YOUR QUICK TOUR

Spend to learn, not to look big

Use the smallest honest test that can answer an important business question.

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YOUR FINISH LINE

One small offer, one spending cap, one real customer test and one clear stop-or-continue rule.

01 / MEET YOUR GUIDE

Sara avoids a warehouse-sized mistake

Fictional example: Sara, her gift-box business and all details are invented.



THE BIG PLAN

Sara wants custom stock, a rented room and a large launch campaign before she has sold one gift box.

THE SMALLER MOVE

She creates one sample, photographs it and asks for deposits on ten pre-orders. She packs the first batch in borrowed space.

THE LESSON

Starting small does not mean thinking small. It means delaying heavy commitments until customer behaviour and delivery costs are clearer.

02 / THINK LEAN

Small is a strategy, not a weakness

Early business decisions should create learning without trapping your cash.

SMALLEST USEFUL VERSION

Deliver the core result with fewer features, options, locations or products.

REVERSIBLE CHOICE

Prefer a choice you can change cheaply: trial, rental, small batch, short contract or manual process.

ONE QUESTION

Each test should answer one important question about demand, price, delivery or repeat use.

HONEST OFFER

Tell customers what is ready now, what is limited and when delivery will happen.

LEAN DOES NOT MEAN CARELESS

Keep safety, quality, legal duties and customer promises intact. Cut unnecessary scale, not responsibility.