

ABSTRACT

The COVID-19 pandemic has changed the work culture from WFO (Work From Office) to WFH (Work From Home), with technological developments and innovations making it easier for people to work remotely, as well as doing business. A business startup is a company initiated by an individual founder or entrepreneur to solve a problem, a new opportunity and a scalable business model and is classified as an information technology business. Based on the development of startup business science, there are several things that must be done in business development activities so that startups can survive. The purpose of this research is to provide a means for Zeta Digital Talent startups to prototype their business products with the right Lean Canvas business model and the Running Lean method created by Maurya Ash. The main principle of Running Lean is to provide step-by-step directions in company discussions, and Zeta's startup business development through Feasibility Study on market aspects so as to provide an overview of the segments and positions of Zeta.

The creation of a product prototype or Minimum Viable Product (MVP) is carried out by verifying the hypothesis that will be used in the MVP adjustment. The creation of product designs to platforms and distribution channels is also carried out which can then be used to determine business and marketing strategies. The application of this method resulted in a mapping of Zeta's segmentation and position in the market and also the creation of a Zeta product prototype platform based on the Lean Canvas design. The impact is that there is a place for talents who want to work remotely, both in talent registration, remote job vacancies, education registration and increasing company revenue because products have been more adapted to customer needs without reducing the added value offered by Zeta.

Keywords: *startup, business development, running lean, MVP, Lean Canvas.*