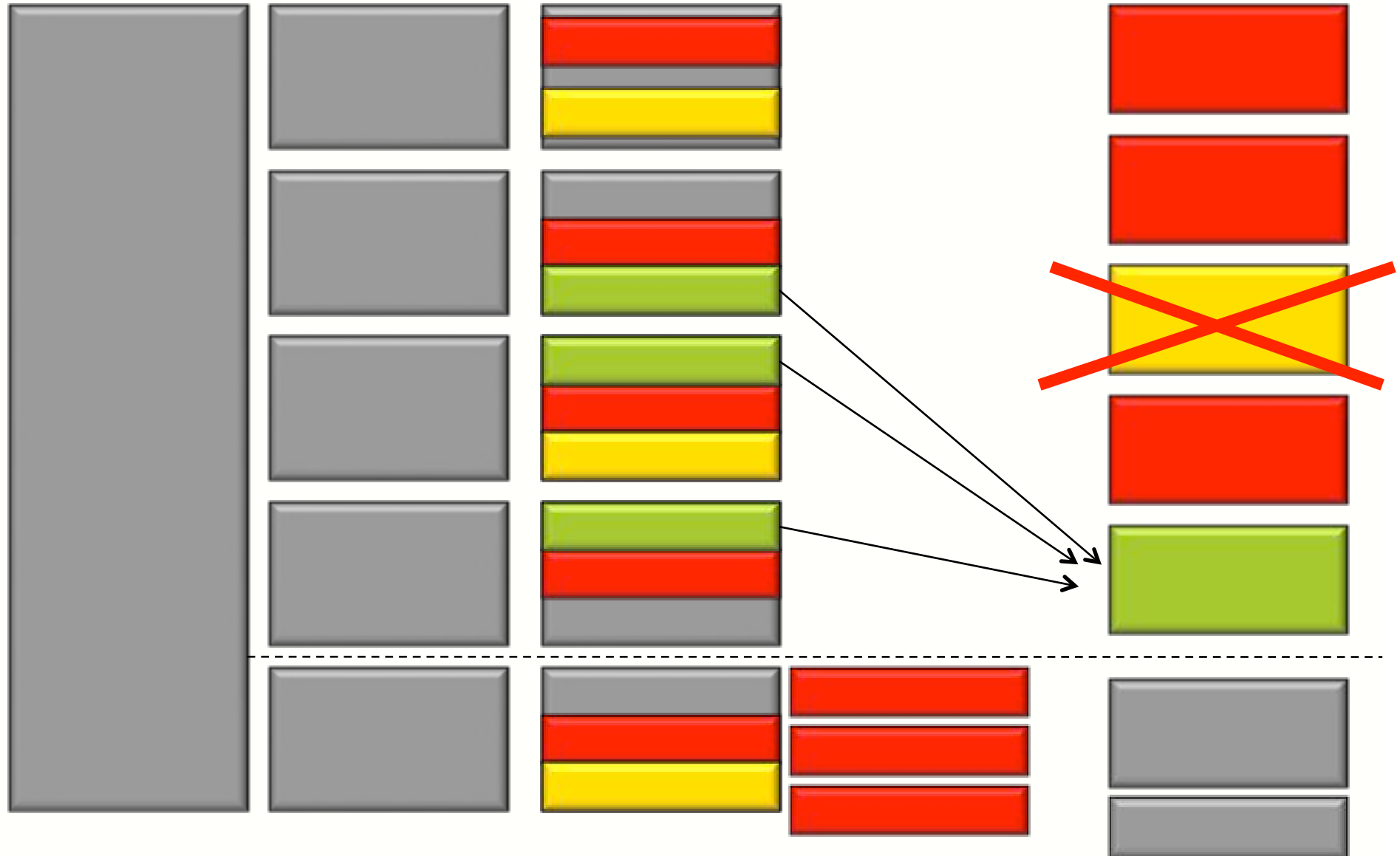
# MVP / MMFS



# MVP / MMFS



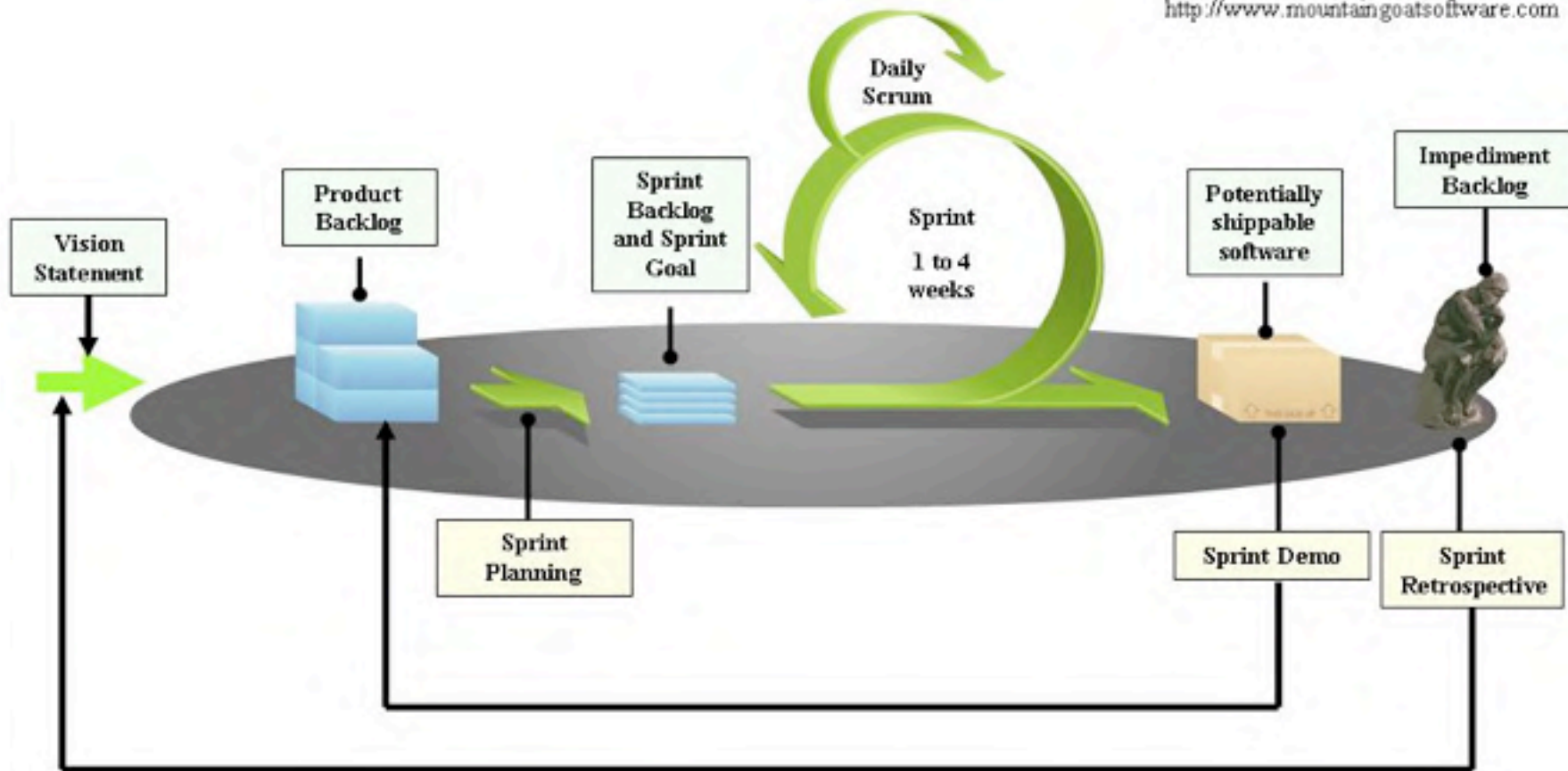
