

# Using the lean startup method for an internet broker in the recycling industry

Master Thesis

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1. Research question and method
2. Lean startup method
3. Idea
4. Team
5. Implementation
  - 5.1 What already happened
  - 5.2 Current state
  - 5.3 Next steps
  - 5.4 Measure
  - 5.5 Learn
6. Timetable



## Question

Using the lean startup method for an internet broker in the recycling industry

→ Is the lean startup method suitable to build up an internet broker in the recycling industry?



## Method

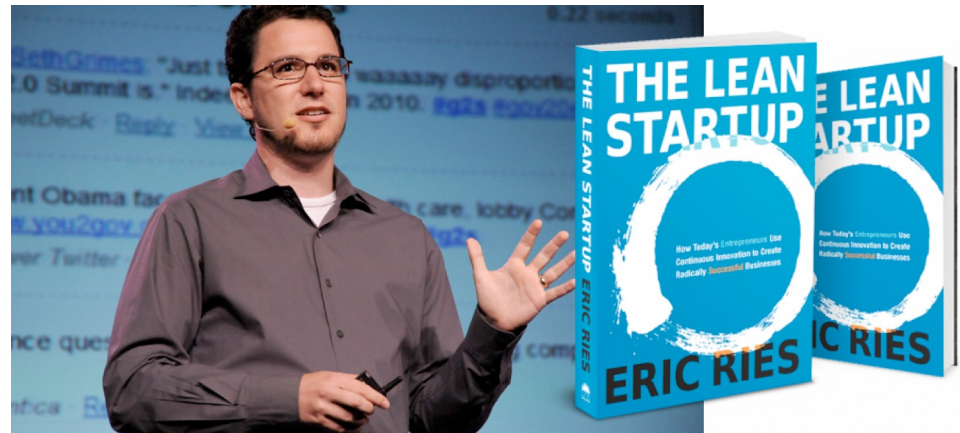
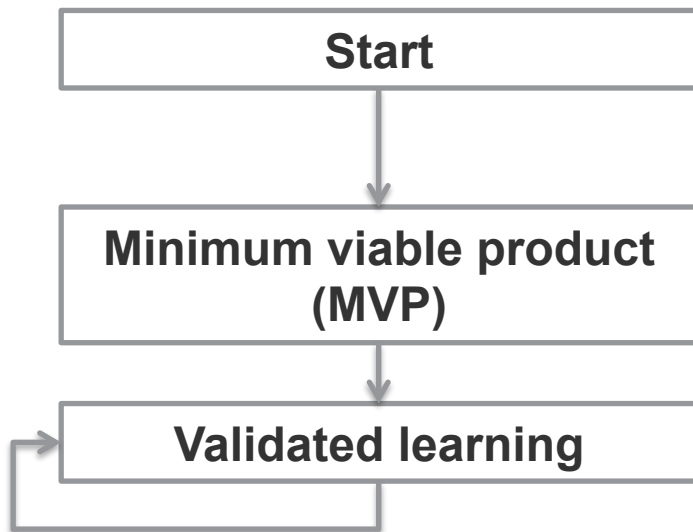
Participant observation

→ researcher gets part of the observed “culture”

