

## Lean Startup

The impact of the coronavirus (COVID-19) will be substantial also for startup companies as we are moving into a heavy recession. Where are you in relation to your strategic roadmap? What is your liquidity position forecast? What is your structured approach to become future proof? Based on our experience, we share an introduction to Lean Startup. Please take notice, lean startup is not about cost. Its about speed

Upstream Capital – *your dedicated partner to realize your full potential, driven by data analytics*

- 4 we accelerate growth and optimize operational expenses with continuous improvement
- 4 we believe in hands-on value creation and create strategic options throughout the business life cycle
- 4 we align business strategy with operations. We drive customer satisfaction and productivity; helping supply products and solutions of outstanding quality, cost efficiently with shorter delivery times

### How we differentiate ourselves

- 4 unbiased and objective advice to the benefit of our clients
- 4 hands-on strategic and operational value added approach. We work on-site with our clients in order to accelerate sustainable growth and value creation together
- 4 unique combination of skills business development, business transformation, corporate finance, capital raising, data science, lean six sigma and performance improvement

#### Our Services

##### Business Planning

- 4 A company wants to design a business growth plan, with strategic roadmap how to accelerate sales with an efficient and effective expense base

##### Business Transformation

- 4 A company wants to maximize value and eliminate waste. Based on data analytics, a company aims to optimize the flow of people, equipment and cash

##### Corporate Finance

- 4 Raising Capital - a company is seeking either growth capital or acquisition financing
- 4 Recapitalization - a company may seek to recapitalize its ownership structure to attract external investors or take out existing shareholders
- 4 Restructuring – a company wants or needs to (re)negotiate to improve or reset its financing terms and conditions
- 4 M&A and Valuation - Shareholders (incl. PE portfolio companies) are considering to sell the company

### Lean Startup

Based on our experience, we share an introduction to Lean Startup :

- 1) Customer-Centric is key. Start with why? What is your addressable market and value proposition?
- 2) Identify beneficial resources and pick your team members wisely. Create a strong, cross functional team with strong stakeholders
- 3) Lean Startup by Eric Ries is a method (Build – Measure – Learn) how to transform a good idea into a successful business
- 4) Step (1) Build. The goal is to release a minimum viable product or at least a prototype as soon as possible. Please don't wait until perfection as you will run out of cash sooner or later
- 5) Step (2) Measure. Innovation Accounting helps to empirically measure the true progress of innovation. Please establish the baseline and always tune the engine
- 6) Step (3) Learn. The idea is Continuous Improvement, you should constantly be working on updating

Safety first! Stay healthy and take care of others

#### Contact us

In case you require support, please contact us

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