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lack of product development. Which is exactly why it is so important to find out what customers are looking for. By testing your product or service with the customers every step of the way, you can avoid

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this issue. This process is called the customer development process and consists of four stages: customer discovery, customer validation, customer creation and company

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Pitching an idea
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a thorough
customer
development
process will

result... 2. Try

to prove

yourself wrong.

By nature,

people want to

be right. People

don't like to

fail or get

rejected. In

the... 3. Talk

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formal methodology for building startups and new corporate ventures. It is one of the three parts that make up a lean startup (business model design, customer development, agile

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assumes that
early ventures
have untested
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model (who are
the customers,
what features
they want, what
channel to use,
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Consumers typically waited four months for product and incurred unnecessary markups of up to 40%. Listening to Rob speak, it was obvious that

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he had identified a real problem, had put together a product that solved that problem, and had customers verifying that he had the right solution by buying from him.

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