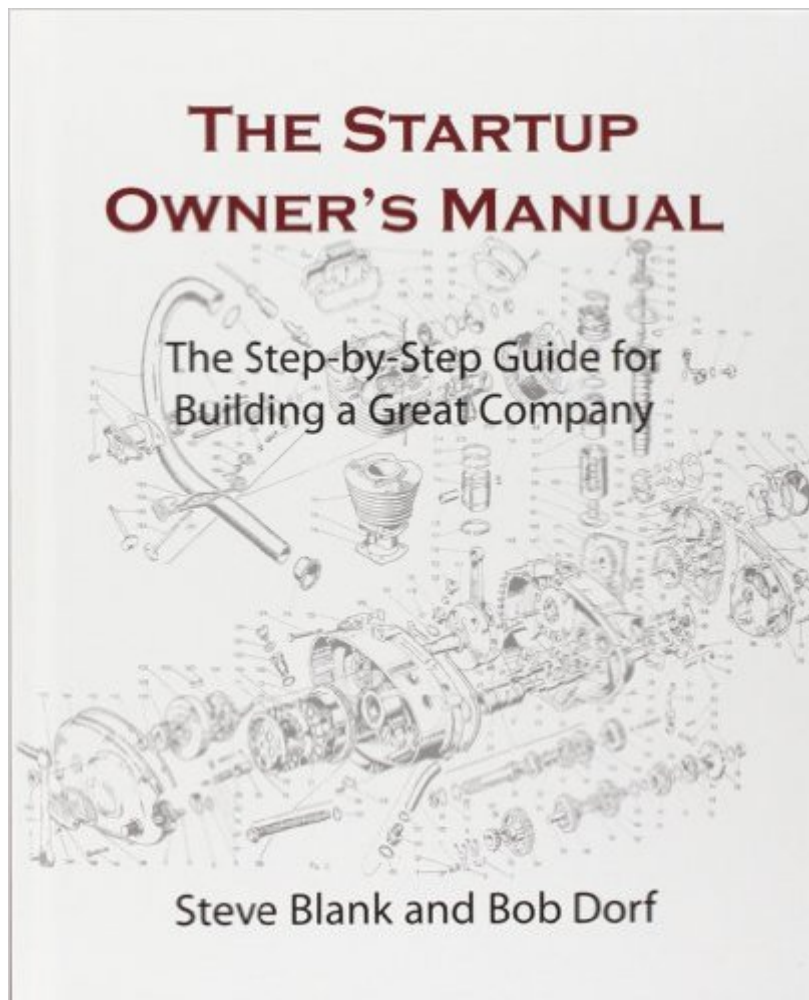




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# **The Startup Owner's Manual: The Step-By-Step Guide For Building A Great Company**



## Synopsis

More than 100,000 entrepreneurs rely on this book for detailed, step-by-step instructions on building successful, scalable, profitable startups.Â The National Science Foundation pays hundreds of startup teams each year to follow the process outlined in the book, and it's taught at Stanford, Berkeley, Columbia and more than 100 other leading universities worldwide.Â Why?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.Â This 608-page how-to guide includes over 100 charts, graphs, and diagrams, plus 77 valuable checklists that guide you as you drive your company toward profitability.Â It will help you:Â Â Â Â Â Â Â Â Â Avoid the 9 deadly sins that destroy startups' chances for successÂ Â Â Â Â Â Â Â Use the Customer Development method to bring your business idea to lifeÂ Â Â Â Â Â Â Â Incorporate the Business Model Canvas as the organizing principle for startup hypothesesÂ Â Â Â Â Â Â Â Identify your customers and determine how to "get, keep and grow" customers profitablyÂ Â Â Â Â Â Â Â Compute how you'll drive your startup to repeatable, scalable profits. Â

## Book Information

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"The most valuable book on entrepreneurship in the past 25 years!"â " Tim Huntley, An Entrepreneurial Life "To avoid infant/instant mortality of your venture and boost success chances, this book is a 'must-have' and must practice." -- Alexander Osterwalder, author, "Business Model

