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Insights from a Digital Lean Startup: Co-creating Digital Tools for Cognitive Augmentation of the Worker

Daryl Powell¹, *Manuel Oliveira²

¹Norwegian University of Science and Technology, Trondheim, Norway

²KIT-AR, London, UK

* Corresponding author. *E-mail address:* manuel.oliveira@kit-ar.com

Abstract

Lean Startup is described as the application of lean thinking to the process of innovation, where a process of validated learning allows entrepreneurs to develop and test their products through frequent experiments. Such learning capabilities remain critical as we progress into an era of digitalization, where an abundance of data promises to advance the way in which many organizations develop problem-solving capabilities to learn to do better business. Thus, the aim of this paper is to provide insight into how the lean startup methodology can be used to develop digital solutions which enable manufacturers to better solve their problem-solving problems in the digital era. We present insights from an innovative new startup company that has adopted the lean startup methodology to develop an augmented reality solution that promises to support and enhance the problem-solving capabilities of the operators of the future. The insights have relevance for both practitioners and researchers.

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