

Understanding Lean Startup

Evidence-Based Entrepreneurship

1. Learn the power of the Business Model Canvas (BMC) and its nine components.
2. Invest time searching, finding, and executing an idea before spending money.
3. Discover how validated learning trumps all other ways to start a new business.
4. Understand the importance of the product/market fit (a problem and its solution).
5. Establish demand by really listening to the customer then fund, expand, and scale.
6. Test the minimum feature that demonstrates a unique value, and just start.

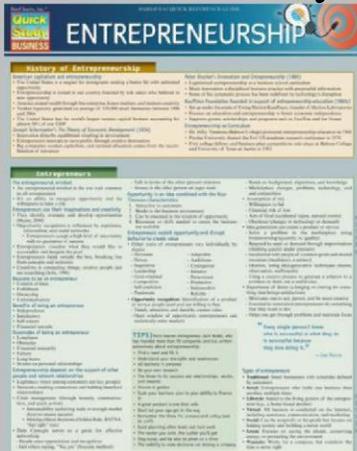
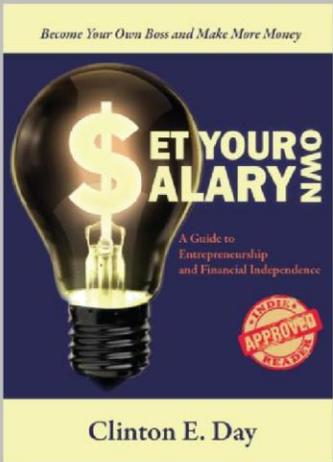
This book, *Understanding Lean Startup* (ULS), gives the reader all they need to be able to understand this evidenced-based process, and how to design and create a successful business model.

Clinton E. Day



Clint Day is an adjunct entrepreneurship professor who serves as Entrepreneur-in-Residence at State College of Florida. He is a serial entrepreneur who founded three insurance entities in Florida and Georgia and began teaching/mentoring after selling his last business. Professionally qualified by the AACSB business school association, Clint earned a MBA in entrepreneurship, and has been certified by the Babson SEE, Kauffman Ice House, Lean Launch Pad, and UF Experiential Classroom.

Other Works from Clinton E. Day



There has never been a greater need for entrepreneurship education for job survival. The **Gig Economy** has been slowly created by the rise of software and the internet. The work of understanding and replacing both simple and complex jobs, is making entrepreneurship increasingly in demand. Because it is the primary solution to job displacement, the knowledge revolution, which supplanted the industrial revolution, is shifting to an entrepreneurial period. In This transition from knowledge to entrepreneurship, it is the individuals who invested early and heavily in entrepreneurship who will gain the most.

Fortunately, entrepreneurship is a skill set which can be acquired.

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