

EIT HEI Initiative

Innovation Capacity Building
for Higher Education



Module IV: Metrics and pivot

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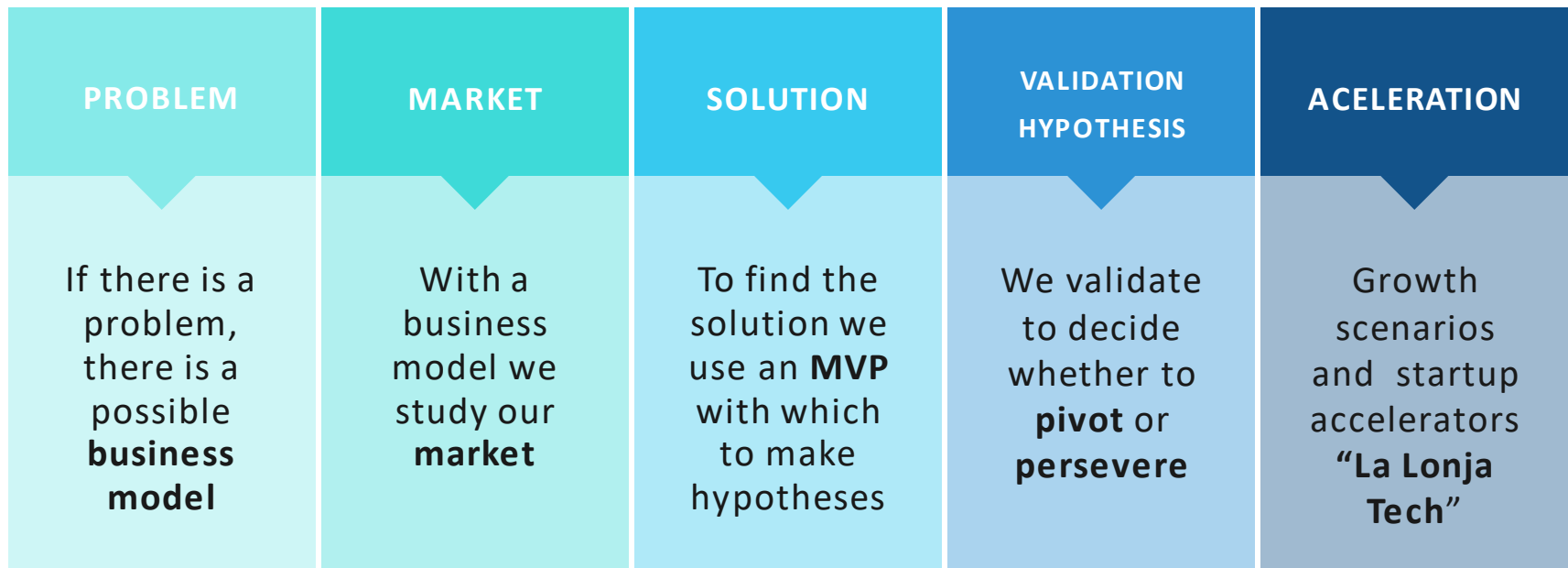


