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FIGURE OUT YOUR LONG TERM PLAN

WHAT WILL YOU LEARN

Learn how to get your ideas on to paper and build a road map for your potential Business with space for key goals and changes.

Michael Ambjorn will take you through the basics of Lean start up and how to use the Business Model Canvas.



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A lean read
of the Lean
Startup: *the
five key
paragraphs*

'The goal of a startup is to figure out the right thing to build - the thing customers want and will pay for - as quickly as possible.'

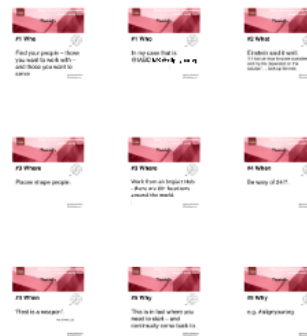
'Lean thinking defines value as providing benefit to the customer; anything else is waste.'

'This is one of the most important lessons of the scientific method: if you cannot fail, you cannot learn.'

'The two most important assumptions entrepreneurs make are what I call the value hypothesis and the growth hypothesis.'

'What differentiates the success stories from the failures is that successful entrepreneurs had the foresight, the ability, and the tools to discover which parts of their plans were working brilliantly and which were misguided, and adapt their strategies accordingly.'

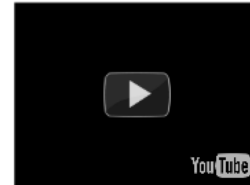
Read the rest: <http://j.mp/LeanStartUpAmz>



Does your grandmother (or nearest equivalent) understand it? Cut the jargon and temper the wild assumptions. You'll be surprised how useful this test is.



More useful books...



Now, is it niche enough?

Try the paper folding exercise: <http://bit.ly/paperfoldingsegment>

In conclusion:

- Be clear about the who, what, when, where and why
- Use the canvas and the paper folding exercise
- Test it out with others

Ready for the next stage?

Get an advisory board - 3-4 highly diverse people who are not afraid to challenge you - and then go make it happen.

Good luck - and thanks.

For more like this follow: @michaelambjorn

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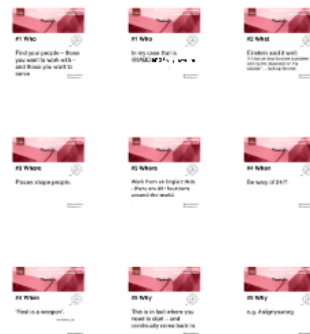
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THE LEAN STARTUP

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How Relentless **Change**
Creates Radically
Successful Businesses

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'Mandatory reading for entrepreneurs' **Dan Heath**

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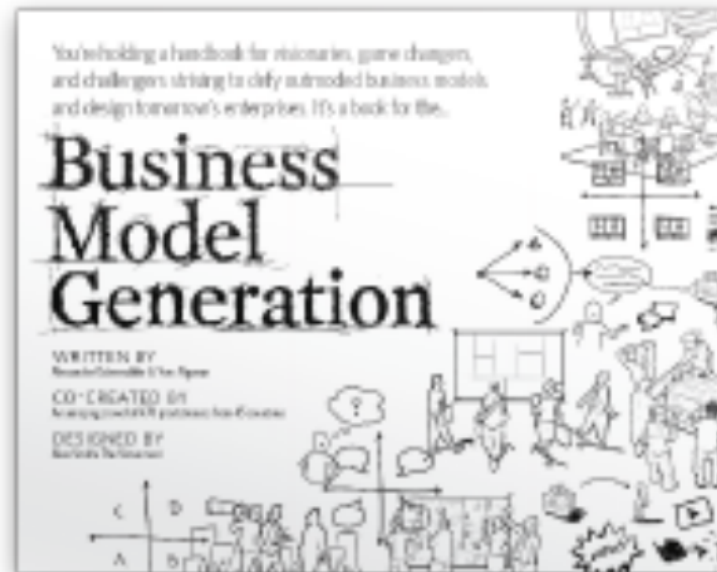
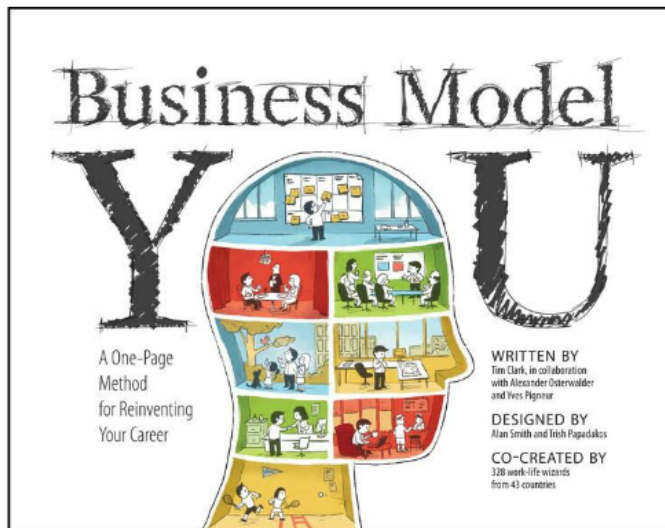
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More useful books...

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You're holding more than a book, it's the first step to design, test and deliver what really matters for your customers.

Value Proposition Design

By Alex Osterwalder, Yves Pigneur, Greg Bernardot, & Alan Smith
Designed by Irish Papadakis

