

**Abstract**

In Indonesia, startup companies are experiencing significant growth. In 2019, there were 2,193 startups in Indonesia. However, in the process 90% of those startups end in failure. One of the failure factors of startups is that the products produced do not meet market needs, so we need the right product. However, in the software development process, creating the right product requires a lot of time and money. This has resulted in new technology startups (early-stage startups) which have limited resources and costs, experiencing many failures in the product section.

In this research, a combination of Design Thinking and Scrum methods has been carried out. Design Thinking is used to create product solutions that users want and Scrum is used to create software for those products. The result of this research is a Minimum Viable Product (MVP) which has been tested by Startup KIOOS. The results of the prototype test produce an average SUS Score of 70,625 which indicates the prototype can be accepted by the market. The results of product testing with the Pirate Funnel Framework for 28 days show that the resulting product cannot be said to be product-market fit because the percentage of Retention from Acquisition is only 19.4%. However, these products have the potential to achieve product-market fit due to an increase in activation and retention. So this research proves that the integration of Design Thinking and Scrum can be done at the Early-Stage Startup to create products that are needed by the market but this process requires adjustments to the team.

**Keywords:** *Scrum, Design Thinking, Early-Stage Startup*