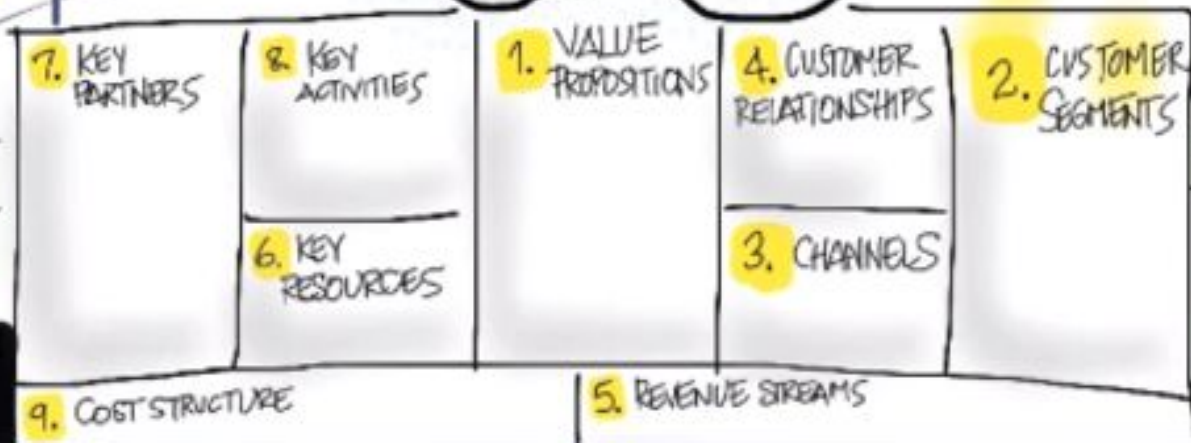


WHAT is a BUSINESS MODEL?

How a company
CREATES VALUE for
ITSELF while
delivering products
or services for
customers.

9 Components..



Lean LaunchPad and Business Model Canvas

Lean Launchpad course

- Taught by Steve Blank at Stanford (ENGR 245)
- Combines Alexander Osterwalder's "Business Model Canvas", Steve Blank's "Customer Development Model, and Agile Engineering
- As of 2016, taught in more than 200 universities worldwide
- To date, over 300,000 people signed up for online class

Business Model Canvas

- Visual depiction of key activities to go from Idea to a Business
- The Best Business Model Canvas is “Just a Hypothesis”, you need to test it to “Turn it into Facts” by getting “Out of the Building”

Steve Blank's Udacity Class

<https://classroom.udacity.com/courses/ep245/lessons/48745133/concepts/482999050923>

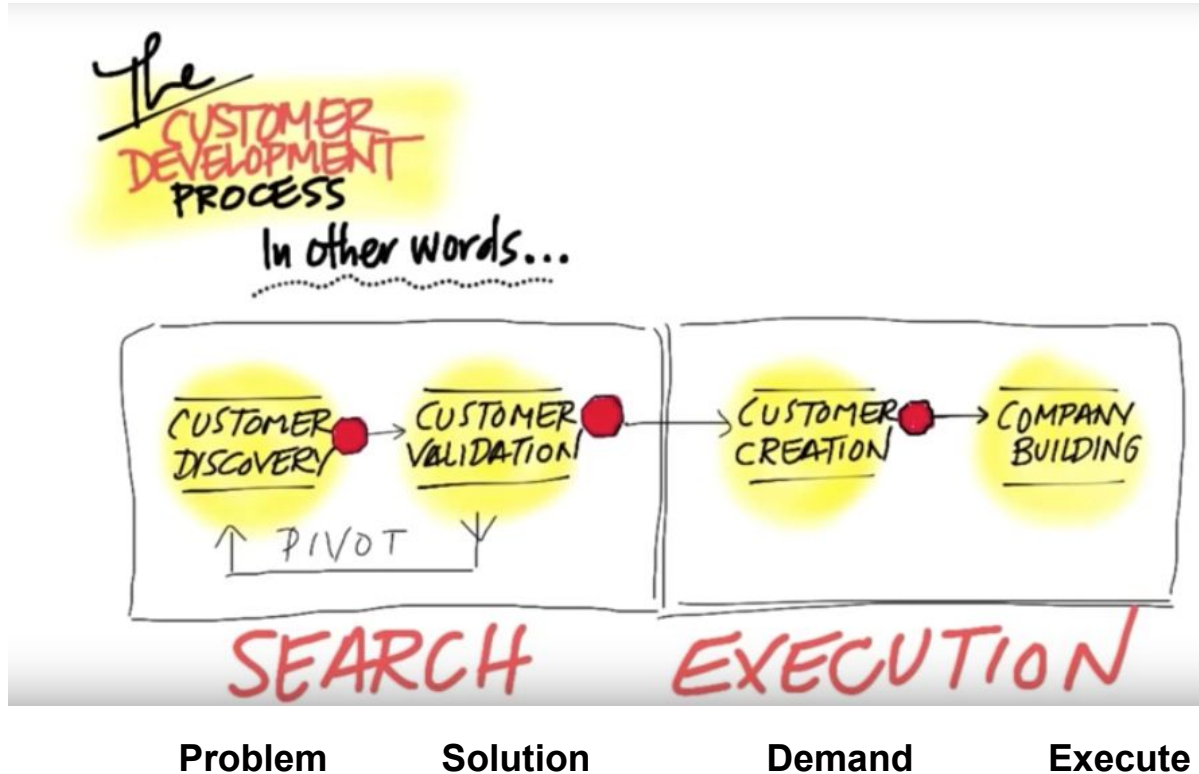
Steve Blank's Lectures in Powerpoint format

