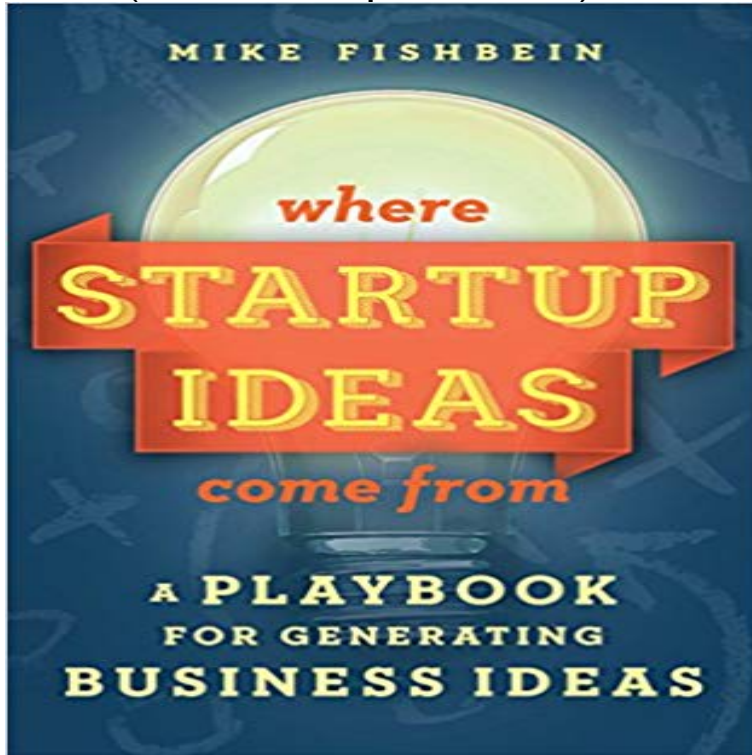


## Where Startup Ideas Come From: A Playbook for Generating Business Ideas (Lean Startup Tactics 2)



How to Get New Business Ideas -- 4 Proven Methodologies Most startups fail. But with the right approach to developing new business ideas, many of these failures could be avoided. At the core of every successful business is a product or service that people want. This book includes four methodologies that focus on learning what customers really want before building a product or trying to validate it. What The Most Successful Business Ideas Have in Common Learn what thousands of the top technology startups and some of the most disruptive innovation in history all have in common. This book includes case studies on how these four methodologies apply to the worlds most successful and innovative companies like Netflix, Airbnb, Uber, Kraft, Salesforce, Facebook, Instagram, Skype, Twitter, and more. The Startup Idea Playbook This book includes: An ideation framework for new business innovation -- four proven methodologies How to get new business ideas -- that customers will love! How to evaluate and test business ideas The best business to start given your goals, abilities, strengths, and assets Why Start a Business? Software is eating the world...and disrupting nearly every major industry in its path. Software development and customer acquisition are getting cheaper and easier...and there has never been so many people using the Internet on their computers and mobile phones. There has never been a better time to start a business! Entrepreneurship can provide you with financial freedom, the ability to monetize your passion, and the ability to provide meaningful value to society. In todays uncertain economy, starting a business is not just an exciting thing to do; it may be essential for safety and security. Stop waiting for that elusive stroke of genius! Instead of waiting for business ideas to come to you, go find them. After reading this book, coming up with startup ideas will no longer be

preventing you from starting a business. Learn from the success of some of the most innovative ideas in history and start your own business today! You don't need an MBA, a business plan, venture capital funding, or exceptional creativity, creative thinking, or brainstorming skills to get a great business idea.

**How to Build Products People Love** An entrepreneur's job is to serve his or her customers by solving a problem and delivering value. In a free market, entrepreneurs who don't serve customers fail. To execute, an entrepreneur must identify customer demands and how to meet them. This book covers four frameworks for obtaining customer insights about problems and demands.

**A Playbook for Entrepreneurs and Innovators** This book provides four methodologies to apply even before you start running Lean. For entrepreneurs - from bootstrapped startups to intrapreneurs and corporate innovation teams. Drawing from lessons from top innovators like Eric Ries (Author of *The Lean Startup*), Steve Blank (Author of *Four Steps to The Epiphany* and *The Startup Owners Manual*), IDEO (*Design Thinking*), Chris Dixon (Partner at Andreessen Horowitz), Paul Graham (Founder of Y-Combinator), Dave McClure (Founder of 500 Startups), James Altucher (Author of *Choose Yourself*), Clayton Christensen (Author of *The Innovators Dilemma*), Steve Jobs (Founder of Apple), and more.

The 20th century startup strategy was to (1) generate an idea, (2) build a product, and (3) see if it has market demand. The Lean Startup taught us to (1) generate an idea, (2) see if it has market demand, and (3) build a product if it does have demand. In this book I propose to (1) generate an idea based on what market demand data you have or can get quickly, and (2) iteratively develop the product to ensure it meets demand. You will walk away from this book with four methodologies for efficiently and effectively generating new business ideas.

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