

The Lean Marketplace A Practical Guide To Building A Successful Online Marketplace Business

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If you're thinking about starting a marketplace business, reading a book on the topic is a great way to build context. While there are several excellent books about the sharing economy, online marketplaces or platform businesses in general, we felt that one was missing: a practical guide that strikes the right balance between theory and practice.

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The Lean Marketplace is a very useful step-by-step guide to help entrepreneurs think through the challenges and solutions to create the next Uber or Airbnb." - Boris Wertz, Founder and General Partner, Version One Ventures

Inspired by the success of platforms such as Airbnb, Etsy or Fiverr? Want to know how to build an online marketplace business? This is the book for you. In this step by step guide, we will go through everything you need to know about developing your idea into a sustainable business, offering lots of practical advice and actionable ideas along the way. This book is the result of two experts putting almost two decades of experience together, in order to create a repeatable method for creating a successful online marketplace. The applicable tactics and techniques can be studied in advance, helping you avoid the most common pitfalls. It's a handbook for anyone building an online marketplace. The same methods will apply whether your organization is a startup, a cooperative, a non-profit, or a big brand. Not every marketplace will be as big as Airbnb and Uber, but we believe there are thousands of marketplace ideas out there that can make for great, sustainable businesses. With the help of this book, you're one step closer to building the next one. Critical acclaim "Juho and Cristóbal have written a practical in-the-weeds guide on marketplace execution that will prove invaluable for all entrepreneurs looking to start a marketplace. No fluff, just actionable ideas." - Sangeet Paul Choudary, best-selling author of Platform Revolution and Platform Scale "Building marketplaces can be hard. The Lean Marketplace is a very useful step-by-step guide to help entrepreneurs think through the challenges and solutions to create the next Uber or Airbnb." - Boris Wertz, Founder and General Partner, Version One Ventures "Must read for every marketplace entrepreneur. I'm going to ask everyone in our team to read this book." - Bram de Zwart, Co-founder and CEO, 3D Hubs "As I'm friends with both authors, I know first hand that the information in their book is hard won from long experience helping dozens of marketplaces succeed and consulting the top experts from around the world. However, the quality and comprehensiveness of the content speaks for itself. It covers all the essentials of growing an online marketplace, and in the most straightforward way possible. It is an impressively practical, must read resource for any current or aspiring marketplace entrepreneur. I can't recommend it highly enough, but please see for yourself." - Neal Gorenflo, Co-founder of Shareable "The essential guide to building an essential marketplace." - Tristan Pollock, Co-founder, Storefront, Partner, 500 Startups "Reading Juho's and Cristobal's advice online before launching our platform helped us save so much time and avoid the most common mistakes. If you're considering building a marketplace business, read this book first. Seriously." - Agne Milukaite, Co-founder and CEO, Cycle.land "Envisioning, validating, building and growing a marketplace is no small challenge: the most important aspect to nailing this challenge down is all about avoiding losing time and energy in the myriad of wrong directions that can come up your way. This book is an essential guide, the lifeboat for the marketplace founder that faces the ocean of bootstrapping." - Simone Cicero, platform strategist and consultant, creator of Platform Design Toolkit "I bootstrapped my marketplace business from launch to profitability in 6 months. Reading this book will help you do the same." - Mike Williams, CEO and Founder, Studiotime

Offers six sample business models and thirty case studies to help build and monetize a business.

