



The Entrepreneurs Guide to Customer Development: A Cheat Sheet to the Four Steps to the Epiphany

By Brant Cooper

Cooper-Vlaskovits. Paperback. Book Condition: New. Paperback. 104 pages. Dimensions: 8.7in. x 5.9in. x 0.4in. This is a must read for all startups and stakeholders. Steve Blank, author of The 4 Steps to the Epiphany, creator of Customer Development methodology The Entrepreneurs Guide is an easy read. It is written in a conversational tone, doesn't take itself too seriously, and avoids extraneous fluff. Eric Ries, Author and Creator of the Lean Startup methodology Get the CustDev book to dive deep into customer interviews and understand how your product can be developed to meet your customers needs. Dan Martell, Founder of Flowtown, angel investor Customer Development is a four-step framework for helping startups discover and validate their customers, product, and go-to-market strategy, developed by Steve Blank and an integral part of Eric Ries Lean Startup methodology. Focused on the Customer Discovery step, The Entrepreneurs Guide to Customer Development is an easy to follow guide for finding early adopters, building a Minimum Viable Product, finding Product-Market fit, and establishing a sales and marketing roadmap. Deemed a must-read by Steve Blank and Eric Ries, inside you will find detailed customer development and lean startup concept definitions, a step-by-step approach to best practices, a business model...



READ ONLINE
[3.29 MB]

Reviews

A whole new electronic book with a new point of view. It can be full of knowledge and wisdom. It's been written in an exceedingly simple way which is only following. I finished reading through this pdf in which really modified me, modify the way in my opinion.

-- **Arianna Nikolaus**

This ebook is wonderful. I have got to go through and so I am certain that I am going to likely to read through once again again later on. You will like the way the article writer compose this ebook.

-- **Miss Ariane Mraz**

Other Books



The Day I Forgot to Pray

Tate Publishing. Paperback. Book Condition: New. Paperback. 28 pages. Dimensions: 8.7in. x 5.8in. x 0.3in. Alexis is an ordinary five-year-old who likes to run and play in the sandbox. On her first day of Kindergarten, she makes her first school-aged friend, Elizabeth, and...



Yearbook Volume 15

RareBooksClub. Paperback. Book Condition: New. This item is printed on demand. Paperback. 58 pages. Dimensions: 9.7in. x 7.4in. x 0.1in. This historic book may have numerous typos and missing text. Purchasers can usually download a free scanned copy of the original book (without...



DK Readers The Story of Muhammad Ali Level 4 Proficient Readers

DK CHILDREN. Paperback. Book Condition: New. Paperback. 48 pages. Dimensions: 8.7in. x 6.5in. x 0.2in. Written by leading childrens authors and compiled by leading experts in the field, DK Readers are one of the most delightful ways to capture childrens interest and help...



Tiger Tales DK Readers, Level 3 Reading Alone

DK CHILDREN. Paperback. Book Condition: New. Paperback. 48 pages. Dimensions: 8.7in. x 5.7in. x 0.2in. Hunter or hunted How much longer will these magnificent beasts prowl the plant These stories will touch your heart. The 48-page Level 3 books, designed for children who...



Phonics Fun Stick Kids Workbook, Grade 1 Stick Kids Workbooks

Creative Teaching Press. Paperback. Book Condition: New. Paperback. 56 pages. Dimensions: 8.8in. x 6.4in. x 0.3in. Learning to read is a fun and exciting time in a child's life, and being able to decode words is an important skill that gives young readers...



Kindergarten Reading Stick Kids Workbook Stick Kids Workbooks

Creative Teaching Press. Paperback. Book Condition: New. Paperback. 56 pages. Dimensions: 8.8in. x 6.4in. x 0.3in. Every day your child is acquiring skills needed for entry into the world beyond family and home. Arrival at school brings many new experiences, perhaps most importantly,...