# MVP / MMFS

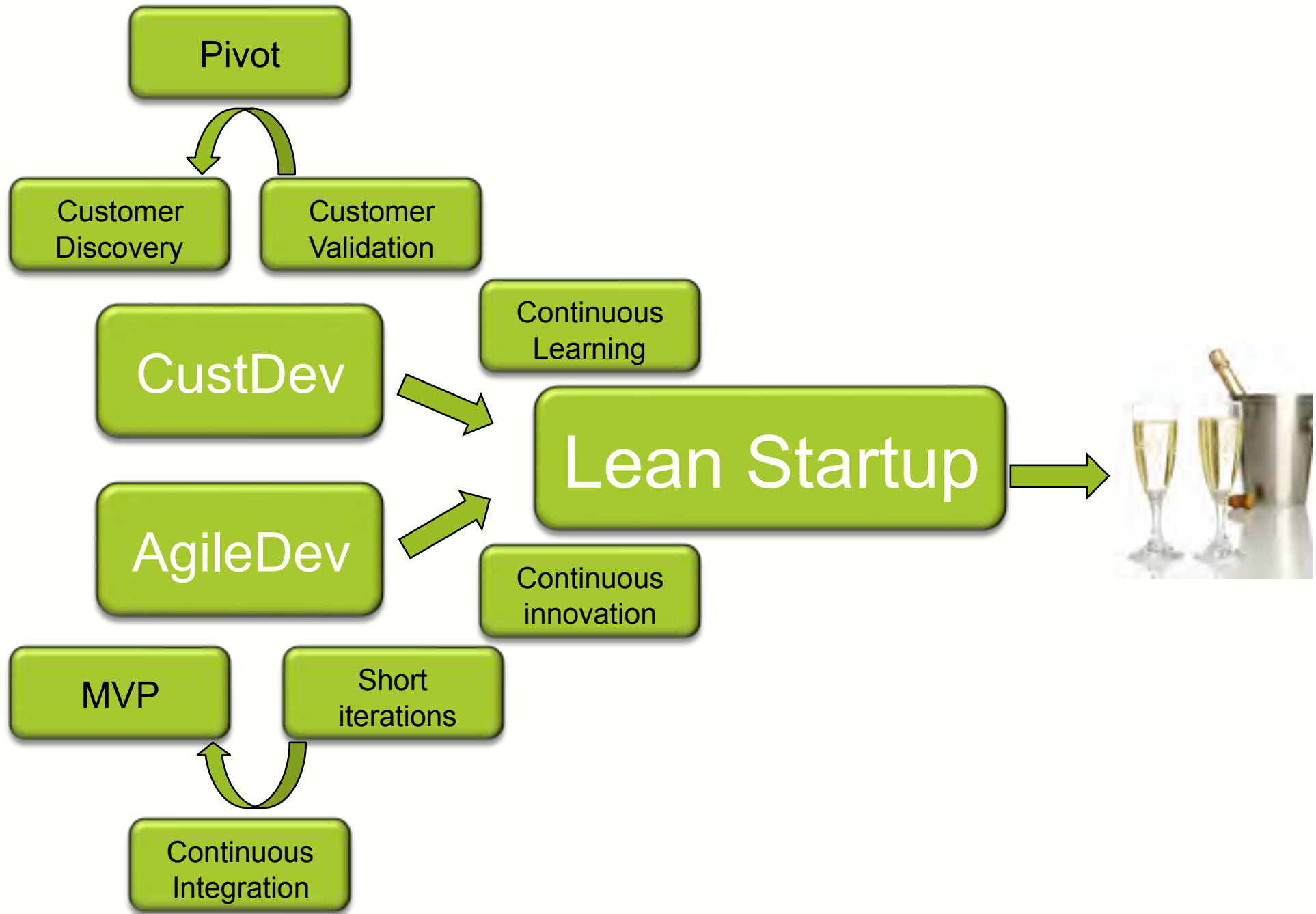


# Scrum:

## The Scrum Framework

Diagram adapted from Mike Cohn at <http://www.mountaingoatsoftware.com>







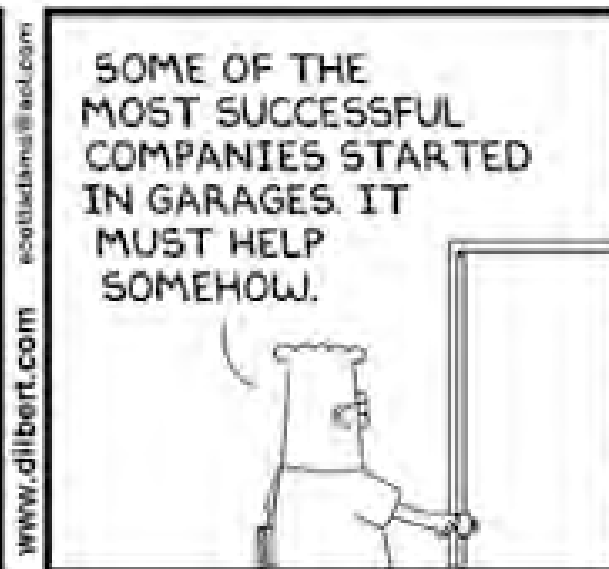
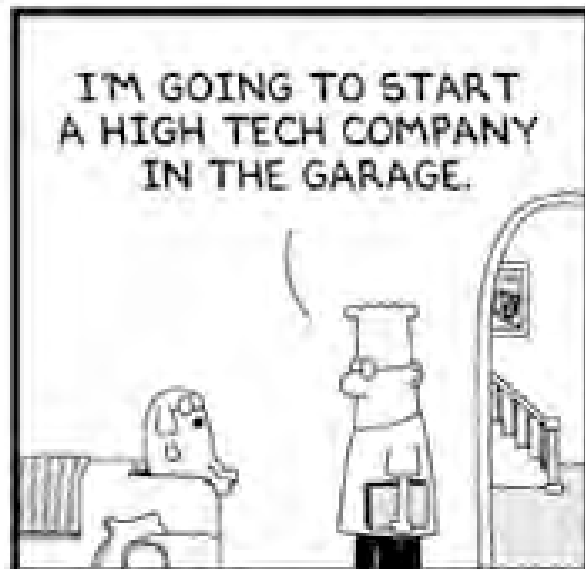
...a couple of myths



