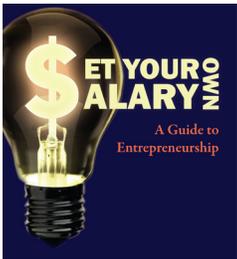


YOUR COMPLETE GUIDE TO ENTREPRENEURIAL SUCCESS

FROM CLINTON E. DAY

Clint Day is an entrepreneurship adjunct professor who serves as an advisor to NACCE and the KSU center for entrepreneurship.

He founded three companies 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 and several certifications in entrepreneurship. He founded the entrepreneurship program at the State College of Florida, and wrote the Bar Charts entrepreneurship quick study guide found in most college bookstores. He also edits a popular blog titled, "Current in Entrepreneurship," which helps entrepreneurs stay connected to the latest news in entrepreneurship at <http://clintoneday.com>.



Clinton E. Day

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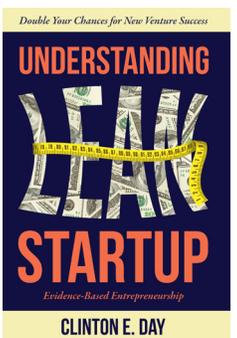
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Lean Entrepreneurship Guide

A six-page, laminated chart, the Lean Entrepreneurship Guide summarizes all 15 methods of evidenced-based, lean startup planning. It features the Steve Blank Lean Launch Pad method, but also has two engineering school methods, a complete glossary, a detailed lean course outline, and an explanation of the customer development process. The evidenced-based, idea validation way of planning is the most important change to entrepreneurship education in fifty years. It comes out of Silicon Valley, where their new internet platform required a different way to do startup than a traditional business plan. Absorption of some ten books is now required to grasp the meaning of lean startup. This guide is the first real summary of all methods and the strategies. Students, aspiring entrepreneurs, and government entities can use the guide to train the one method that guarantees success or failure before scaling or risking large sums of capital.

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