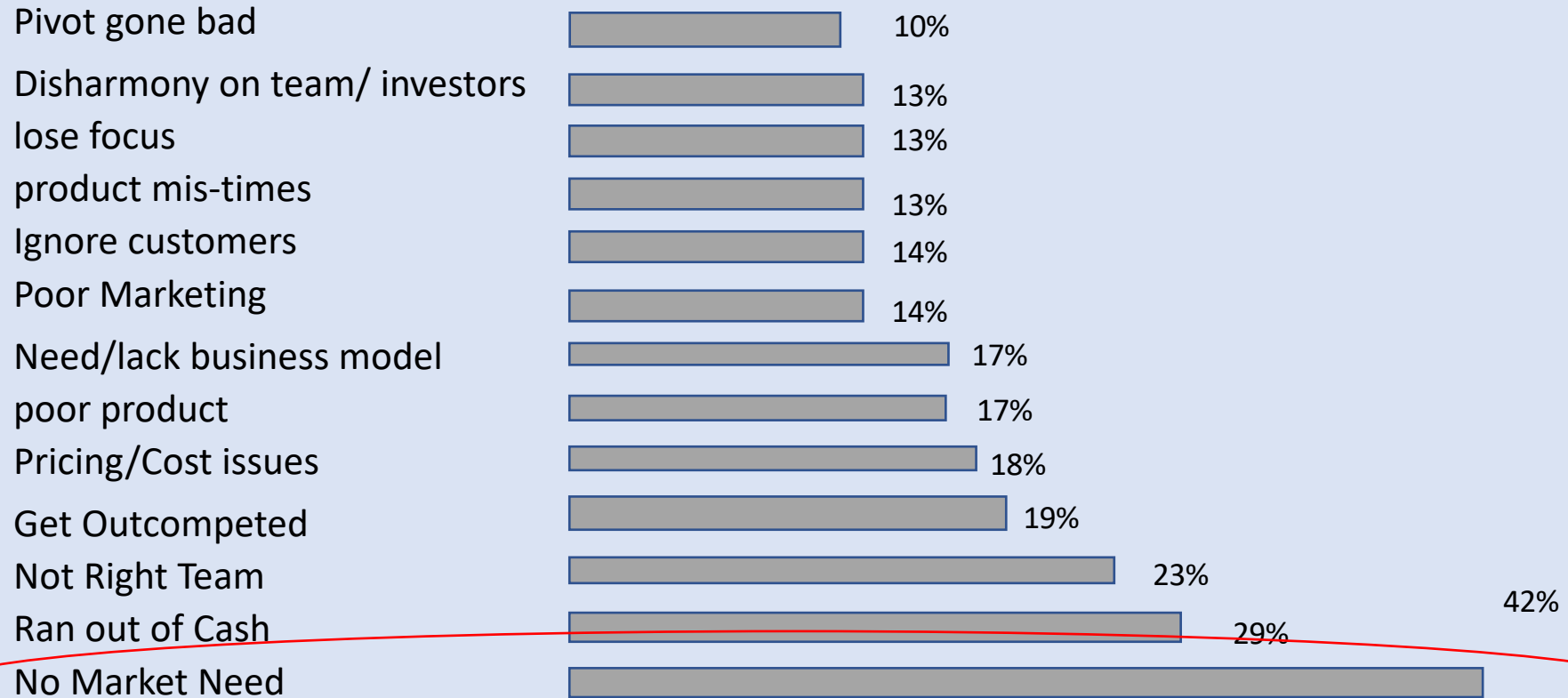


These
Questions
Came from
you!

Unlocking the Black Box of Business -- **Customers!**

1. Why do businesses build on good ideas fail?
2. Do I need to have a brilliant idea to make money by starting my own thing?
3. How do I really know what I am offering to a potential customer?
4. If I have an idea, how do I find a customer to even talk to?
5. How to I test assumptions I have about who the customers might be?
6. What is market research? How is it different or similar to talking with customers?
7. Are there different types of customers?
8. If I talk with a potential customer, what do I listen for?
9. At what point do you go for funding for a project?

Top 12 Reasons Startups Fail



CB Insights™

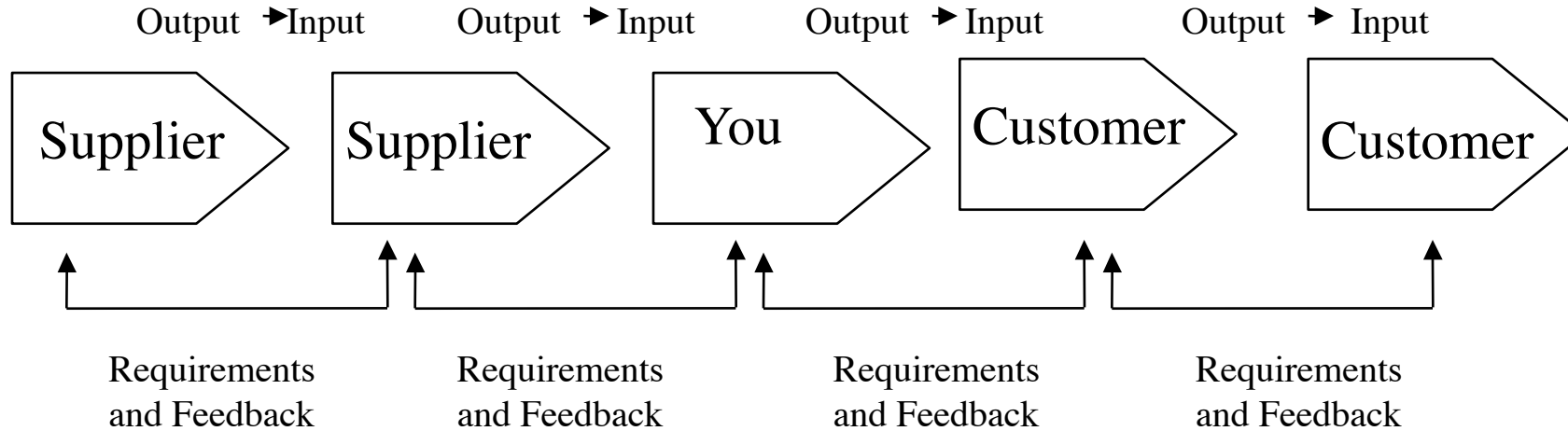
Find the Fatal Flaw Early DE-RISK





- What do you do?
- What value does it have out of the lab or office?
- To who?
- Is it a product or a service?
- Is it part of a product or service?
- Who cares about it?

It's a Value Chain



- A customer is someone who receives another's outputs and is "served"
- A customer is someone who provides requirements and feedback to those who serve them – and in such is a supplier of requirements and feedback
- Thereby, each person or group is technically both a supplier and a customer at all times
- What is most critical is to know who you serve and what they need from you

Different types of customers

