

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

THE LEAN METHOD: Founders who seek early contact with customers gain insights into customer needs that are invaluable in the vital development stages of a startup.

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 implications does this method have for my role in the company?
- 2.. How can I support the search process?
3. Who do I think our customers are?
4. Do we have the right customer for the right product?

Questions for your team, advisors, mentors

1. What implications does this method have for my role in the company?
2. How can I support the search process?
3. Who do I think our customers are?

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>