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Lean Startup Methodology



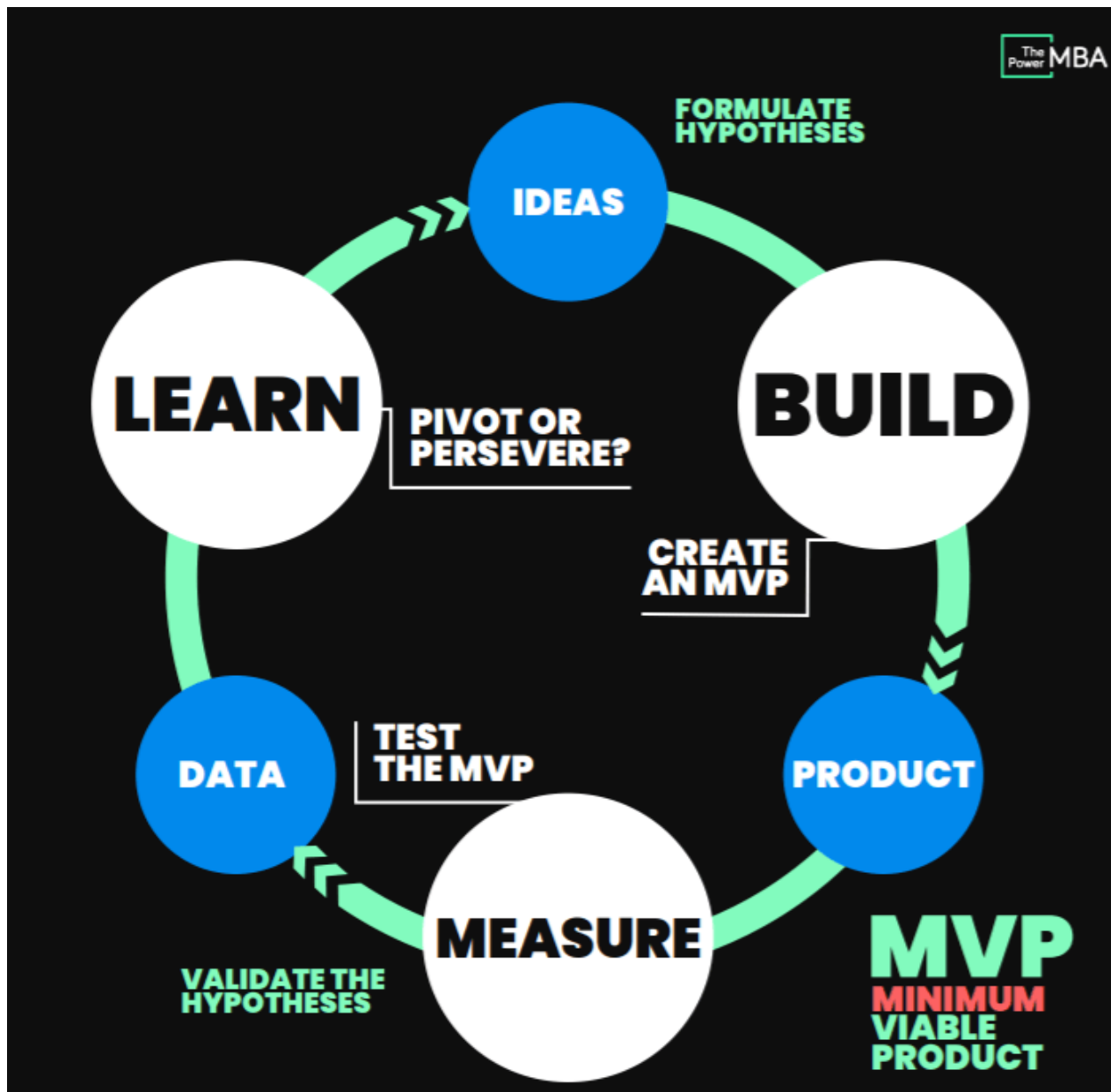
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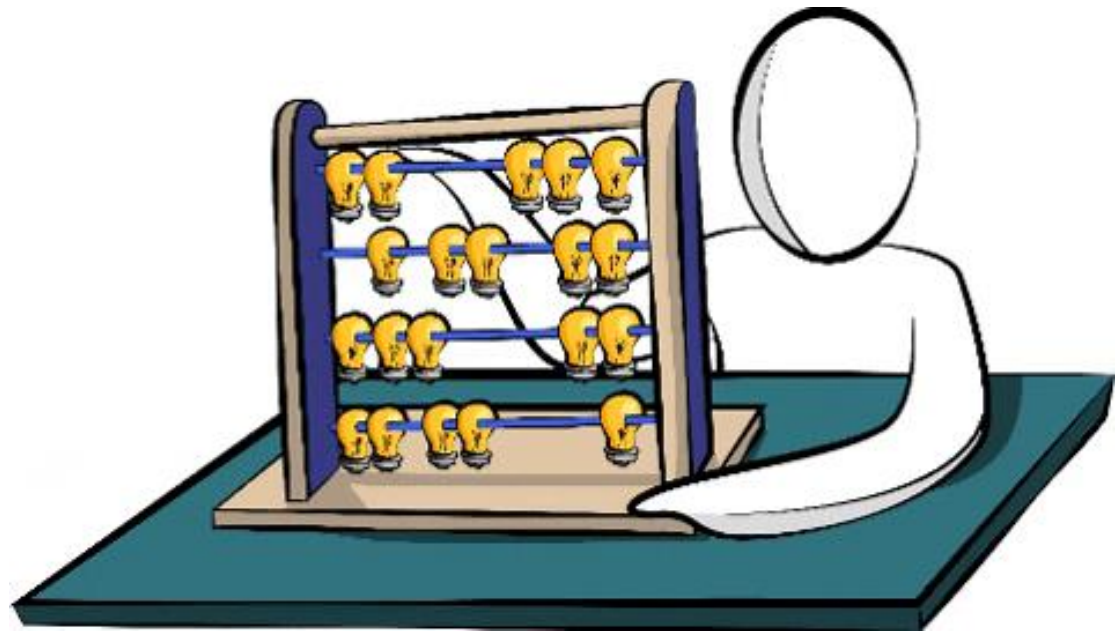