# Lean ≠ Low Burn Rate



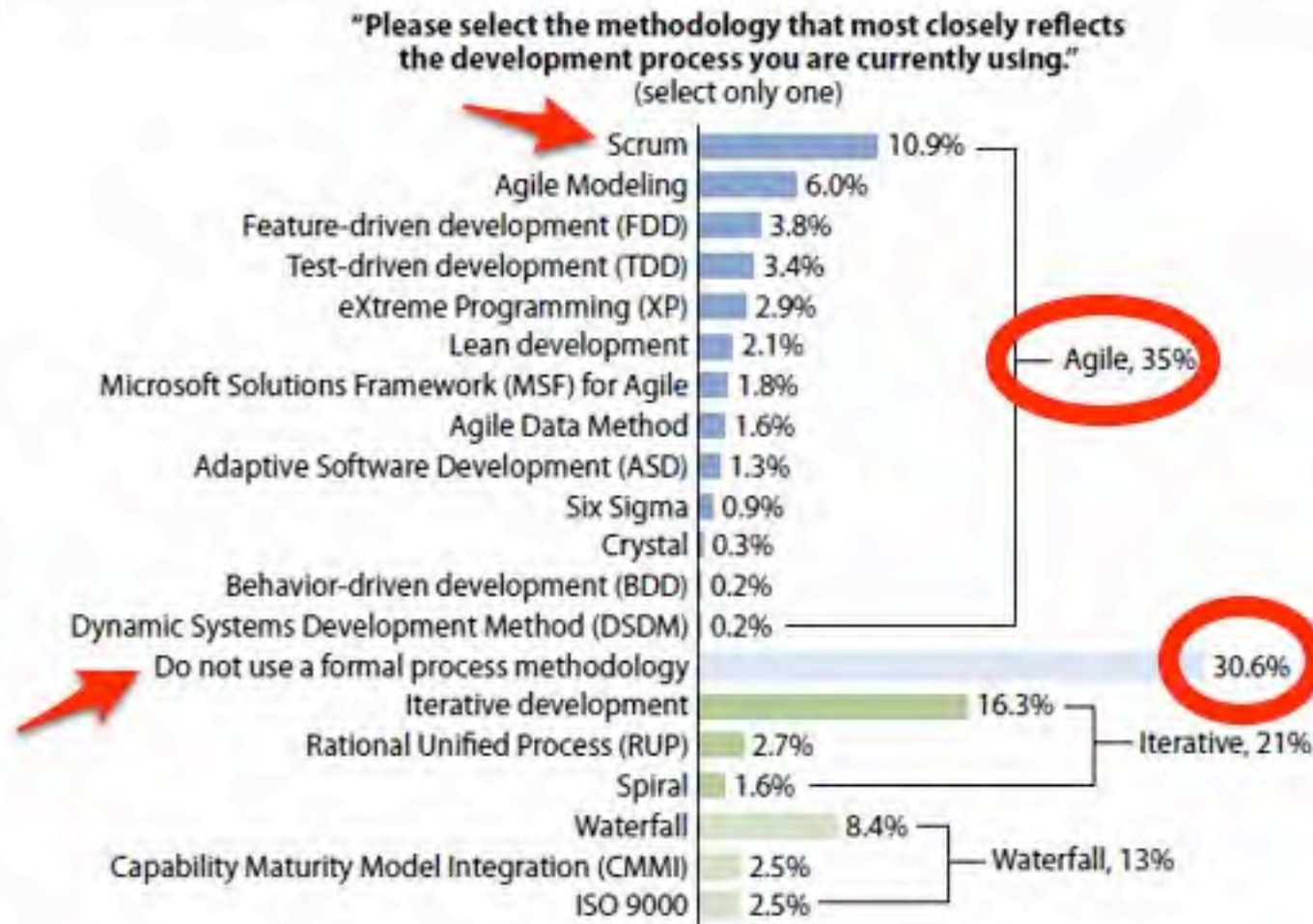
# Startup ≠ Garage



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