<https://discussions.udacity.com/t/steve-blanks-lectures-in-powerpoint-format/79482>

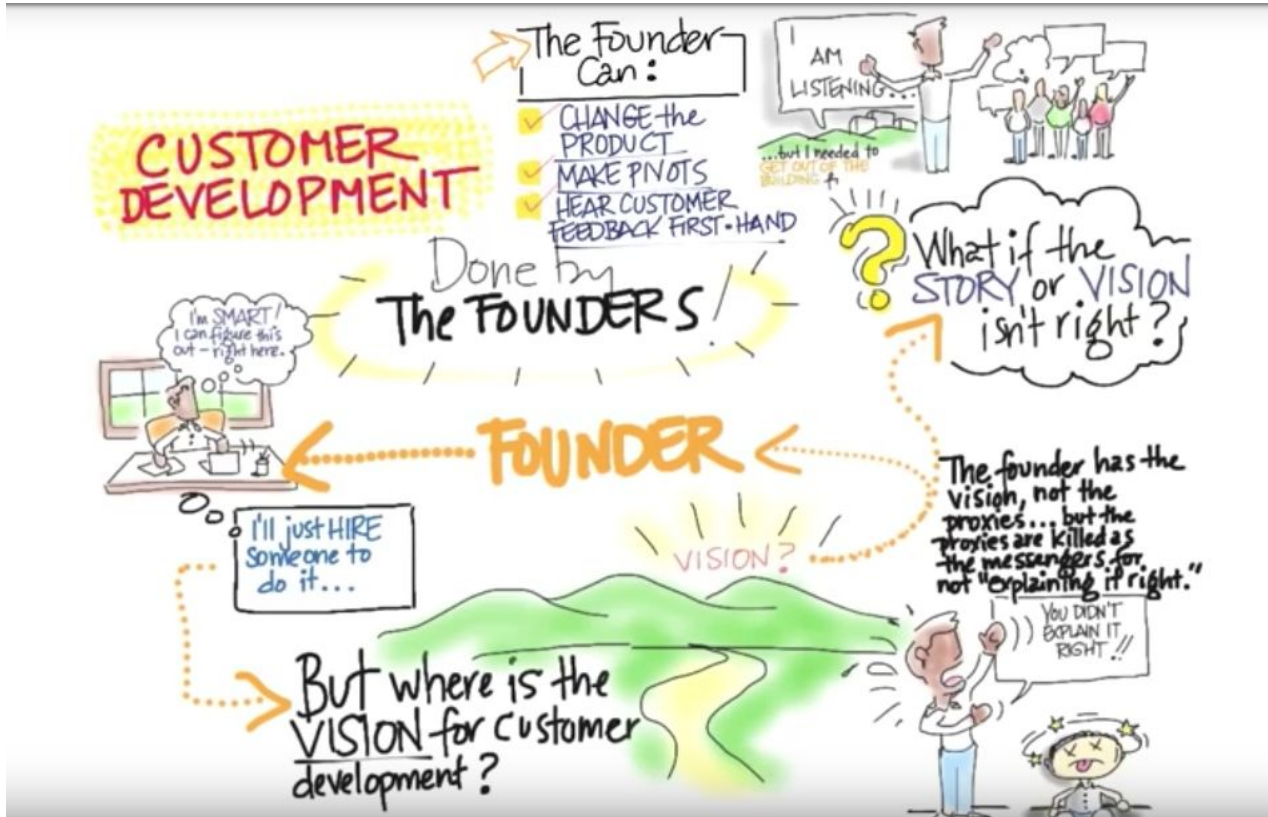
Business Models and Customer Development:

