HOW TO START A
STARTUP

Identify a customer group you are a member of

Find a problem this group has identified that is worth solving

Create a Lean Canvas with all your business model assumptions

Test assumptions by interviewing dozens of group members that have this problem

Find a **CO FOUNDER**
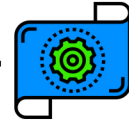
Create your final prototype (your MVP)

Find Problem / Solution Fit

Iterate the Prototype until several users are willing to adopt the solution (buy it)

Demo the Prototype to 100 members of the group

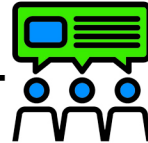Create a **PROTOTYPE**

Create the **COMPANY**

Look for Funding, build Version 1

Launch the Business online, let everyone see your solution

Test Sales/Marketing Channels to find those that are low friction, high ROI

Get First Customers. adopters and influencers are key.

Scale to **SUCCESS**

Keep iterating, driving revenue up & costs down

Find Product / Market Fit

Keep iterating driving revenue up, costs down

Grow 5% week over week