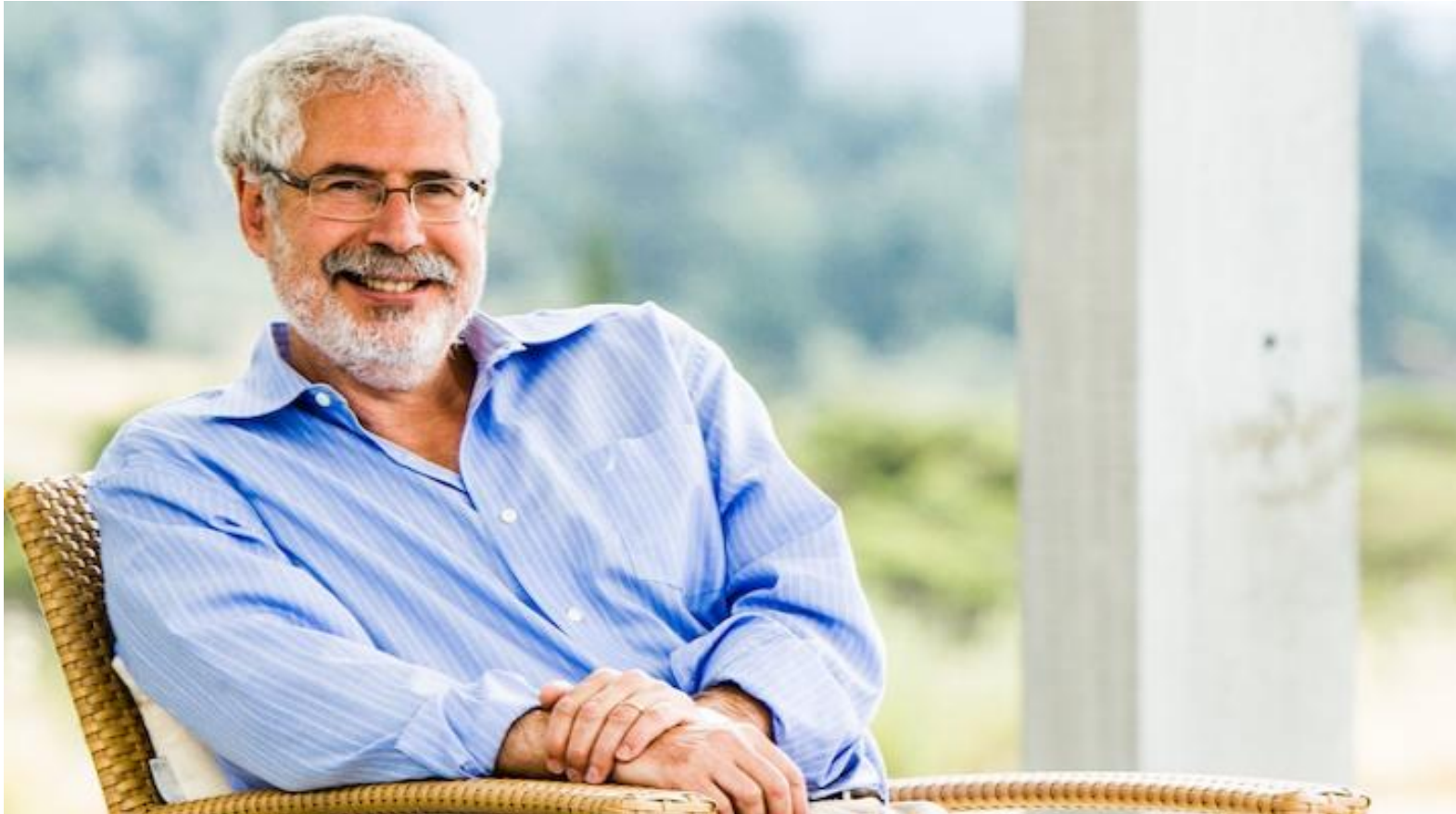


Customer Development

History of customer development



Steve Blank

What is customer development?

4 steps:

1. Customer search
2. Customer confirmation
3. Product creation and product scaling
4. Company building



Main Features of custdev

1. There Are No Facts Inside Your Building, So Get Outside
2. There's always a client with his problems and pains , which should be found and solved by making and exploring hypotheses
3. Understanding of human psychology , identifying patterns of behavior and finding insights are the most important components of good business
4. Every Idea of Business or Business owner should be confirmed by potential customer, and then be used



Thank you for coming!