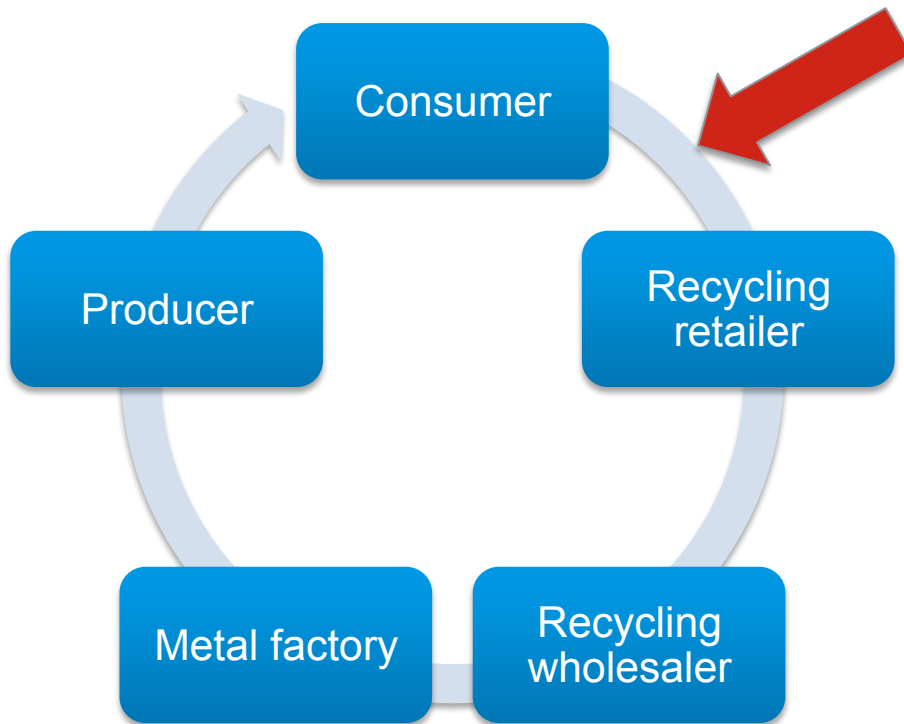


# Lean Startup Method

„**Lean Startup**“ is a largely theoretical methodology for developing businesses and products first proposed in 2011 by Eric Ries. (Wikipedia.org)

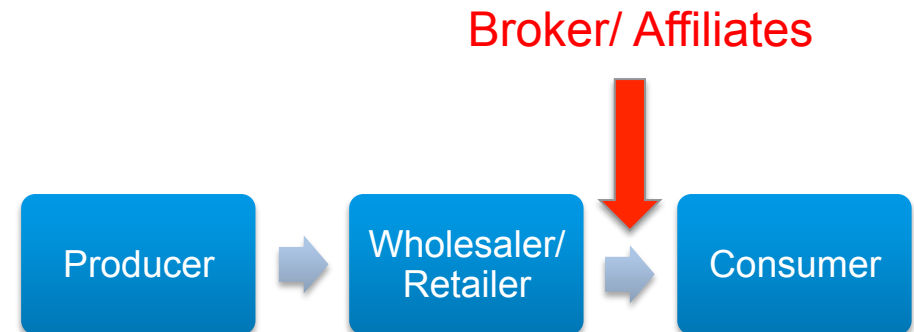


## Recycling industry



Where we come in

## Retail industry



Broker/ Affiliates



- Has recycling necessity
- Wants an easy and cheap recycling solution
- Uses the internet to find offers

- Has a good website for easy and cheap recycling solutions
- Has a high visibility in the internet
- Is an agency with solutions for many recycling problems
- Earns by commission for mediation

- Is the expert in the operative recycling process
- Has limited (online) marketing skills
- Gets its orders from Schrott-Deal.de



**Hesham Ghandour**

Student Computer Science  
Did already own web projects

Website creation  
IT-process creation



**Savas Hobelsberger**

Works as managing clerk at a recycling retailer

Customer service  
Order handling



**Stefan Weymann**

Student TUM-BWL  
Major: Marketing/Computer Science  
Worked in E-Commerce

Online marketing  
Management of the company

## About

## Responsibilities

- What already happend

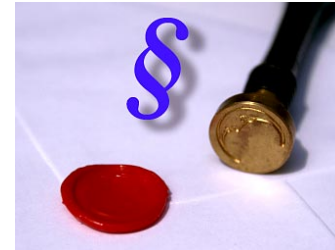
## Initial Phase

- Team building



**TEAM BUILDING**

- Pre establishment activities



- Initial website creation (MVP)



