

LEAN STARTUP AT KEURIG

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SMART ME UP

KEURIG® CONNECT

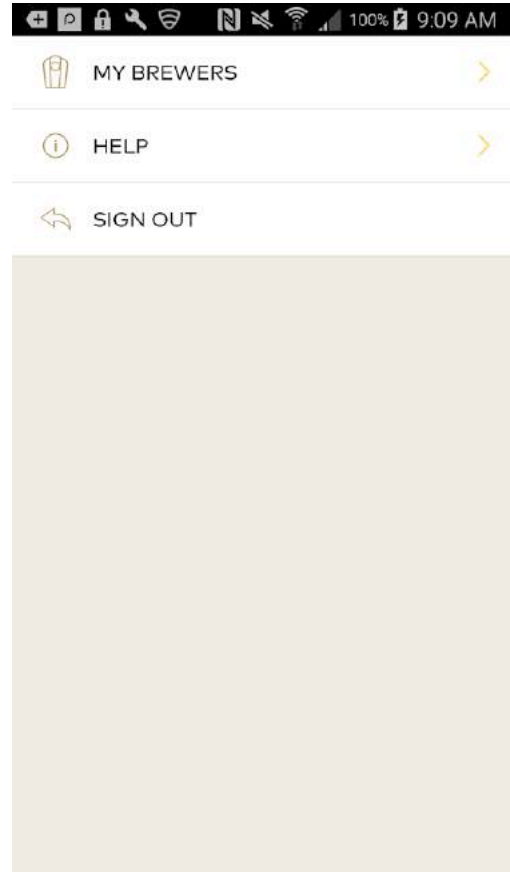
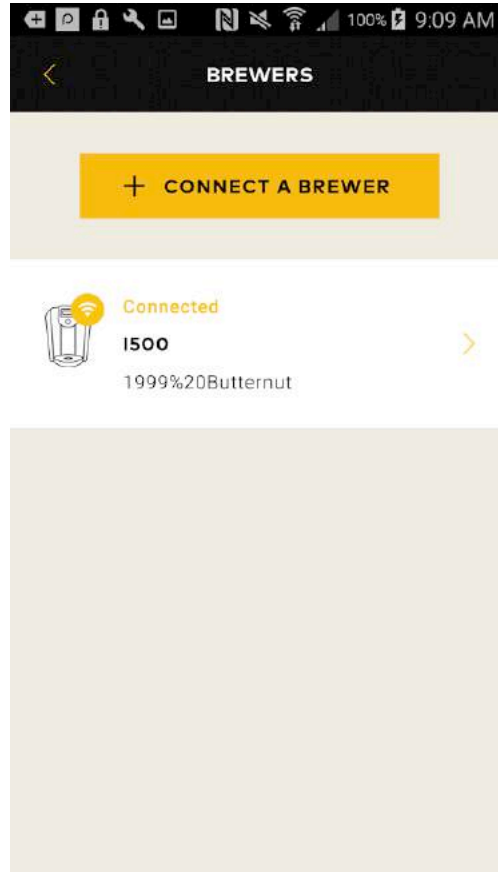
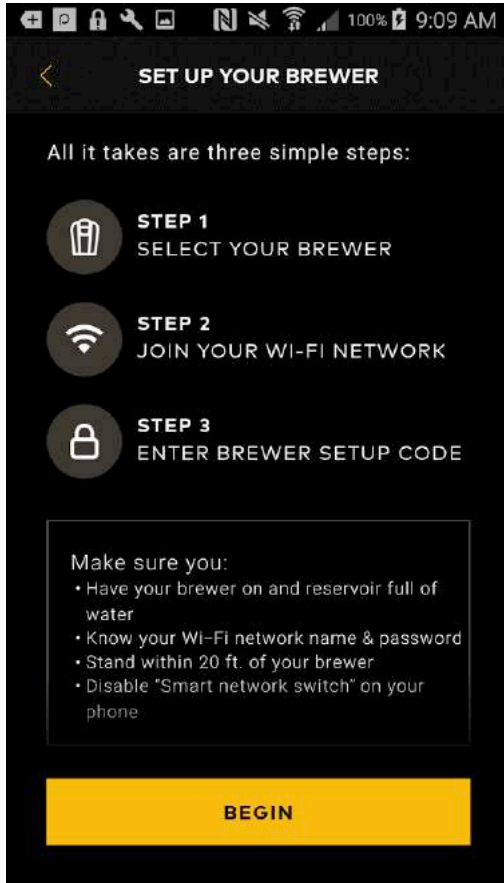




SPEED/ RISK

Creating an MVP for test and learn purposes only, allowed us to go through an abbreviated development stage and skip some of the builds required for products that we will produce in the millions.

MVP CONNECTED APP



A man in a light blue button-down shirt and dark trousers stands in a modern kitchen. He is holding a smartphone in his left hand and pouring coffee from a red machine into a white cup with his right hand. The kitchen features white cabinets, a wooden countertop, and a large window in the background showing greenery outside. A yellow text box is overlaid on the right side of the image.

INTO THE WILD

We then created a test environment for this MVP using real consumers. This allows us to get real consumer feedback in a low risk environment. It's basically a pre-commercial launch where consumers are using our MVP brewers in their homes and using the app to have enhanced experiences with it.

LESSONS LEARNED