

“No business plan survives first  
contact with customers.”

-- Steve Blank

**THE LEAN METHOD:** Founders who seek early contact with customers gain insights into customer needs that are invaluable in the vital development stages of a startup.

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. What implications does this method have for my role in the company?
2. How can I support the search process?
3. Who do I think our customers are?
4. Do we have the right customer for the right product?

## Questions for your team, advisors, mentors

1. What implications does this method have for my role in the company?
2. How can I support the search process?
3. Who do I think our customers are?

Additional Resources from [www.KauffmanFoundersSchool.org](http://www.KauffmanFoundersSchool.org)

<p style="text-align: center;">Readings</p> <p>Notes:</p>	<p style="text-align: center;">Founder Genius</p> <p>Notes:</p>
<p style="text-align: center;">Other Related</p> <p>Notes:</p>	<p style="text-align: center;">Tools</p> <p>Notes:</p>