

Stanford University

Technology Entrepreneurship

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Customer Development and Lean Startups

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Customer Development and Lean Startups

Videos

Customer Development and the Business Model Canvas

Customer Development and Lean Startups

Flightcaster Interview with Jason Freedman

Why is Customer Development So Hard?

Startup Genome (Compass)

Key Concepts

customer development, lean startups, uncertainty

Also available on YouKu in China: <http://u.youku.com/eesley>

Reading

- Technology Ventures: Chapters [7.1-7.3](#), [8.1-8.2](#), [8.4-8.5](#)
- Customer Development and Customer Development Manifesto from [Steve Blank's blog](#)
- [Eric Ries' blog posts on customer development](#)
- Four Steps to the Epiphany
- [More videos on ECorner on product development](#)

Assignment

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