<https://www.slideshare.net/sblank/nsf-lecture-1-bus-model-cust-dev>

Customer Development Phases



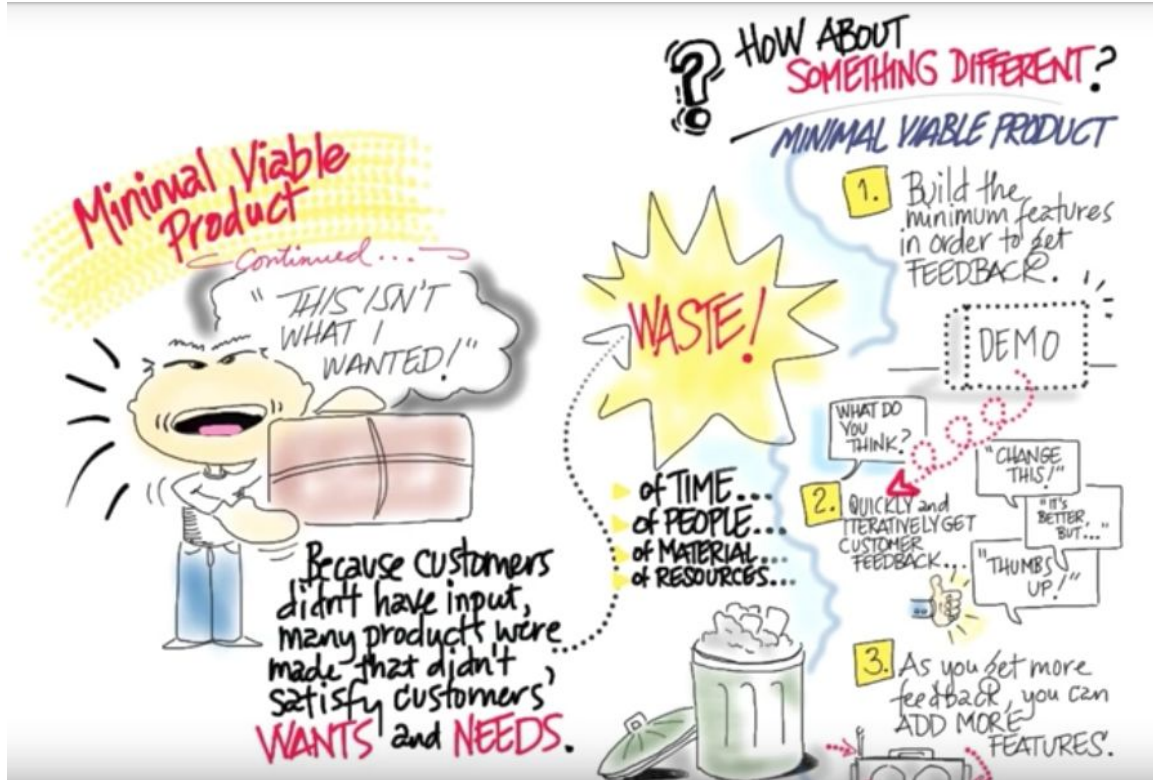
Founders Only!



Hypothesis → Insights

- Hear Customer Feedback Firsthand
- Change the product
- Make Pivots
- Don't Shoot the Messenger
- Accelerate Product/Market Fit

No Insights Inside the Building ...



Let's Start with Your Startup

- Where are you in the Customer Development process?
- How do you know you have Product/Market Fit
- Have you or are you planning to pivot? Or just iterating?
- Do you know size of your TAM? SAM? Target Market?
- What's your product positioning?
- Do you understand the competition?
- Is Your Market Sustainable?
- Others?

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