

Steve Blank

Quotes

*Models, Firsts, Blank, Careers, Writing, Development, Years, Graduation,
Running, Building, Facts, Ideas, Gains, Three, Business, Passion, Mistake,
Plans, Creative, Contact*

Greatest risk is not development of new product, but development of customers and markets

~Steve Blank

Unless you have tested the assumptions in your business model first, outside the building, your business plan is just creative writing.

~Steve Blank

A startup is a temporary organization designed to search for a repeatable and scalable business model.

~Steve Blank

The world is run by those who show up not those who wait to be asked.

~Steve Blank

There are no facts inside the building so get the hell outside.

~Steve Blank

Using the Product Development Waterfall diagram for Customer Development activities is like using a clock to tell the temperature. They both measure something, but not the thing you wanted.

~Steve Blank

Startups don't fail because they lack a product; they fail because they lack customers and a profitable business model.

~Steve Blank

'Build and they will come' is not a strategy, it's a prayer.

~Steve Blank

The company that consistently makes and implements decisions rapidly gains a tremendous, often decisive, competitive advantage.

~Steve Blank

In a startup no facts exist inside the building, only opinions.

~Steve Blank

A business model describes how your company creates, delivers and captures value.

~Steve Blank

Disruption on the first day always looks like a toy.

~Steve Blank

Essentials of how to do a startup do not include writing a business plan

~Steve Blank

When you're gone would you rather have your gravestone say, 'He never missed a meeting.' Or one that said, 'He was a great father.'

~Steve Blank

No Plan Survives First Contact With Customers

~Steve Blank

Business plans are the tool existing companies use for execution. They are the wrong tool to search for a business model.

~Steve Blank

One of the mistakes we'll make because we're human beings is to believe that your vision is a fact. That's the natural optimism of human beings.

~Steve Blank

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