

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

WHAT WE KNOW ABOUT STARTUPS: A startup differs in significant ways from a big company. Be sure you understand the difference.

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. Do I understand the implications of this distinction for my day-to-day work?
2. What kind of market am I in? Existing, re-segmented, new, or clone? Why does this matter? What are my challenges?

Questions for your team, advisors, mentors

1. Do we understand what it means to be part of the startup team?
2. How is the search different from the execution?
3. How is my particular role different?

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>