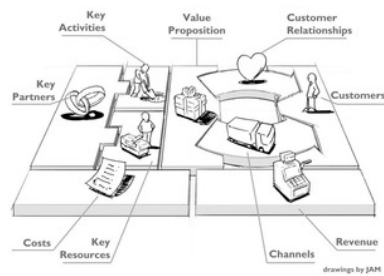


Resources

DID YOU KNOW? AVERAGE PERSON READS 2 BOOKS A YEAR -- BE MORE THAN AVERAGE!



1.) CUSTOMER DISCOVERY

Alexander Osterwalder explains the Business Model Canvas in "Business Model Generation".

Steve Blank, "Startup Owner's Manual".

"The Innovator's Solution" by Clayton Christensen

& Michael Raynor.

NSF I-Corps Program, www.nsf.gov/i-corps

2.) POSITIONING FOR PROFIT

"Strategic Market Management", 5th edition, by David Aaker.

"Mastering the Complex Sale" by Jeffrey Thull.



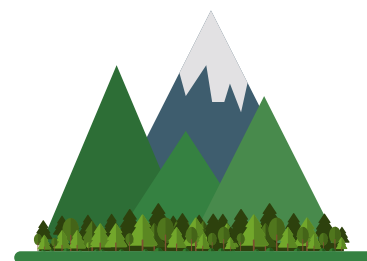
3.) FIND YOUR VILLAGE

Million Cups

Toastmasters

Industry Clusters, Associations, Meetups

Blogs are good sources of outsourced talent



4.) IT'S A MARATHON

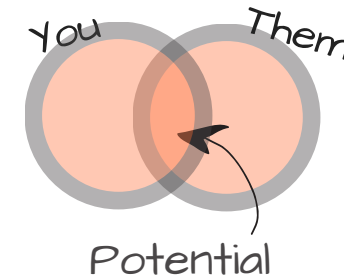
"Less is More" by Jason Jennings

[Fill in the Blank] for Dummies to build your confidence

Call a friend from your closet (or ledge)

Fast Track Your _____

4 THINGS THAT WILL HELP YOU SUCCEED



1.) SOLVE CUSTOMER PROBLEMS

Find the intersection between what you do or make and what the customer actually needs.

2.) BE GOOD, FAST, OR CHEAP

Pick 2. Know the important specifications and price accordingly.

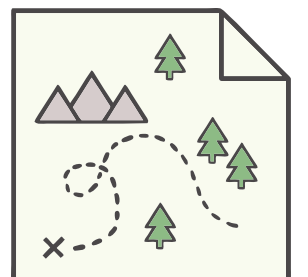


3.) GET A VILLAGE

Find good partners who will deliver, make you better, and with whom you like to work.

