startup thinking + libraries

HELEN KULA & M.J. DELIA

Internet Librarian Conference 2014
welcome
Think like a startup

A white paper to inspire library entrepreneurialism

Brian Mathews
Virginia Tech
framework for action
building a platform
condition us for change
a culture
Mathews, 2012
libraries startups
compare  contrast
observations  mindset
build  value
mindset

① ② ③
test the product  test the problem
library
catalog

example ①
customer discovery

Identifying a product that will solve a problem for an identified group of users

① key term

Blank, 2012
stay in the building

get out of the building

2
user services
review
example 2
customer validation

Confirming that the market is large enough to embrace the product and build a viable business
build it
and they
will come
build it
when they
come

③
digital humanities

example 3
company creation

The product, service or business is scalable based on repeatable sales
build for the many

build for the few
faculty outreach

example 4
segmentation

Breaking down a larger market into smaller identifiable groups of users who share specific needs

4 key term

Cooper & Vlaskovits, 2010
learn
then
build

build
then
learn

5
maker space

example 5
build—measure—learn

A three-step feedback loop that enables rapid development and constant adjustments

Ries, 2011

5 key term
pilot projects iterative design
streaming video service

example 6
minimum viable product

A product/service with just enough features that allow it to reach the market

Ries, 2011
value

7 8 9
collect all data  use key data
reference

statistics

example 7
**dashboarding**

Regularly monitoring key metrics to track core elements of the business

Komisar & Mullins, 2009
execute the plan
adjust the model
e-book service

example 8
pivot

A fundamental change in strategy based on validated learning; a course correction

key term

Ries, 2011
focus on features  focus on value
instruction workshops

example 9
value proposition

The bundle of products and services that create value for a specific customer segment

Osterwalder & Pigneur, 2010
summary
libraries are not startups
pitch

A concise and convincing summary which communicates value and concludes with a call to action
pitch

Understand the problem
Validate the solution
Communicate the value proposition
Compell the listener
questions
thank you!

Helen Kula @helenkula
M.J. D’Elia @mjdelia
references