Generation" "... a seminal text in the new experiential and inquiry-based methods of entrepreneurship education."-- Patrick Vlaskovits, co-author, "The Entrepreneur's Guide to Customer Development""the best \$40 investment you make in your startup."-- EdSurge"... The book has material for every type of entrepreneur ..."-- XConomy"Brilliantly Simple 2-step Process for Success in Products and Services!"-- Kimberly Wiefeling, author, entrepreneur's "bible"™ for entrepreneurs who owe it to themselves and their investors to read it and re-read it. • -- Founder's Manual must-have for all aspiring, first-time and seasoned entrepreneurs. • -- Ben Mappen, founder's Manual is truly a blueprint on how to build a Silicon Valley style scalable startup. • -- Founder's Manual By taking this book BEFORE you spin up, founders can save thousands of dollars and man hours in mistakes. • " Scott Hoffman, author, speaker, small business advocate (Blank is) one of the smartest and most commonsense thinkers I know on starting a company and harnessing creativity for start-ups. • -- Derek Thompson, The Atlantic "The Startup Owner's Manual is ... going to be a game changer."-- India Business Blog "Many, including myself, consider the 'Four Steps to the Epiphany' to be the bible of entrepreneurship. ... The Startup Owner's Manual is a definitive manual for building successful new companies for entrepreneurs in startups and large companies." " Conrad Egusa, Brownstein & Egusa "The process outlined in The Startup Owner's Manual will prevent the waste, mistakes, and failures that come from launching too soon or too expensively- perhaps exactly what's needed." " Kia Davis, Wamda.com

Power your startup to success with The Startup Owner's Manual. This near-encyclopedic guide unlocks the secrets to startup success - walking you, step-by-step, through the tested and proven Customer Development process created by startup expert Steve Blank. Whether you're launching a physical channel startup or one that will sell through web/mobile channels, on these pages, you'll learn how to: Use the Customer Development method to bring your business idea to life Conduct your search for a scalable, profitable business model Incorporate the Business Model Canvas as the organizing principle for startup hypotheses Find Product-Market fit Get, Keep and Grow customers Fuel growth with metrics that matter Avoid the 9 deadly sins startups commit most often The Startup Owner's Manual lays out the best practices, lessons and tips that have swept the startup world, offering a wealth of proven advice and information for entrepreneurs of all stripes. It is the go-to resource for thousands of startups, leading universities (including Stanford, U.C. Berkeley and Columbia) and the U.S. National Science Foundation, among many others. Use it in conjunction with The Startup Owner's Manual -- Founder's Workbook ([bit.ly/SIPQqc](http://bit.ly/SIPQqc)), an interactive tool for tracking your progress through the Customer Development process.

The kindle version of this is NOT the same as The Startup Owner's Manual! Instead you get the Startup Owner's Strategy Guide, which is a very condensed version. I bought this for a class and was super frustrated to find that it wasn't the same as the original hardcover book. I am going to try to get a refund because it's not what was advertised to me. Ugh.

Great book, I recommend to anyone looking to start up a business. I read this prior to starting up my LLC and it answered most of my questions, but not all.

Essential for everyone that starts a business. Really gets down to the issues an entrepreneur. Also and excellent reference book.

I was given this book by the author at SXSW about 3 years ago and have used it as a resource throughout the past years. It's great to dip into chapters and get ideas to move forwards. I love that the book is written by REAL entrepreneur that have actually build companies. So many books are written by people that simply know the theory...but this book is the real deal! Five Stars!

An absolutely essential read for entrepreneurs and founders. This is a manual that takes you through a process of building your business model (most critical component for the startup) in a step-by-step manner. The design/layout can be greatly improved, but the core topic of the book is fantastic. Changed the game for startups.

When I first get in touch with the idea of "startup" I really had no idea how to start or what to do in order to get myself started in the right direction. After I had read this book, i have learned there is a systematic way of starting your own startup. That doesn't mean you will be able to build a multi billion \$ business but if you enjoy being an entrepreneur and you have the passion to change the world and you are not satisfied with the current situation on something. This is a must read for you to get started

This book is different from the general trend. It is the one which will instruct you step by step and will teach you why Start-Up are not comparable with running businesses. To be successful while running a Start\_up, a new "science" had to replace the old MBA programs. I found support for many personal understandings which were not in line with recommendations of successful entrepreneurs

who belong to different time slots. As the market and investment possibilities change in just a few years, a real theory, like the one described in this book, is required to be prepared to react on current challenges with updated strategies instead of using old and no more relevant tactics.

Great book, it gives you all the steps you need to start your own start up, only thing is that sometimes it repeats itself to much.

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