

PREDICTIONS THROUGH LEAN STARTUP?

HARNESSING AI-BASED PREDICTIONS UNDER UNCERTAINTY

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To the paper



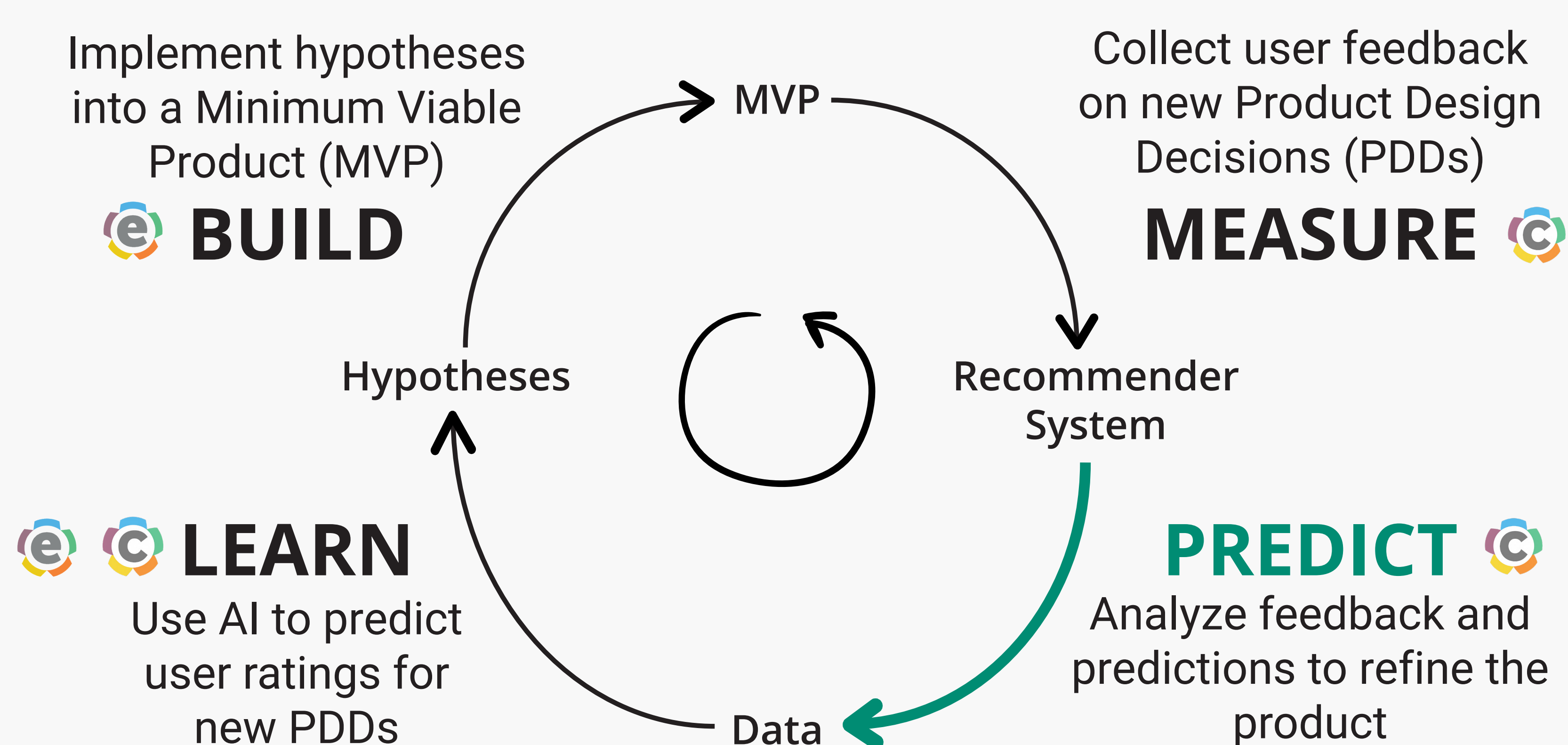
KEY CONCEPTS

Lean Startup Methodology: Build-Measure-Learn (BML) loop

Effectuation Theory: Balancing prediction (causal) and control (effectual) logics

AI Integration: Adding a predictive phase to the BML loop

EXTENDED BUILD-MEASURE-PREDICT-LEARN (BMPL) LOOP



EASYTIPS PROJECT

Objective

Evaluate the desirability of new features in a digital platform

Data Collection

User ratings on 12 features

AI Model

Collaborative Filtering
Recommender System (CFRS)

