

Pivot

Learning objective

L1 L2 L3

Define pivot.

Learning objective

L1 L2 L3

Identify famous pivots.

Learning objective

L1 L2 L3

Describe pivot types.

Pivot

A structured course correction designed to test a new fundamental hypothesis about the product.

Three famous pivots:



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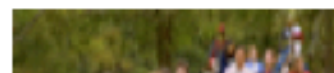
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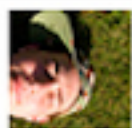
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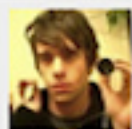


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What your friends are doing. (over the last 24 hours)



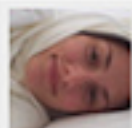
RayReadyRay Happy to have my coffee, but reminded of a less plesent scene from the movie Brain Candy, involving man enjoying his coffee. (2 minutes ago) [x](#)



Jack enjoying the music of my friends. (39 minutes ago) [x](#)



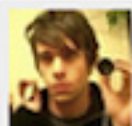
Florian just bought my plane ticket. will get to san francisco on the 16th of september. just in time to still see the drawing restraint exhibition. (about 1 hour ago) [x](#)



Crystal listening to Erlend Øye and making up for lost time. (about 1 hour ago) [x](#)

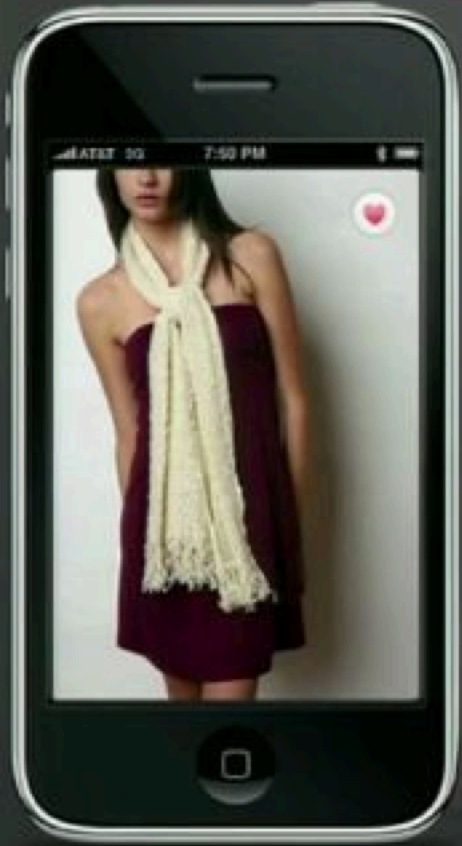


ev Waiting for slow bagel. Board mting in 20 (about 1 hour ago) [x](#)



Jack twtr is sweating in anticipation of its imminent launch... (about 1 hour ago) [x](#)





