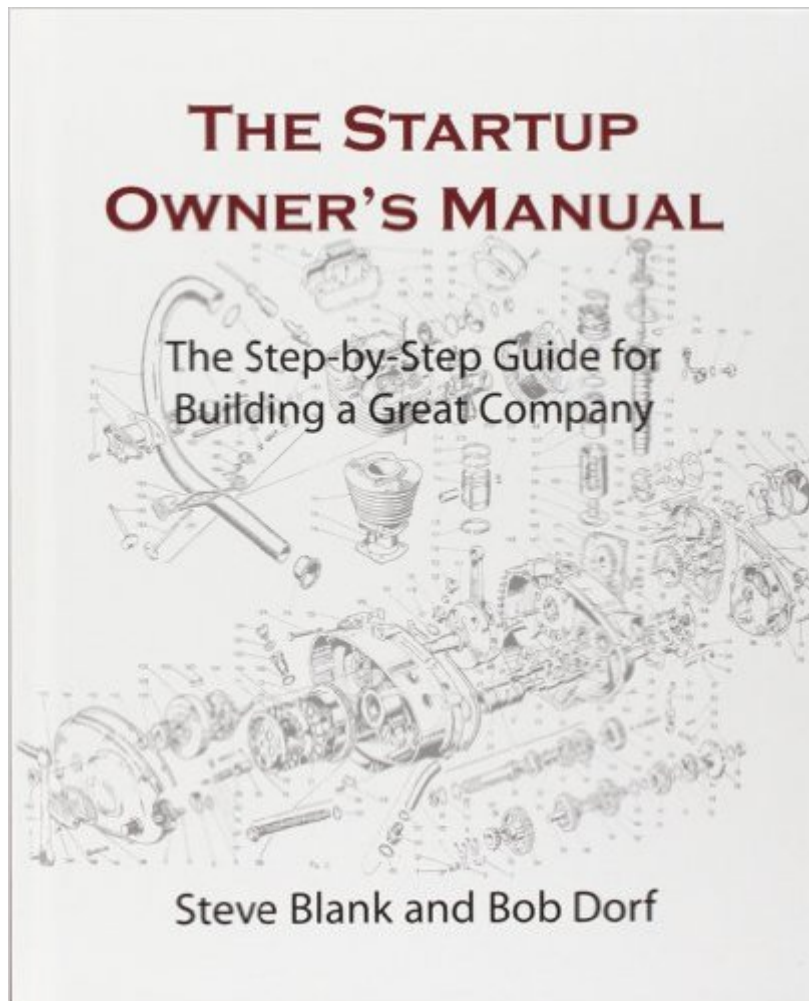


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# The Startup Owner's Manual: The Step-By-Step Guide For Building A Great Company



## Synopsis

More than 100,000 entrepreneurs rely on this book for detailed, step-by-step instructions on building successful, scalable, profitable startups. 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. 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. 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. It will help you:

- Avoid the 9 deadly sins that destroy startups' chances for success
- Use the Customer Development method to bring your business idea to life
- Incorporate the Business Model Canvas as the organizing principle for startup hypotheses
- Identify your customers and determine how to "get, keep and grow" customers profitably
- Compute how you'll drive your startup to repeatable, scalable profits.

## Book Information

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## Customer Reviews

This is an absolutely superb book and my first and only book on business models. It is so up to date and filled with gems that I feel no need to read another anytime soon. The book is aptly titled, being all about how to generate business models. However, you have to know what it is before you can

generate it. To this end, the first section of the book is devoted to introducing a standard language and format for talking about business models. They introduce nine key items which serve as the building blocks for all business models. These are listed below, illustrated with Skype's business model.

**CUSTOMER SEGMENTS:** Who will use the product? 1) web users globally 2) people who want to call phones

**VALUE PROPOSITION:** Why will they use the product? 1) free Internet and video calling 2) cheap calls to phones (SkypeOut)

**CHANNELS:** How will the product be delivered to the customers? [...] and headset partnerships

**CUSTOMER RELATIONSHIPS:** how will you develop and maintain contact with your customers in each segment? Mass customized

**REVENUE STREAMS:** How is revenue generated from which customer segments? 1) Free 2) SkypeOut prepaid or subscription

**ACTIVITIES:** What are the key things that you need to do to create and deliver the product? Software development

**RESOURCES:** What assets are required to create and deliver the product?

**PARTNERS:** Who will you want to partner with (e.g suppliers, outsourcing) Payment providers, Distribution partners, Telco Partners

**COST STRUCTURE:** What are the main sources of cost required to create and deliver the product?

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