

“A startup is a temporary organization designed to search for a repeatable and scalable business model.”
- Steve Blank

PIVOT OR PROCEED-HOW TO DECIDE: Every entrepreneur faces tough questions about the progress of their startup. Pivot? Proceed? Quit? Learn how to think about these challenges.

Keynote Lecture Notes:

Impact Question: What will you do differently as a result of what you’ve learned from this module?

Questions for you, the entrepreneur

1. What are my most important metrics?
2. What have I learned about my customers that helps me determine whether to pivot or proceed?
3. Can I refine my business model?
4. What changes can I make to create a better product/market fit?
5. What hard choices do I need to make?

Questions for your team, advisors, mentors

1. What are our really important metrics?
2. What have we learned about our customers that helps us determine whether to pivot or proceed?
3. Can we refine our business model? What ideas do we have for doing this?
4. What changes can we make to create a better product/market fit?
5. What hard choices do we need to make?

Additional Resources from www.KauffmanFoundersSchool.org

<p style="text-align: center;">Readings</p> <p>Notes:</p>	<p style="text-align: center;">Founder Genius</p> <p>Notes:</p>
<p style="text-align: center;">Other Related</p> <p>Notes:</p>	<p style="text-align: center;">Tools</p> <p>Notes:</p>