EXPERIMENTATION SPRINTS

the story of one entrepreneur success

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Experimentation Sprints

The story of one entrepreneur's success

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Contents

It's something between 40 and 100 tons. Let's say... 60 tons. It's definitely 60 tons. Or maybe a little bit more, now that I think about it.

It wasn't quite the answer Joe, an employee of a large agribusiness company, was expecting. They had several silos, most of them very big and filled with chemical materials with which their fertilizers were made. Every silo had specific measures and formats, storing tons of different materials, each with its own weight and density. The question Joe asked his colleague, who was in charge of inventory, was simple: how much material did they have stocked in a specific silo?

There was a clear lack of precision on the way they measured it. And after that somewhat educated guess, made by a glance at the huge pile of product they were facing, he discovered that even the actual measure wasn't a lot more precise. It consisted of having an employee climbing piles that could be easily 10 times their height, and using a laser pointer to measure the distances, writing them down on a piece of paper. Later, they would roughly draw an approximated shape, add the distances they measures, calculate the volume, taking the material density into account, and get a number. If that number didn't sound too absurd, they would consider it the actual measure.

It was clearly a problem. They could be losing hundreds of thousands of dollars every week for not managing silo occupation more precisely. And that's when Joe realized the size of the problem he was going to face, as he was going to lead the project that was supposed to solve that problem.

Having some money and freedom to choose a solution, Joe's first idea was to find market products that could solve his problems. Not a lot of luck there; unfortunately since the problem has some specific characteristics, no market product completely solved the problem. And the ones that seemed to get close to it, not without some adaptation, were simply too expensive to be worth it - especially

not at the scale they needed, of hundreds of different silos across the country. It simply wasn't viable.

The solution for Joe's problem required creativity; it had to be cheap, adaptable, precise and compliant to all rigorous safety rules the company had to meet.

Still in search for a possible solution, he attends a [name of the conference], where [name of the person] talked about innovation, how to achieve it and the main benefits of it.