

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

1 Theory

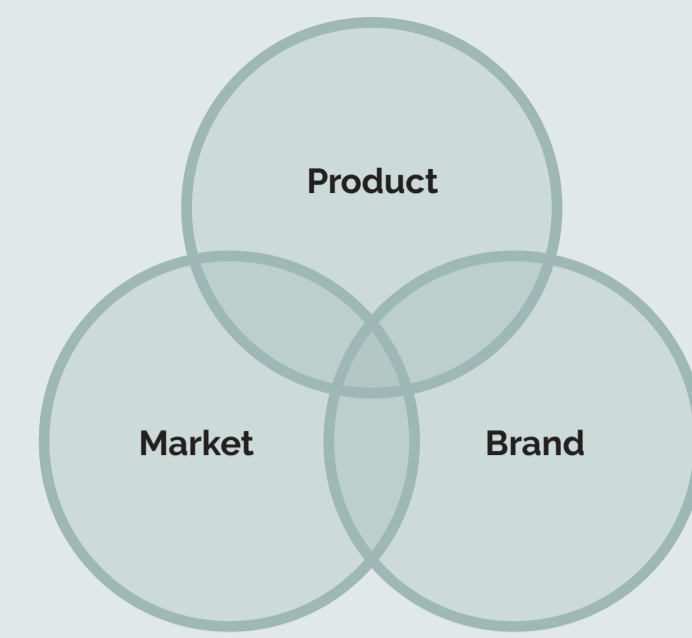
Two models are proposed in literature about lean branding

2 Case study

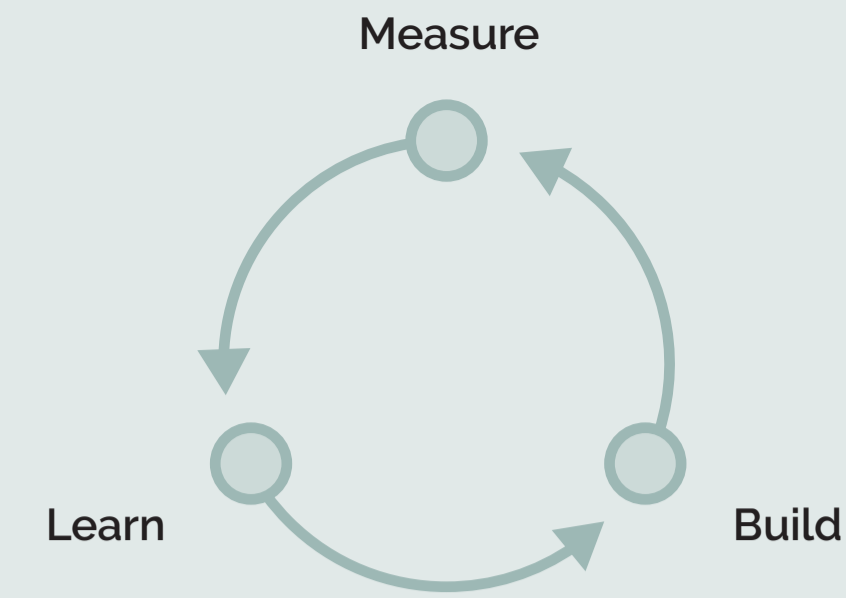
An early stage start-up, called PuurBezorgd, is used as case study. A brand identity is developed through iterations by applying the lean branding models. A Brand DNA model is used to define the main ingredients of the brand identity: purpose, personality and positioning

3 Proposed models

Based on reflections on the lean branding process, two adapted models are proposed



Product-market-brand fit model
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 emotional value offering (brand).