- Current state

**SCHROTT-DEAL.DE**  
München

 Kundenservice: 0177 / 43 40 950  
Oder füllen Sie das Formular aus

  
Schrottabholung

  
Autoverschrottung

  
Containerdienst

  
Abbruch & Demontage



### Was wollen Sie entsorgen?

Schrottart

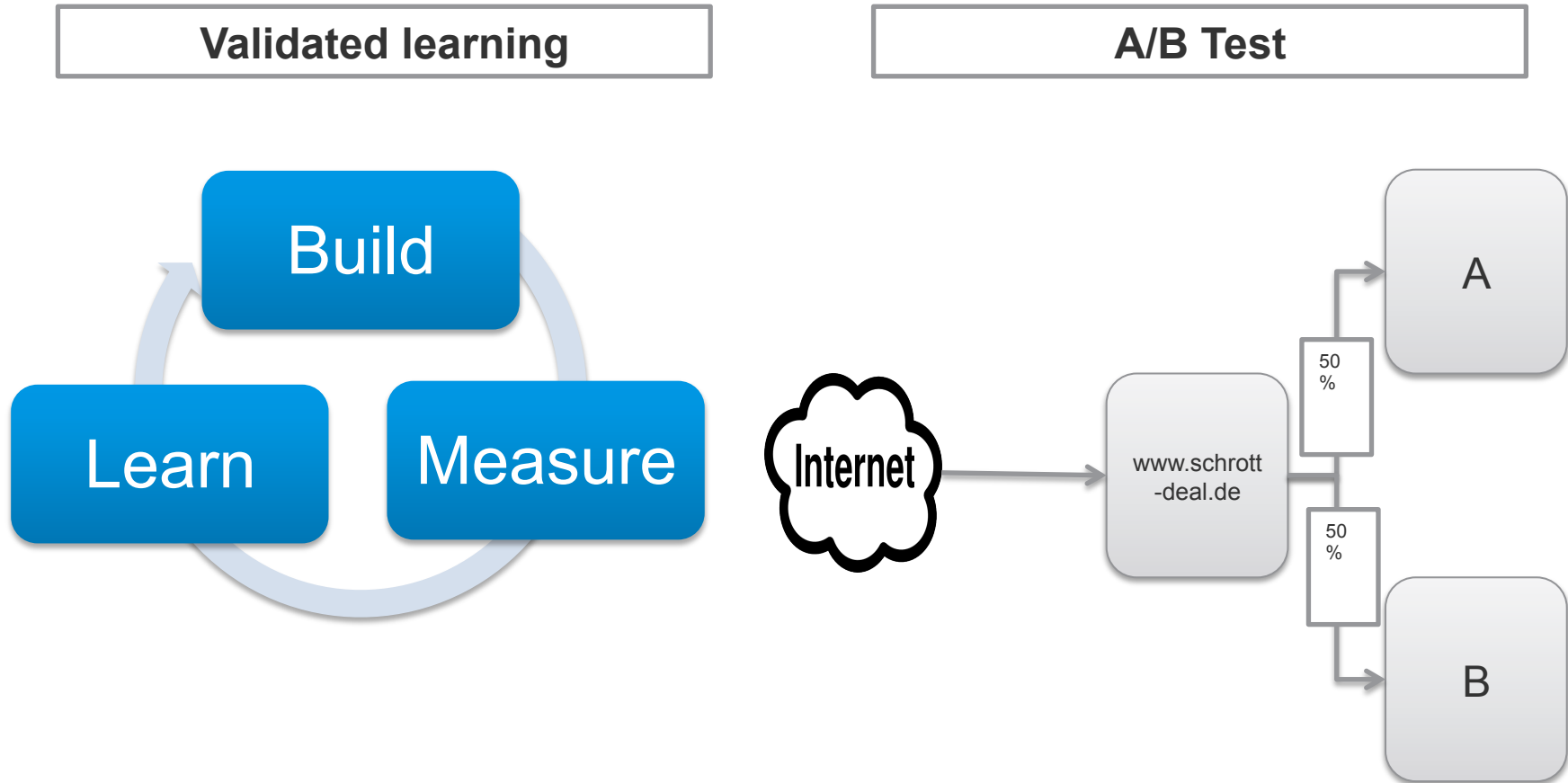
Menge   KG

Zusätzliche Infos

|                           |        |
|---------------------------|--------|
| Anfahrt                   | -30 €  |
| Preis / Einheit           | 0.13 € |
| Die Abholung kostet Sie * | 30 €   |