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Innovation Accounting

It is based on define metrics necessary to measure the performance of a product through a continuous learning process based on experiments



Avoid Vanity Metrics

Vanity Metrics vs. Actionable Metrics

Instead of this:

- ❌ Number of app downloads →
- ❌ Number of email subscribers →
- ❌ Number of social media followers →

Track this:

- ✅ Active app users
- ✅ Email CTA click-through rate
- ✅ Campaign conversion rate

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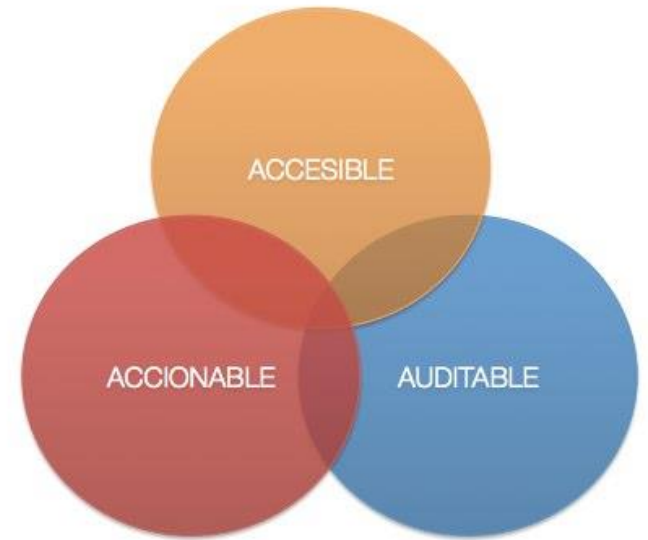
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The 3 “A”s of Business Metrics

- A = Actionable Marketing Metrics
- A = Accessible Marketing Metrics
- A = Auditable Marketing Metrics



Pivot or Persevere



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Types of Pivot

ZOON IN: You concentrate only on one feature of your product and you ignore the rest of the products. in other words, you make your product more simple and you concentrate on the things that people tend to use.

ZOON OUT: If the current version of your product is not sufficient for the customer, therefore, you have to expand it.

CUSTOMER SEGMENT: change the customer group on which you concentrate.

CUSTOMER NEED: Customer needs have not been correctly identified.

PLATFORM: You change from one platform to another to catch the trends.

Types of Pivot

BUSINESS ARCHITECTURE: You change your business model and you change many elements.

CAPTURE VALUE: You change the way you monetize.

ENGINE OF GROWTH: You change your strategy because you are looking to growth faster.

CHANNELS: You change the channels. The method of selling.

TECHNOLOGY: The technology forces you or create new opportunity to solve problem in a new better o cheaper way.

Engine of growth

STICKY: Where customers pay for a product or service over a period of time.

VIRAL: You get new clients thanks to your clients.
People tell's other about you.

PAID: You pay to attract potential consumers from advertising.



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Thanks

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