

Steve Blank

SEPTEMBER 5TH-9TH, 2011 • HELSINKI

Serial entrepreneur and leading revolutionizer of entrepreneurship education and ecosystems is visiting Finland this September for two weeks.

WHO IS STEVE BLANK?

Steve Blank is a Silicon Valley serial entrepreneur. He is a founder and part of 8 startups, of which the latest, E.piphany IPOed in 1999 for around 2-4 billion dollars. After the exit, Steve created the customer development model to better understand the patterns of building successful startups. His book, *Four steps to the Epiphany*, became a bestselling technology entrepreneurship bible and revolutionized the ways startups are built.

Netscape co-founder Marc Andreessen wrote that Blank's book is "the best book for tech entrepreneurs."

Currently Steve is a professor of Technology Venturing in Stanford University. His new course, Lean LaunchPad, teaches aspiring entrepreneurs his method of building startups. Steve's ambition is to renew entrepreneurial ecosystems and education all around the world.

Customer Development:

- Read [Customer Development Model](#)
Past, present, future. <http://goo.gl/cjZpo>
- Watch [Customer Development Process](#)
"Any assumption that an entrepreneur makes about their customers and markets is nothing but a guess." (3:33)
<http://goo.gl/d9lx>
- Browse [Startup Success 101 -sliddeck](#)
<http://goo.gl/QgJDx>

Entrepreneurship Curriculum 2.0:

- Read [The Lean Launchpad](#)
<http://goo.gl/HgeWC>
- Watch [Why accountants don't run startups](#)
"How and why startups are different than large companies and a few thoughts about entrepreneurial education." (43:56)
<http://goo.gl/wYKT>
- Browse [Lean Launchpad -sliddeck](#)
<http://goo.gl/uu63A>

Entrepreneurial Ecosystems:

- Read [What startups can teach big companies?](#)
New York Times 25.4.2010
<http://goo.gl/gqdpq>
- Watch [Company Building](#)
"Starting a company and growing a company are two different skill sets." (1:59)
<http://goo.gl/MTVMz>
- Browse [Generating High Growth Innovation Hubs -sliddeck](#)
<http://goo.gl/Dd7Bz>



"A startup is not a smaller version of a large company."

"The disctintion between small businesses, large corporations and scalable startups. Universities teach first two. Entrepreneurship schools will rise."

"Get out of the building: talk to your customers. Startups search, companies execute. Fail often and fail cheap."

"No business plan survives first contact with customer."

LINKS

- [Steve's visit in Finland](#)
steveblank.fi
- [Steve's blog](#)
steveblank.com
- [Stanford Technology Ventures](#)
stvp.stanford.edu



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