



Playing **Lean**

| The aim

- Context: Four social media startups, fighting for the same market.
- The winner : the first to sell to the Red Customer Tile (representing the early majority)
- Each team has to
 - conduct experiment,
 - manage its product (i.e. build or remove feature)
 - sell it
 - build its company

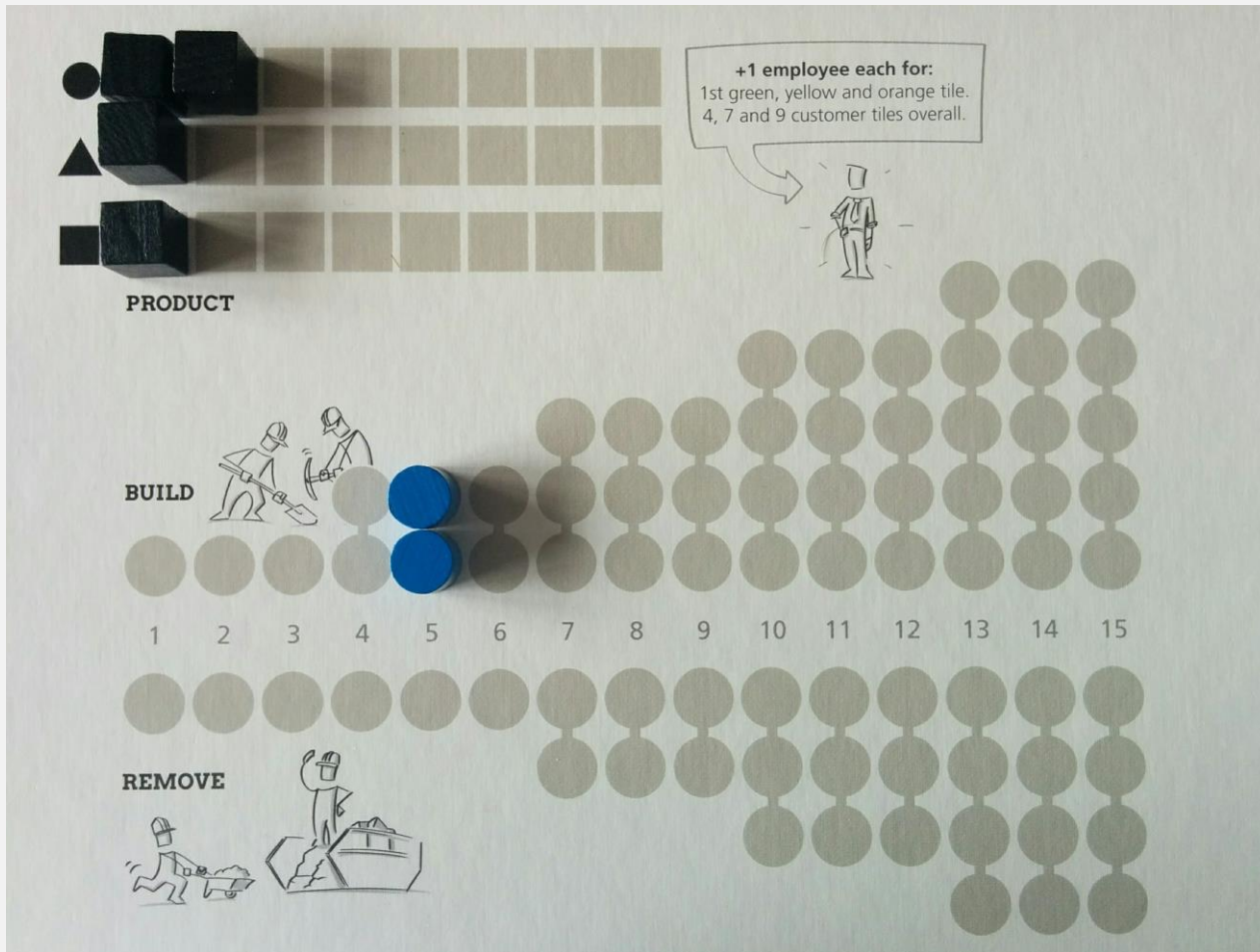
Game flow

Before the beginning of the game, each team reads its company card out loud

Then, at each round, each team:

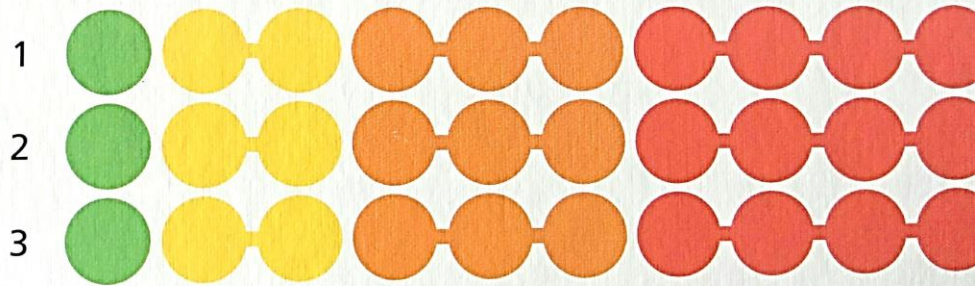
1. Allocate employees
2. Perform Actions
3. Hire employees (if possible)

Manage the product



Conduct Experiment

1/ Allocate resources



2/ Pick an experiment card

3/ Flip Tile(s) among those accessible for your company

The background is a light gray field filled with a dense, repeating pattern of small, white, line-art icons. These icons represent a wide variety of concepts including technology (laptop, smartphone, Wi-Fi, mail), business (shopping cart, bar chart, calendar, location pin), communication (speech bubble, headphones, microphone), and general utility (home, lock, key, globe, paper plane).

Let's **Play!**