Weiter >

- Next steps



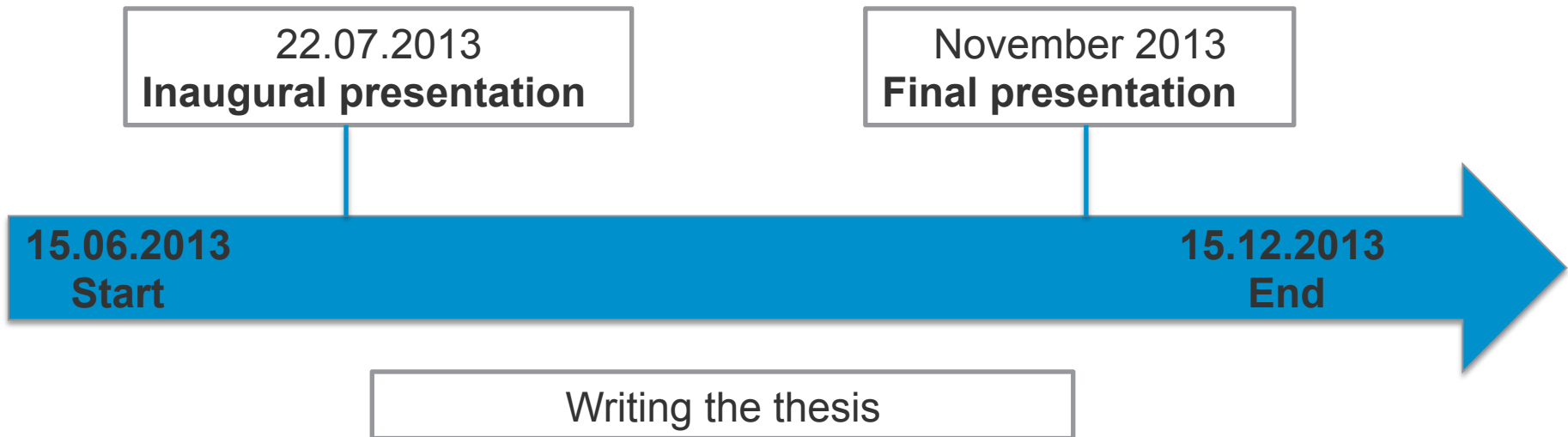
- **Measure**
  - **Google Analytics**
    - Visitors, New Visitors
  - **Google Adwords**
    - Impression, Klicks, CTR, CPC
  - **Intern Data**
    - Orders, Revenue
  - **SEO Tools**
    - Search volume per keyword, page performance competition



- Learn

## First learning's:

| Observation                                         | Learning                                  |
|-----------------------------------------------------|-------------------------------------------|
| Web form is rarely used<br>→ Customers call instead | Improve website to increase online orders |
| No orders on the weekend                            | Optimize SEA Campaign                     |
| Average CPC is too high                             | Switch to more SEO                        |
| Internal processes are not optimal                  | Create Administration Tool                |





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## Picture

- Slide 2: <http://radbusinessassociation.files.wordpress.com>
- Slide 3: <http://pablopeyrolon.net>
- Slide 3: <http://csn-deutschland.de>
- Slide 4: <http://nemonics.files.wordpress.com/>
- Slide 7: own pictures
- Slide 8: <http://psmintura.files.wordpress.com/>
- Slide 8: <http://bestatterweblog.de/>
- Slide 8: <http://xyzuniversity.com/>
- Slide 9: <http://schrott-deal.de>
- Slide 11: <http://xfep.com/>
- Slide 14: <http://suchthaufen.net/>