4.) FAIL EARLY, FAIL OFTEN

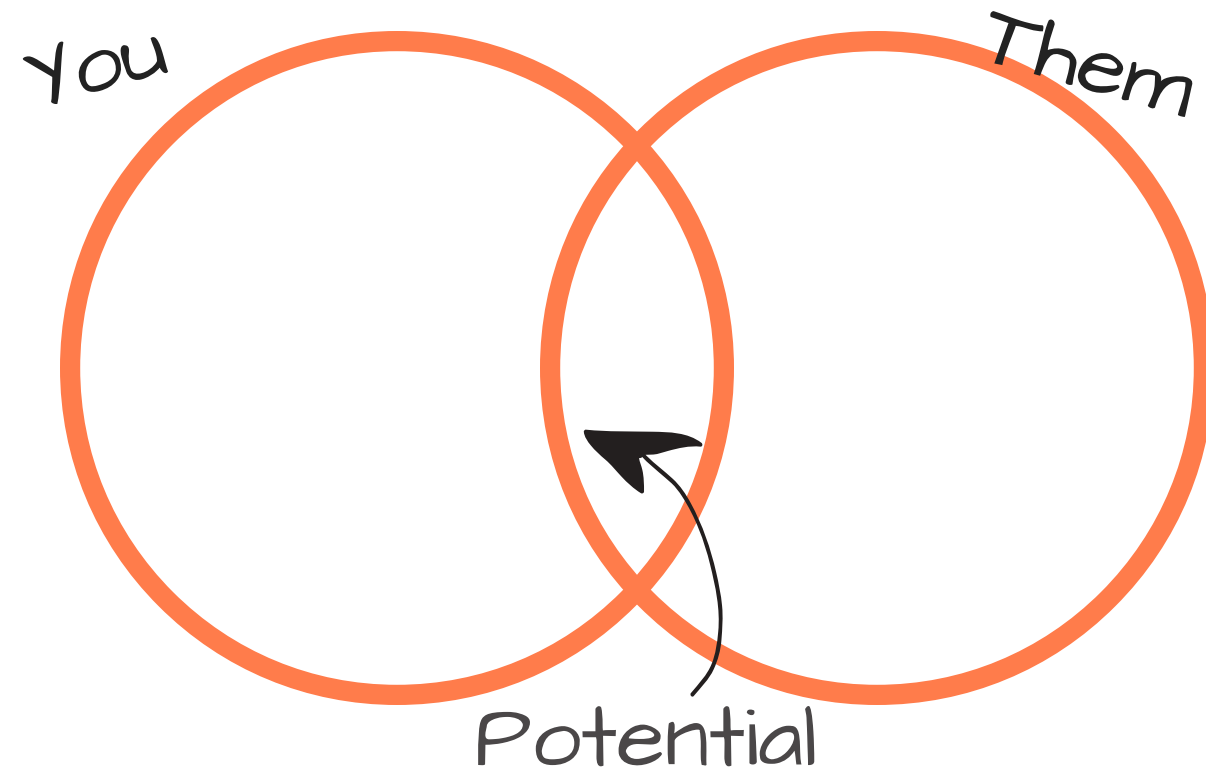
Fail forward. The best part of making a plan is that you know when you are no longer on it and what adjustments need to be made.



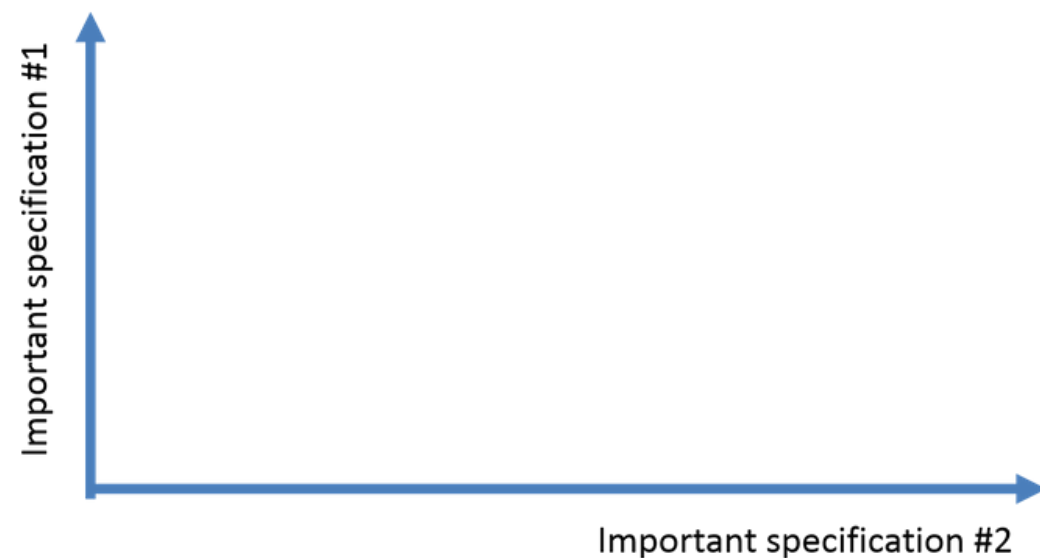
Scribble Sheet

START TODAY. WRITE IT DOWN!

1.) SOLVE CUSTOMER PROBLEMS



2.) BE GOOD, FAST, OR CHEAP



Scribble Sheet

IDEAS FOR YOUR PRODUCT/PROJECT/PLAN

3.) GET A VILLAGE

4.) FAIL EARLY, FAIL OFTEN