Atlanta, GA – While success stories within the startup community are at an all-time high, the learning curve for aspiring entrepreneurs is even higher. The newest, best process to plan a new startup is evidenced-based, a.k.a. lean startup, methodology. Despite quality works by pioneers such as Blank, Ries, Osterwalder, and others, many founders struggle to grasp the critical core aspects of the concept.

In Understanding Lean Startup, Clinton E. Day, serial entrepreneur and author of Set Your Own Salary, hopes to resolve this issue and provide a needed consolidation of information for entrepreneurs to use evidenced-based methodology successfully as they start a new business.

“Understanding Lean Startup was written to provide a reference and help all entities working in entrepreneurship—K-12 schools, college and university curriculums, accelerators/incubators, economic development bodies, and wannabe entrepreneurs generally,” explains Day.

The new one-hundred-and-five-page book provides a comprehensive, easy-to-understand analysis of evidenced-based entrepreneurship. Readers will learn the power of the business model canvas (BMC), which allows entrepreneurs to search, find, and execute an idea for a product or service by using the feedback from targeted customers. The book also contains the history of lean startup methodology, charts, resources, and a glossary that enables students to easily relate one source to another. In the index an outline for an ULS Course is included so that instructors can create an evidenced-based course.

“Evidence-based lean or smart startup is the most important change to entrepreneurship education in fifty years,” shares Day. “Yet most academic textbooks scarcely mention it, and entrepreneurs scramble to learn it. Hence, this anthology has been published to help everyone.”

Understanding Lean Startup is available now on Amazon.com and Shop.BookLogix.com, and will be available soon on BarnesandNoble.com, Apple iBooks, and Kobo. Visit clintoneday.com for more information.

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About BookLogix: BookLogix is a professional publishing house that supports authors and independent publishers. Located in Alpharetta, GA, BookLogix publishes a variety of fiction and nonfiction books. Learn more at BookLogix.com.
Clinton E. Day serves as entrepreneur-in-residence at State College of Florida. He was a serial entrepreneur who founded three insurance entities in Florida and Georgia. Professionally qualified by the AACSB business school association, Clinton holds an MBA in entrepreneurship and certifications from the Babson SEE, Kauffman Ice House, UF Experiential Classroom, Lean LaunchPad, and Network for Teaching Entrepreneurship courses. Clinton wrote the first entrepreneurship quick-study guide for Bar Charts, Inc. and an earlier how-to entrepreneurship book, *Set Your Own Salary*. He currently trains Florida veterans and active military in entrepreneurship using lean startup.

**PRAISE FOR CLINTON E. DAY**

“He has the practical knowledge to guide and mentor students.”
—Heidi Neck, PhD, J. Timmons Professor of Entrepreneurial Studies, Babson College, and president of the United States Association of Small Business and Entrepreneurship.

“His students are blessed with someone who is not only knowledgeable, but also able to keep their attention.”
—Diana Hechavaria, PhD, entrepreneurship professor, University of South Florida.

Clinton E. Day is available for media interviews. To schedule an interview, please contact Raven Davis at Raven@booklogix.com or at (470) 239-8547.
What inspired you to write Understanding Lean Startup?

Evidenced-based (a.k.a. lean or smart) entrepreneurship is now the accepted, more successful method to plan a new business. There are many separate books about pieces of the process, but not one that consolidates all of them. Understanding Lean Startup was written to provide that reference and help all entities working in entrepreneurship—K-12, college and university curriculums, accelerator-incubators (e-centers), economic development bodies, and wannabe entrepreneurs in general.

Why do you think there is currently such a great need for Understanding Lean Startup?

Evidence-based lean or smart startup is the most important change to entrepreneurship education in fifty years. Although more and more people are joining the startup community and becoming self-employed, most academic textbooks scarcely even mention lean startup, and entrepreneurs scramble to learn it. This book gives readers an easy-to-read, simplified resource of all they need to comprehend this evidenced-based process to discover and validate a successful business mode.

Why will aspiring entrepreneurs learn from reading this book?

It contains the history, business model canvas, charts, resources, and a glossary to enable students to quickly relate one source to another. It also outlines an ULS Course in the appendix so instructors can structure an evidenced-based course. Readers will learn the power of the Business Model Canvas (BMC) and its nine components; how to invest time searching, finding, and executing an idea before spending money; how validated learning trumps all other ways to start a new business; the importance of the product/market fit; how to establish demand by really listening to the customer then fund, expand, and scale; and how to test the minimum feature that demonstrates a unique value, and just start.
Understanding Lean Startup answers all of the questions you’ve been asking about one of the most revolutionary breakthroughs in entrepreneurship history. With careful and concise consideration, Clinton E. Day, author of Set Your Own Salary, which received a four-star rating from IndieReader, presents a comprehensive yet accessible analysis of all of the components needed to double your chances for new venture success.

No longer does an entrepreneur have to struggle with their time and money, only to fail post-launch. Using lean startup, or evidence-based entrepreneurship, anyone can be successfully self-employed. With proven success in Silicon Valley, Day shares the best way to launch a new venture. By reading this book, you will:

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.

About the Author:
Clint Day is an adjunct entrepreneurship professor who serves as entrepreneur-in-residence at State College of Florida. 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, UF Experiential Classroom, and Network for Teaching Entrepreneurship courses. He is the author of the Bar Charts study guide for entrepreneurship and Set Your Own Salary. He is also a member of the NACCE and USASBE national associations.
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