The book is about applying Lean manufacturing principles to industrial maintenance in order to improve the efficiency and be able to do more with the same (or less) resources. By industrial maintenance we mean the maintenance that takes place in factories and industrial facilities. The book is the result of multiple improvement projects carried out by the authors in various industrial settings and sectors in the past 10 years. The approach works and can be applied in any industry. It yields results without investment. The book is a step-by-step guide that takes the reader through the maintenance process, from equipment failure to finished repair. In each step of the process, the typical inefficiencies are explained and tools are given to improve the process. The book is meant to be used as a guide in an improvement journey. The improvement approach presented in the book is very close to the shop floor and instructs the reader to engage with all team members in the maintenance department in every step of the process, in order to make the improvements sustainable. If one looks at the main market indexes, between one third and one half of companies on those indexes belong to the industrial sector: automotive, power generation, basic materials, chemicals, consumer goods, et cetera. Those companies spend on average 2 - 5% of plant replacement value per year on maintenance. About one third of this cost is maintenance labor. The maintenance work that gets done every day in factories around the world is typically inefficient, from a Lean perspective: time is wasted, different tasks are not properly coordinated, job durations are overestimated and job plans, when they exist, are thus "inflated" to cover up the inefficiency. All this happens because maintenance tends to be the "forgotten" area of efficiency in industrial companies, as much of the improvements are carried out on the (literally) productive areas of the factories. When companies set out to "improve" maintenance, they typically do it through budget cuts that can risk the reliability of the equipment. The authors believe there is a better way to do more with the same resources through a careful review of the current way of working and the introduction of Lean. With this book, the authors try to bring to maintenance managers and practitioners the tools they need to quickly improve efficiency (in a matter of weeks) without any investment.

Practical Lean Leadership: A Strategic Leadership Guide For Executives is the first book to present Lean leadership in ways that are specific

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and actionable for executives to apply at work every day. It links Lean principles and tools directly to leadership beliefs, behaviors, and competencies in new and innovative ways that connect to workplace and marketplace realities. It goes far beyond the common understanding of leadership and the training methods used for leadership development. The workbook can be used individually or by a leadership team in self-paced group training. Senior managers will be inspired by the proven approaches to improving their understanding and practice of strategic leadership. Practical Lean Leadership has won critical acclaim from executives with years of experience practicing Lean management in the real world: "This is a 'must read' book for all senior leaders. It is very well written for the C-level team and it fills a gap on how executives should lead a Lean transformation. It truly is the best description of Lean leadership today. I highly recommend it." - Edward Miller, President, Strategy Development Services, LLC "Bob Emiliani is addressing THE most important problem facing organizations trying to make Lean work; the role of the executive leadership. This workbook provides sound methods to assist managers understand their role and put it into practice. This is workbook and it requires some work, but the workbook format is very helpful to move these methods from ideas into the daily practice of Lean leadership." - Brian Maskell, President, BMA Inc. ""Practical Lean Leadership" explains key aspects of enterprise leadership and then takes it several steps further by applying Lean principles and tools to leadership itself. An effective model is created by understanding behavioral waste and by applying value stream mapping and standardized work in totally new contexts. The workbook format engages the reader and immediately connects to their reality." - Kevin Meyer, President, Superfactory Ventures, LLC

Know if you'll hit your targets before pulling the trigger on any marketing plan More than sixty five percent of new products are commercial failures, and if you compound this with a recession, now more than ever you can't afford to be wrong. In *If You Build It Will They Come*, business professor and strategy consultant Rob Adams shows you how to make sure you hit your target market before you spend a lot of money. He shows you the fast, systematic and proven approach of performing Market Validation in advance of making a large product investment. Adams outlines a simple and effective market validation and testing strategy that is proven, giving entrepreneurs and managers the ability to dramatically improve the prospect of product success. He explains how to quickly gather information on competitors, directly interview members of your target market, and figure out what the market really wants to buy, versus what customers say they want. The steps to quickly understanding the viability of your market Where to go to gather the information needed to hit the market requirements How to follow through with the right product launched in the right way Adams cuts through the fancy terms and expensive market research that gives lots of data but no real product oriented information about usage, pricing, features and competitive forces. In the end you'll produce results on your first release of a far more mature product, shipped in a faster timeframe with features customers will actually use. This book is for anyone involved with designing, developing and launching new products. Its examples and advice cover everything from the fledgling start-up that needs their first product to work just to survive to the successful Fortune Class company establishing new worldwide markets. Examples cut across all major industrial sectors including consumer, retail, manufacturing, technology, life sciences and services. This book offers the step-based guidance you need to make sure failure is not an option.