Results

High prediction accuracy and ability to detect less precise predictions

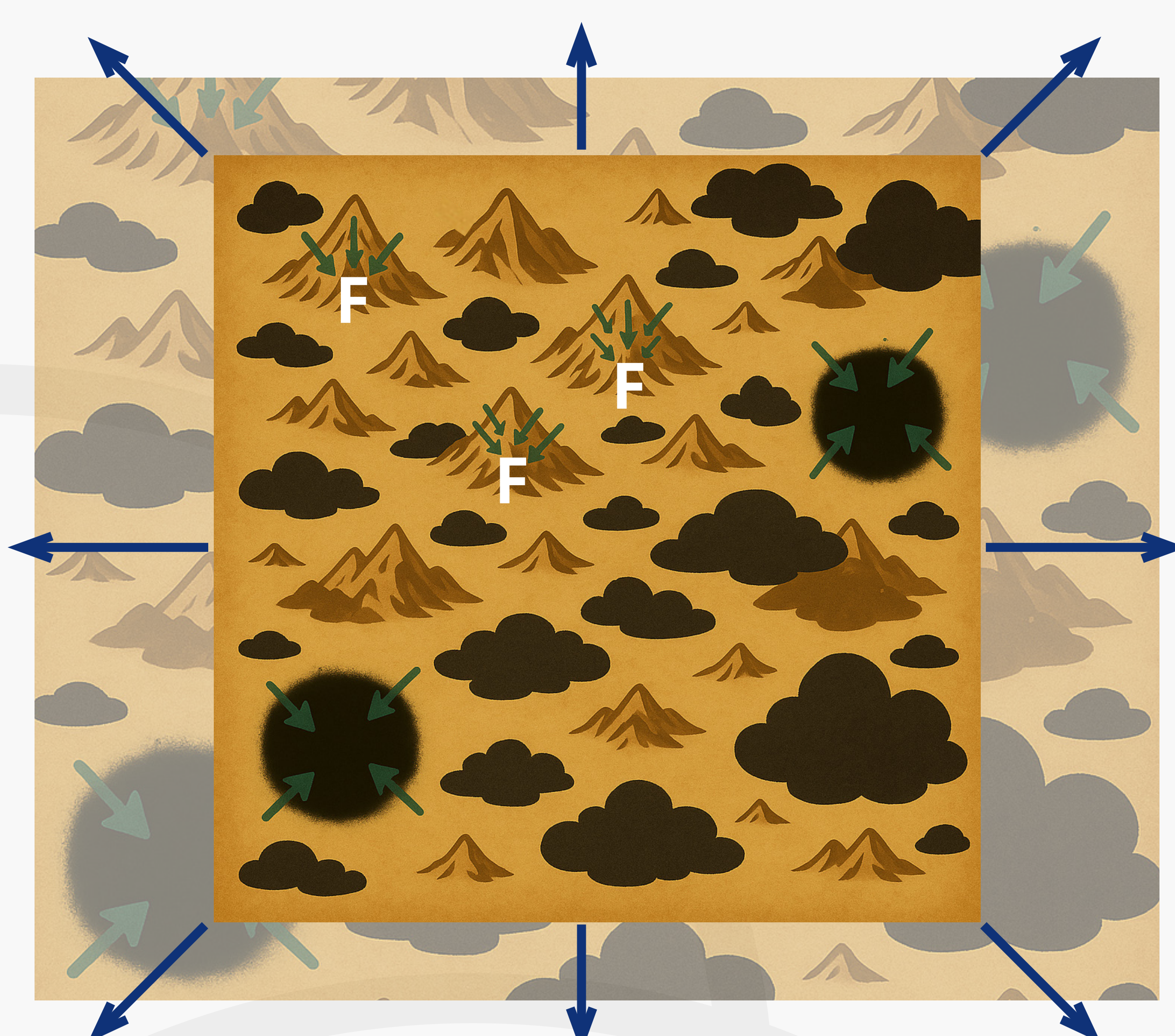
IMPLICATIONS FOR ENTREPRENEURS

Rapid Experimentation: knowledge expansion by shortening the feedback loop and accelerating data collect and synthesis

Identification of surprising correlations:

Reveals previously unknown(able) factors (F) beyond human cognition

Enhanced Decision-Making: by combining causal (C) and effectual (E) logics



→ Knowledge expansion
→ Uncertainties reduction

WHAT'S NEXT?

- Role of AI in pivoting entrepreneurial project
- AI agents: tools, coach or partners?
- Trusting AI for feedback
- ...