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The Checklist Companion to The Startup Owner's Manual By Steve Blank and Bob Dorf, Built on Guidearama Track your progress through the Customer Development process that revolutionized the way startups are built

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Written by Bob Dorf and startup expert Steve Blank, The Startup Owner's Manual is the indispensable "how to" reference for any startup founder, investor, entrepreneur or educator, incorporating a decade of hands-on learning about how great startups are built: A detailed, step-by-step walk through putting Customer Development to work

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overview of why startups are not smaller versions of large companies; explains how startups search for a business model using Customer Development; and details the overall customer development methodology,...

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Use it in conjunction with The Startup Owner's Manual -- Founder's Workbook (bit.ly/SIPQqc), an interactive tool for tracking your progress through the Customer Development process. Power your startup to success with The Startup Owner's Manual.

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The Startup Owner's Manual: Introduction | Inc.com

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Why?The Startup Owner's Manual guides you, step- by-step, as you put the Customer Development process to work. 4. This method was created by renowned Silicon Valley startup expert Steve Blank, acknowledged catalyst of the "Lean Startup" movement, and tested and refined by him for more than a decade.

Bob Dorf

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Steve Blank, Author, The Startup Owner's Manual: SVB CEO Summit West 2012

The Startup Owner's Manual guides you, step-by-step, as you put the Customer Development process to work. This method was created by renowned Silicon Valley startup expert Steve Blank, acknowledged catalyst of the "Lean Startup" movement, and tested and refined by him for more than a decade.

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Editor's note: This is an excerpt from the recently published book, The Startup Owner's Manual, written by entrepreneurs-turned-educators Steve Blank and Bob Dorf. Come back each week for more ...

The Startup Owners Manual The

The Startup Owners Manual is a wonderful inspiring and informative book on how to start your entrepreneurial career. It doesn't cover the logistical or administrative tasks but it does focus on the most important aspect of how to achieve customer adoption and retention.

Steve Blank Startup Owners Manual

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