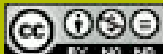
# Agile ≠ Startup

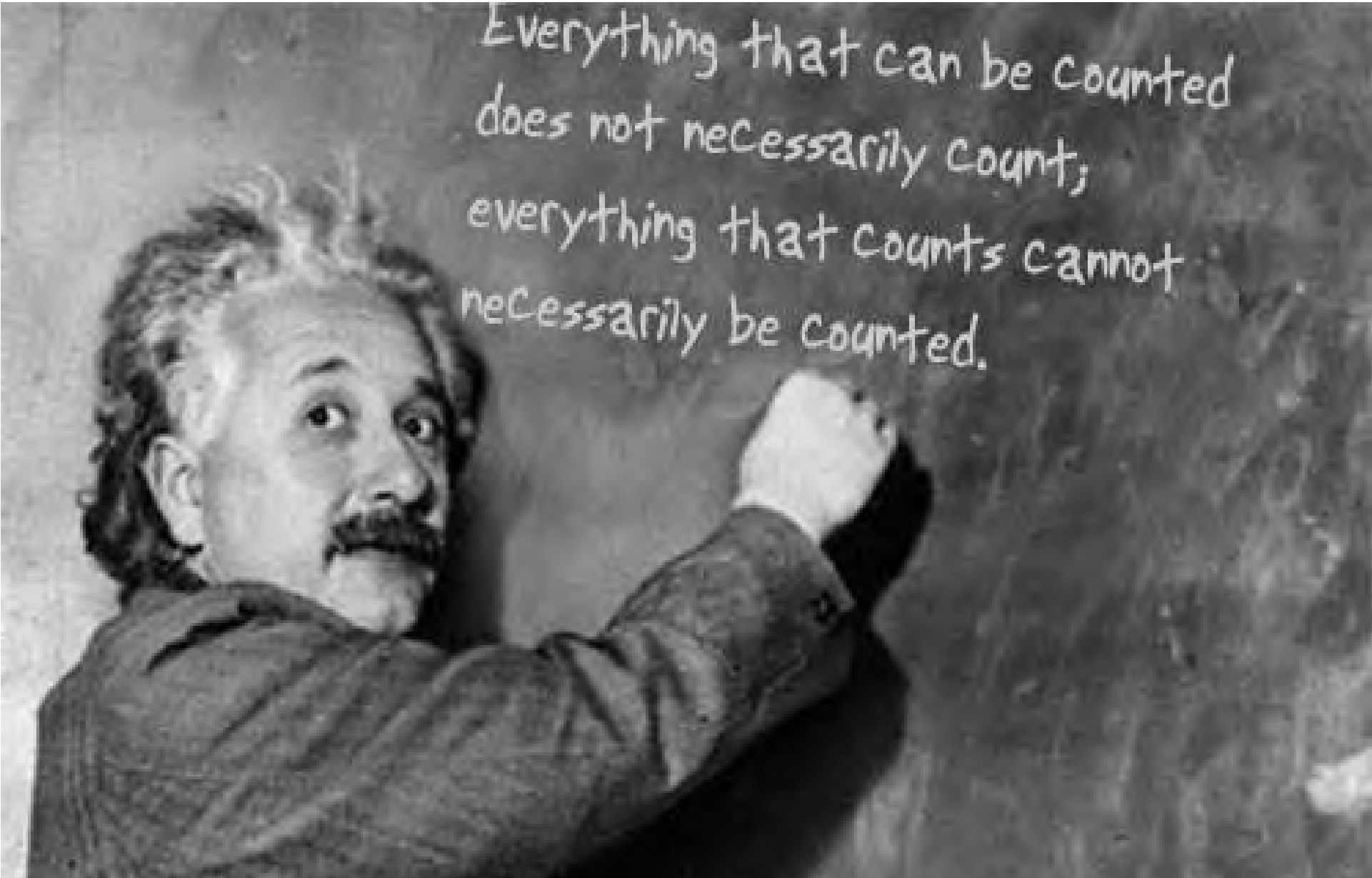
Figure 1 Agile Is Organizations' Primary Development Approach



