

“A startup is a temporary organization designed to search for a repeatable and scalable business model.”
- Steve Blank

STARTUPS VERSUS BIG COMPANIES: In large companies we have a series of knowns. By contrast, in a startup, it's a series of unknowns. There is a lot we don't understand.

Keynote Lecture Notes:

Impact Question: What will you do differently as a result of what you've learned from this module?

Questions for you, the entrepreneur

1. How do I think about metrics in a startup?
What metrics are important?
2. How do I need to think differently about sales?
3. What should I be doing on the product development front?

Questions for your team, advisors, mentors

1. How are various team roles different in a startup?
2. How is search different from execute?

Additional Resources from www.KauffmanFoundersSchool.org

<p>Readings</p> <p>Notes:</p>	<p>Founder Genius</p> <p>Notes:</p>
<p>Other Related</p> <p>Notes:</p>	<p>Tools</p> <p>Notes:</p>