

“The battle is no longer about large agencies and big budgets. Today all you need is a really good product that meets a customer need, a few people who are smart, willing to hustle, and some basic marketing tactics.” – Anita Newton

**CONSOLIDATE AND CODIFY LEARNING:** The final corner of the quad framework has you pause, pivot, or pursue. Evaluate what you’ve learned, check your progress, and determine how to proceed.

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 have we learned through experimentation and growth hacking?
2. Do we have the right product, target, customer?
3. Will we pause, pivot, or proceed?

## Questions for the team

1. What have been the big “a-ha” moments?
2. Will we pause, pivot, or proceed?

Additional Resources from [www.KauffmanFoundersSchool.org](http://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>