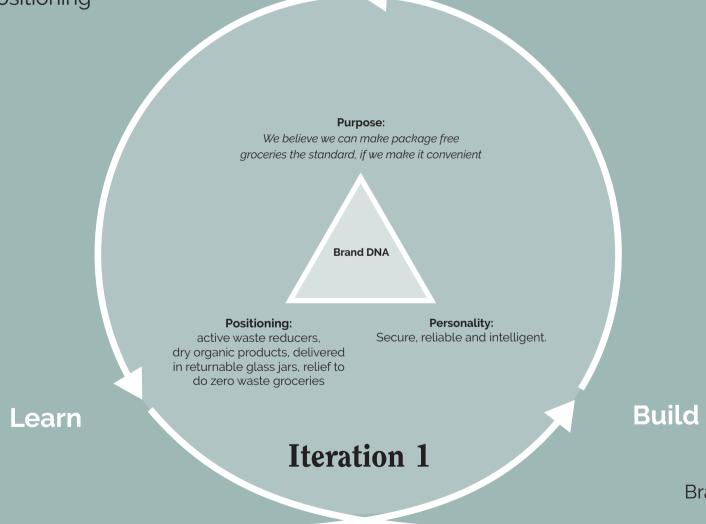
Validating the value of lean branding for an early stage startup: a case study of PuurBezorgd



Two models are proposed in literature about lean branding

Case study

An early stage start-up, called PuurBezorgd, is used as case study. A brand identity is developed through iterations by applying the lean branding models. A Brand DNA model is used to define the main ingredients of the brand identity: purpose, personality and positioning



Measure

Product Market **Brand**

Product

Strategic vision

Brand

Market

Proposed

models

Based on reflections on the

lean branding process, two

adapted models are proposed

For a startup to become a sustainable business, the challenge is to find the spot where a group of customers (market) is passionate about the company's product or service offered (product) through its

Product-market-brand fit model



Finding a fit of a market with both your product, brand and strategic vision is fundamental for a startup in order to achieve growth. Five questions can be used to evaluate whether all elements are aligned:

- fulfill the need of the market? 2. Product-brand fit: is the brand promise
- 3. Brand-market fit: does the brand resonate in the market through its emotional value offering?
- market segment enable the strategic
- vision of the company?
- promise and the strategic vision of the

Conclusion on process: strategic vision is missing to evaluate fit for growth

Strategic vision

Learn Brand positioning does not match strategic vision

Alignment model

1. Product-market fit: does the product

- fulfilled by the product offering?
- 4. Market-strategic vision fit: does this
- 5. Brand-strategic vision fit: are the brand company aligned?

Measure

We believe we can make package free groceries the standard, if we make it convenient **Brand DNA** Conscious young families, all pantry Daring, exciting, spirited groceries, delivered in returnable glass

jars, convenience, giving the joy of doing good.

Iteration 2

Measure

Build

Measure

Learn

Learn

Build

Build-Measure-Learn-Reflect cycle

Build-Measure-Learn cycle

Similar to when the lean startup

develop assumptions and test

these based on hypotheses. The

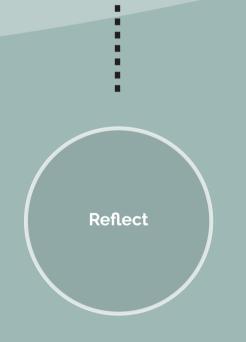
main focus of the framework is to

develop a brand that fits the beliefs

and needs of the customers.

framework is applied, the aim is to

Reflections needs to be made during the hurried lean process. By using autoethnography and the alignment model, the founders of a start-up can reflect on the process and the content. This gives a valuable strategic overview while providing insights for the proceeding of their brand. A fourth step is introduced after build, measure and learn: reflect.

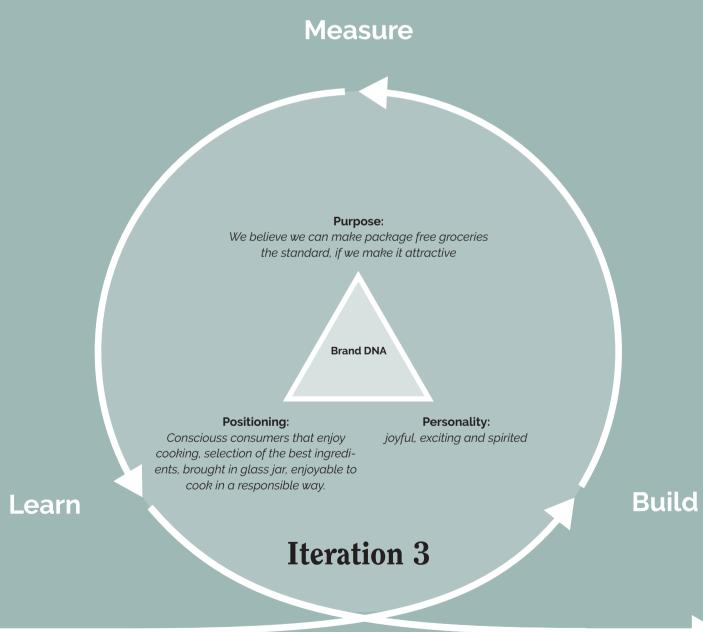


Reflect

Conclusion on process. moment of reflecting is needed during lean process



Brand promise does not match brand proof



Jouri Schoemaker

Validating the value of 'lean branding' for an early stage startup: A case study of PuurBezorgd 27-09-2019

MSc Strategic Product Design

Committee

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Company

PuurBezorgd (will be rebranded as Pieter Pot)