TOTE

Shop your favorite stores from the iPhone

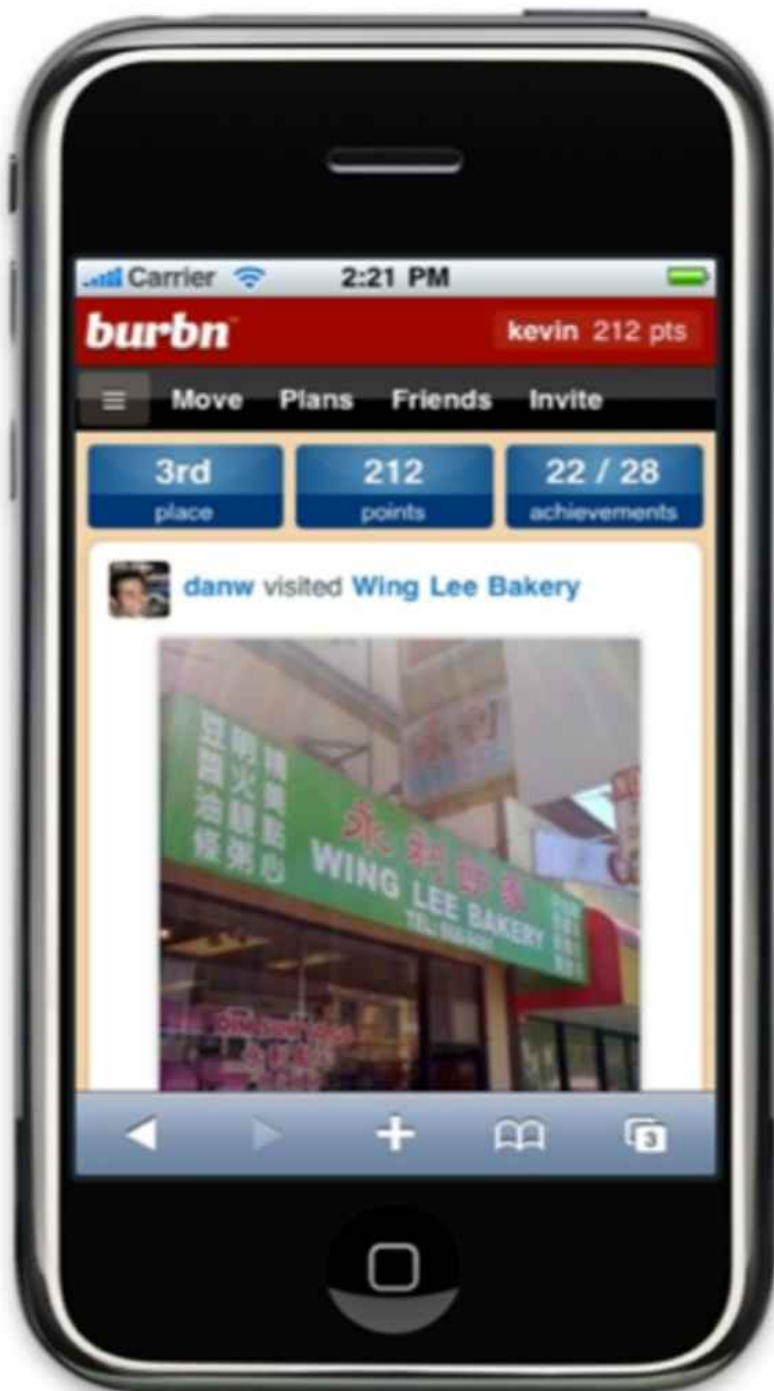
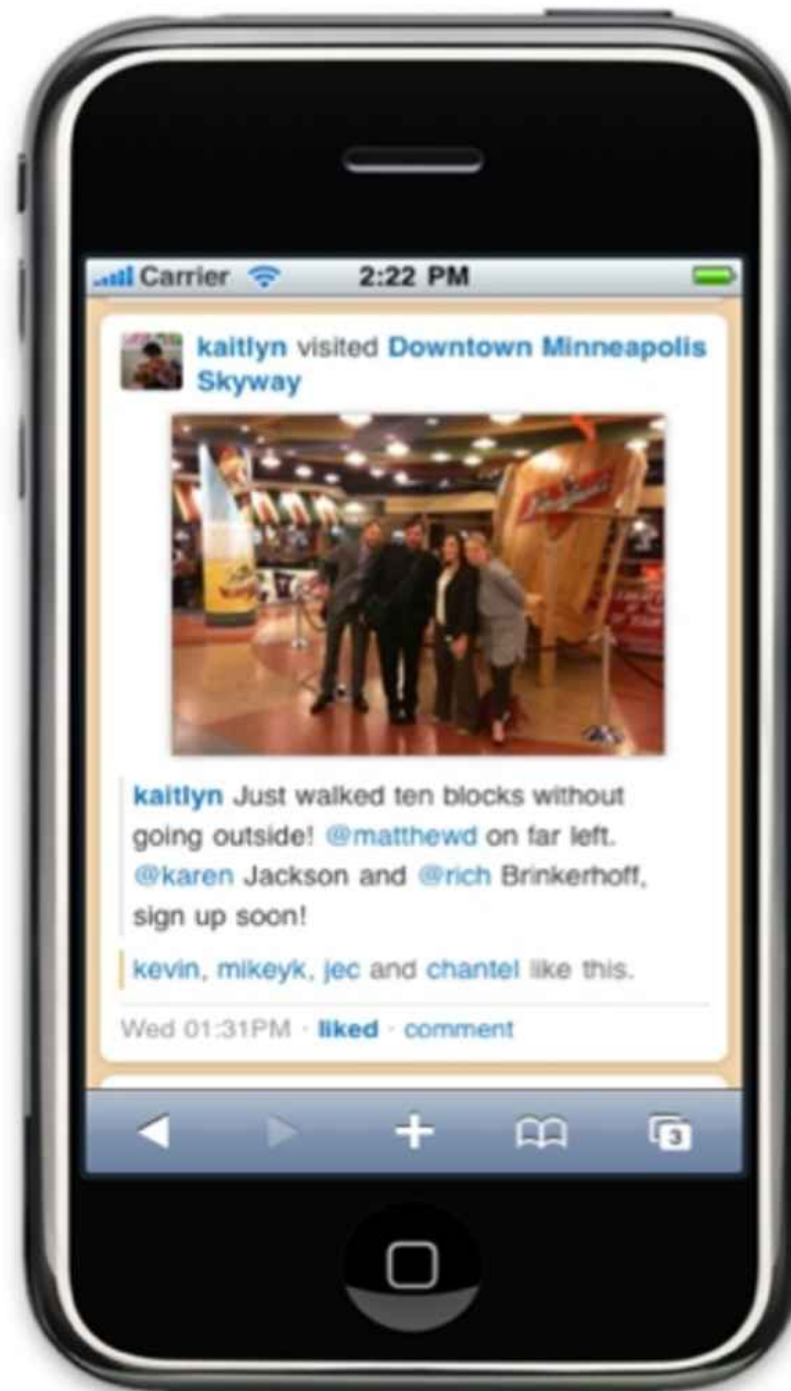
- Browse thousands of products from your favorite stores
- Save items you love
- Find Deals with price drop alerts
- Read about the latest fashion trends and local sales

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The Pinterest logo is centered on the page. It consists of the word "Pinterest" in a white, cursive script font, set against a solid red rectangular background.

