

# Developing Customers

Nathaniel Talbott / @ntalbott  
nathaniel@terralien.com

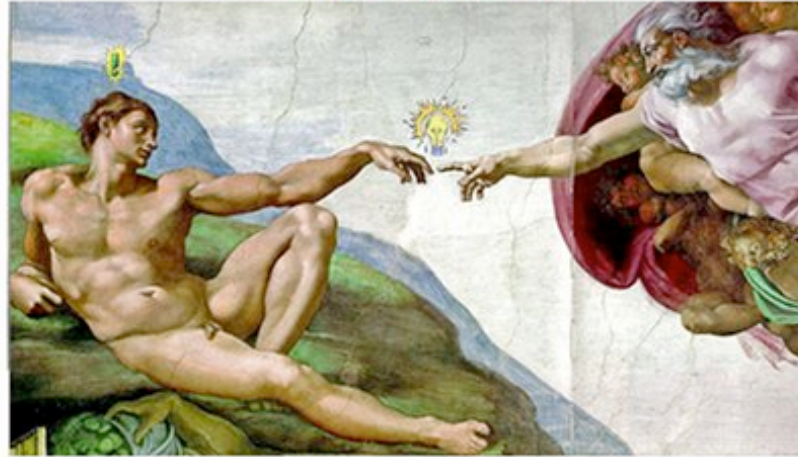


# Devices *Out*

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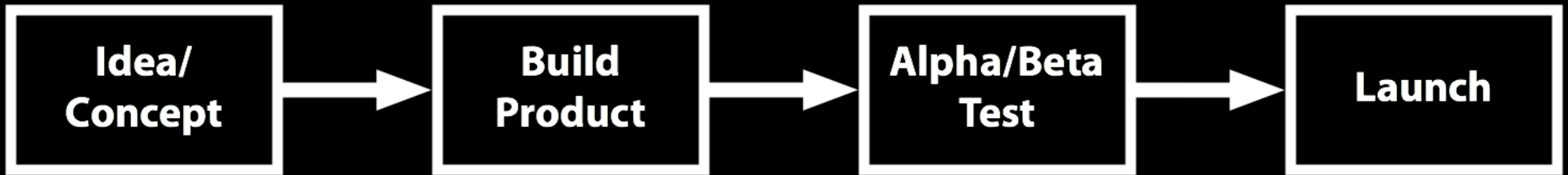
# **The Four Steps to the Epiphany**

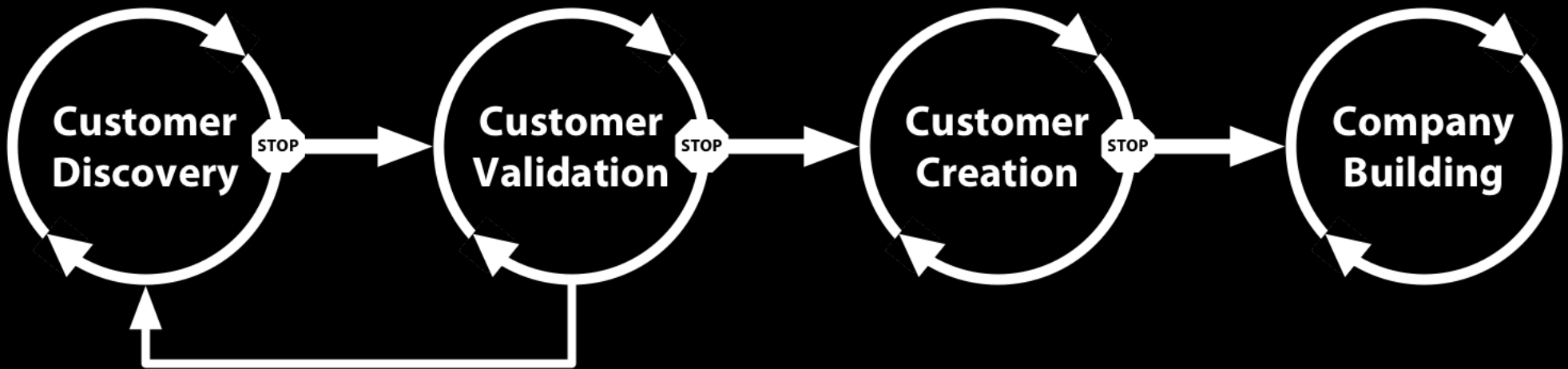
*Successful Strategies for  
Products that Win*



**Steven Gary Blank**

**Customer Development**  
*Crash Course*





# 1. Start with Passion

## 2. Jot Down Hypotheses

- What is the problem?
- What is the best solution for it?
- Who will pay for the solution?
- What will they pay?
- Will those with the need understand the solution?
- What solutions are already available?

# 3. Get Over Yourself

# 4. Find Problem-Solvers

5. Have a Huge Vision,  
And a Tiny First Version

# 6. Build Your MVP

# 7. Start Charging

Pivot!

# 8. Scale by Being Remarkable

# 9. Scale By Being Opinionated

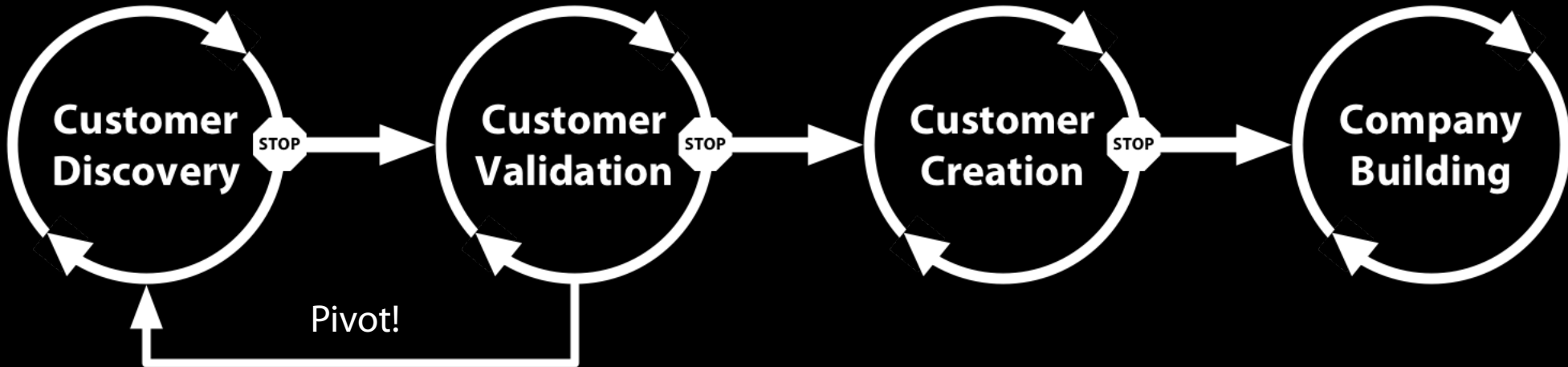
# 10. Find Fellow Makers

- 1. Start with Passion
- 2. Jot Down Hypotheses
- 3. Get over Yourself
- 4. Find Problem-Solvers
- 5. Huge Vision, Tiny MVP

- 6. Build your MVP
- 7. Start Charging

- 8. Scale with Remarkability
- 9. Scale with Opinion

- 10. Find Makers



# Thanks!

@ntalbott / @terralien / @spreadly

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