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the lean start-up methodology This is an immersive exercise that activates students, features a simple animated explainer video; and collects some form of currency from interested

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Session 11 - MVPs & experiments

An explainer video provides a dynamic illustration of how the product or service works Drew Houston, the CEO of Dropbox, used this type of MVP to test his idea before writing a single line of code Specifically, he created a video to demonstrate how his technology would work because the actual software development would

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City Performance Lean Toolkit Change Management Last Updated 6/18/18 The Switch framework for guiding people through change -adapted from SWITCH: How to change things when change is hard- by Chip Heath and Dan Heath 16-minute video explainer by the Heath Brothers available here (you must register to get access) DIRECT THE RIDER

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