

Business Plan Resources and Links

- Channels & Partners: <https://www.startups.co/education/lessons/channels-partners>
- Customer Understanding: <https://www.startups.co/education/lessons/customer-understanding>
- Product Development/Customer Needs :
<https://www.startups.co/education/lessons/customer-development>
- How to run a user interview :
<https://clip.mn/video/yt-qAws7eXItMk>
- Legal and accounting basics:
<https://clip.mn/video/yt-EHzvmyMJEK4>
- How to build product users love :
https://clip.mn/video/yt-sz_LgBAGYyo
- Entrepreneurial Fitness | Shawntae Spencer
<https://www.startups.co/education/lessons/entrepreneurial-fitness>
- Revenue Relationships | Steve Blank
<https://www.startups.co/education/lessons/revenue-relationships>
Money, We know it's on your mind. Learn why customers are the key to unlocking revenue, and how to get and keep paying customers
- Customer Understanding | Steve Blank
<https://www.startups.co/education/lessons/customer-understanding>
Explains why knowing who your customers are—and who they aren't—is essential to startup success.
- Customer Development | Steve Blank
<https://www.startups.co/education/lessons/customer-development>
Explains how to tell whether the product you're building is the product your customers need.
- Customer Discovery Primer | Steve Blank
<https://www.startups.co/education/lessons/customer-discovery-primer>
Explains what makes a startup a startup, and how it all ties back to the people who matter most.
- The Business Model Canvas—10 Step Lessons | Alexander Osterwalder
<https://www.startups.co/education/lessons/business-model-canvas>
Business model innovation will win over technology innovation every time. Business modeling expert. Explains why companies with great business models win every time