Base: 1,298 IT professionals

Source: Forrester/Dr. Dobb's Global Developer Technographics® Survey, Q3 2009



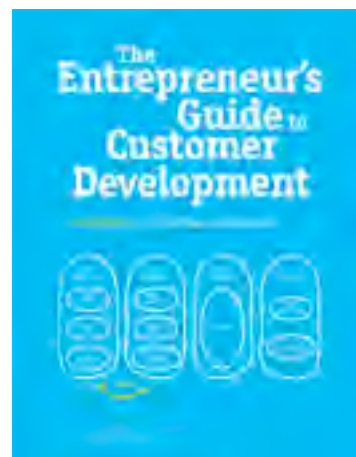
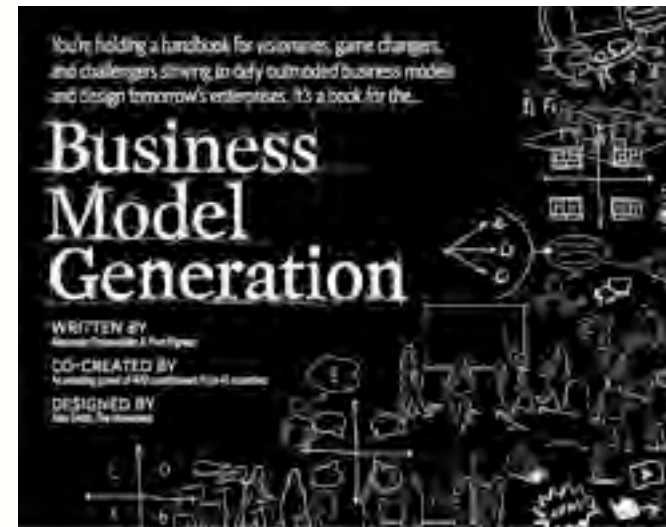
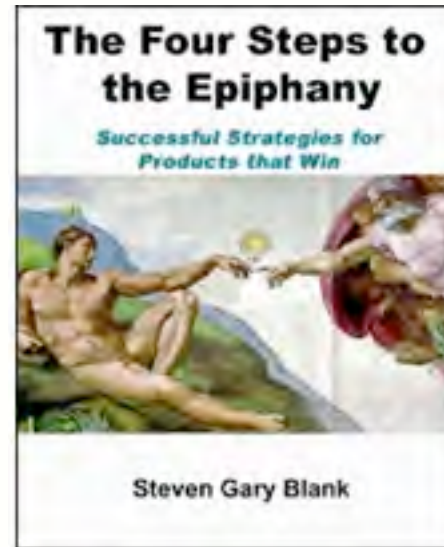
A black and white photograph of Albert Einstein, looking thoughtful and pointing with his right hand towards a chalkboard. The chalkboard contains a handwritten quote in white chalk.

Everything that can be counted  
does not necessarily count;  
everything that counts cannot  
necessarily be counted.

**Lean  $\neq$  Metrics**



# What to read



*Post Script...*



# Steve Jobs, (1955-2011)



*Design by Jonathan Mak*



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*Steve Jobs, (1955-2011)*



You **DID** put a 'ding!' on the Universe  
*Domo Arigato Gozaimashita, Sensei!*

*Design by Jonathan Mak*



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Thank you, and...  
**BLOG IT!**



<http://jamesfrancis.net>

[angel.medinilla@proyectalis.com](mailto:angel.medinilla@proyectalis.com)



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*Special thanks to Eric Ries. You rock, man!*