Pinterest





Instagram

Ten types of pivots:

1. Zoom-in pivot

2. Zoom-out pivot

3. Customer segment pivot

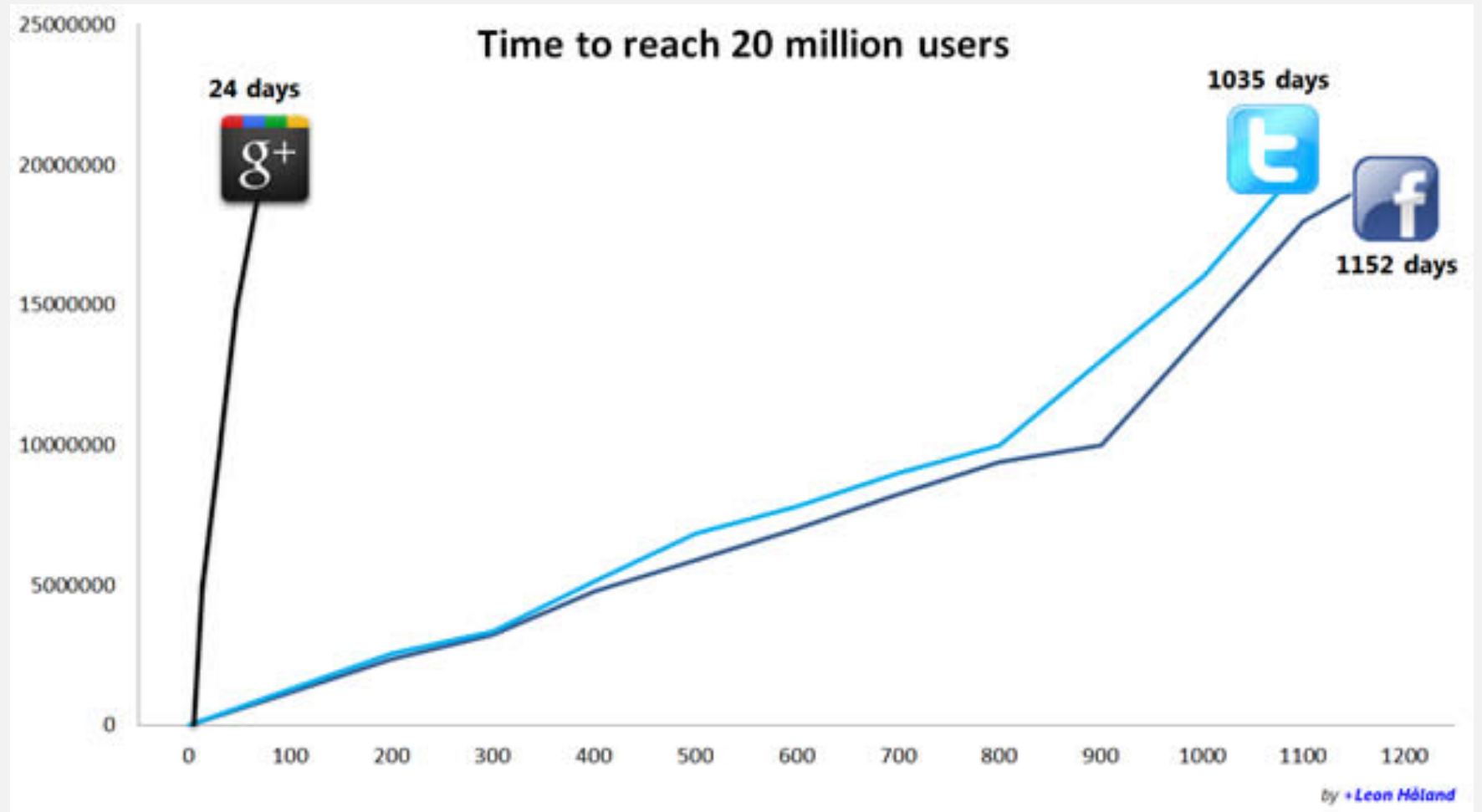
4. Customer need pivot

5. Platform pivot

6. Business architecture pivot

7. *Value capture pivot*

8. Engine of growth pivot



9. Channel pivot

10. Technology pivot

Validated learning:

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