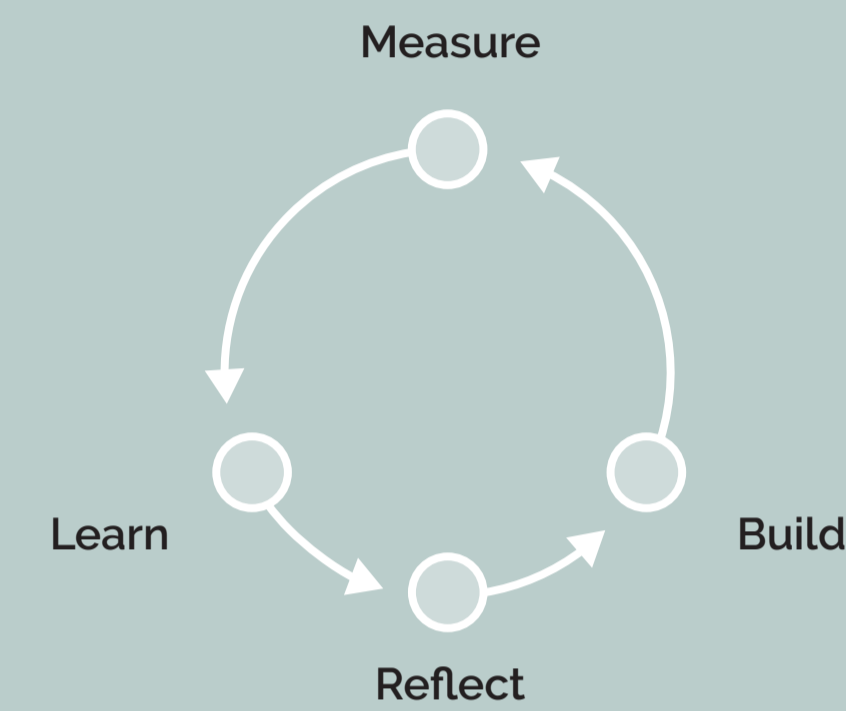


Build-Measure-Learn cycle
Similar to when the lean startup framework is applied, the aim is to develop assumptions and test these based on hypotheses. The main focus of the framework is to develop a brand that fits the beliefs and needs of the customers.

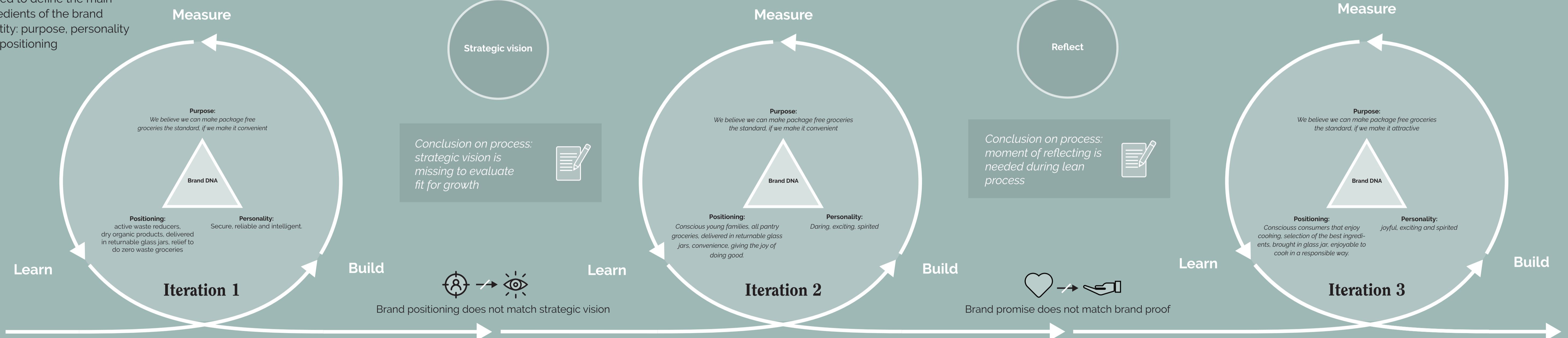


Alignment model
Finding a fit of a market with both your product, brand and strategic vision is fundamental for a startup in order to achieve growth. Five questions can be used to evaluate whether all elements are aligned:

1. Product-market fit: does the product fulfill the need of the market?
2. Product-brand fit: is the brand promise fulfilled by the product offering?
3. Brand-market fit: does the brand resonate in the market through its emotional value offering?
4. Market-strategic vision fit: does this market segment enable the strategic vision of the company?
5. Brand-strategic vision fit: are the brand promise and the strategic vision of the company aligned?



Build-Measure-Learn-Reflect cycle
Reflections need 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.



Jouri Schoemaker
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Committee Prof. dr. H.J. Hultink (Erik-Jan)
Prof. dr. Vorst, R.R.R. van der (Roland)
Company PuurBezorgd (will be rebranded as Pieter Pot)