Many of the most dynamic public companies, from Alibaba to Facebook to Visa, and the most valuable start-ups, such as Airbnb and Uber, are matchmakers that connect one group of customers with another group of customers. Economists call matchmakers multisided platforms because they provide physical or virtual platforms for multiple groups to get together. Dating sites connect people with potential matches, for example, and ride-sharing apps do the same for drivers and riders. Although matchmakers have been around for millennia, they're becoming more and more popular—and profitable—due to dramatic advances in technology, and a lot of companies that have managed to crack the code of this business model have become today's power brokers. Don't let the flashy successes fool you, though. Starting a matchmaker is one of the toughest business challenges, and almost everyone who tries to build one, fails. In *Matchmakers*, David Evans and Richard Schmalensee, two economists who were among the first to analyze multisided platforms and discover their principles, and who've consulted for some of the most successful platform businesses in the world, explain how matchmakers work best in practice, why they do what they do, and how entrepreneurs can improve their chances for success. Whether you're an entrepreneur, an investor, a consumer, or an executive, your future will involve more and more multisided platforms, and *Matchmakers*—rich with stories from platform winners and losers—is the one book you'll need in order to navigate this appealing but confusing world.

While there are numerous Lean Certification programs, most companies have their own certification paths whereby they bestow expert status upon employees after they have participated in or led a certain number of kaizen events. Arguing that the number of kaizen events should not determine a person's expert status, *The Lean Practitioner's Field Book: Proven, Practical, Profitable and Powerful Techniques for Making Lean Really Work* outlines a true learning path for anyone seeking to understand essential Lean principles. The book includes a plethora of examples drawn from the personal experiences of its many well-respected and award-winning contributors. These experts break down Lean concepts to their simplest terms to make everything as clear as possible for Lean practitioners. A refresher for some at times, the text provides thought-provoking questions with examples that will stimulate learning opportunities. Introducing the Lean Practitioner concept, the book details the five distinct Lean Practitioner levels and includes quizzes and criteria for each level. It highlights the differences between the kaizen event approach and the Lean system level approach as well as the difference between station balancing and baton zone. This book takes readers on a journey that begins with an overview of Lean principles and culminates with readers developing professionally through the practice of self-reliance. Providing you with the tools to implement Lean tools in your organization, the book includes discussions and examples that demonstrate how to transition from traditional accounting methods to a Lean accounting system. The book outlines an integrated, structured approach identified by the acronym BASICS (baseline, analyze, suggest solutions, implement, check, and sustain), which is combined with a proven business strategy to help ensure a successful and sustainable transformation of your organization.

Any change can disrupt employees. Six Sigma, Lean Thinking and other quality improvement approaches can create significant people problems. The wise leader will be aware of these possibilities and more than just avoid them, will engage employees to create, manage and enhance change.

“Build it and they will come.” But what if they don't? - - *Find Your Market* is a book that helps technology entrepreneurs and innovators find the right market for their innovations. It shows them exactly how to: 1. Evaluate if their product is aimed at the right market or customers; 2. Identify promising market opportunities derived from the unique strengths of their technology; 3. Lock in on their best market opportunity, confirm its potential, and mold the product positioning to get the growth engines going. Deciding which customers to target should never be an afterthought. Yet, 73% of startups get the wrong market first. You don't need to get the market wrong, you don't need to spin your wheels, and you don't need to build a product hoping customers will come. Get on the right track with *Find Your Market*, a short, practical guide designed to help you find the best market for your innovation.

Companies from startups to corporate giants face massive amounts of disruption today. Now more than ever, organizations need nimble and responsive leaders who know how to exploit the opportunities that change brings. In this insightful book, Jean Dahl, a senior executive and

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expert in the Lean mindset and its methods, demonstrates why you need to embrace Modern Lean principles and thinking to redefine leadership in this age of digital disruption in order to continuously evolve the Lean enterprise. Drawing on nearly three decades of corporate and consulting experience, Ms. Dahl lays out a new holistic framework for developing Modern Lean leaders. Through personal experiences and compelling real-world case studies, she explains specific steps necessary for you and your company to proactively understand and respond to change. Understand the leadership challenges Lean leaders face in our 21st century global economy Explore the six dimensions of the Modern Lean Framework Learn and apply the nine steps necessary to become a Lean leader Use Modern Lean methods to build a culture of continuous learning that can be sustained and maintained within your organization Seize competitive advantage by embracing Modern Lean to build an enterprise that understands how to respond to disruption

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