



Fireside Chat with Steve Blank - Customer Discovery

Hosted by the MIT Venture Mentoring Service

Wednesday, May 20, 2015 from 4 PM to 5:00 PM (EDT)

MIT Classroom, 26-100 (<http://whereis.mit.edu/?go=26>)

Registration required

Register

Join author and educator [Steve Blank](#), father of the Lean LaunchPad movement, on May 20th, as he discusses:

- The importance of Customer Discovery
- Why do it? Why can't I just develop the product?
- How to focus and identify your customers
- How do you know when you have product-market fit?
- Where and how to make your startup more successful

This is an event for all entrepreneurs (tech and life science) at all stages of development.

This fireside chat is FREE, but registration is required as we are expected to sell out!

About Steve Blank

A retired eight-time serial entrepreneur-turned-educator and author, Steve Blank has changed how startups are built and how entrepreneurship is taught around the globe. He is author of the bestselling *The Startup Owner's Manual*, and his earlier seminal work, *The Four Steps to the Epiphany*, credited with launching the Lean Startup movement. His May 2013 Harvard Business Review article on the Lean Startup defined the movement. Steve is widely recognized as a thought leader on startups and innovation. His books and blog have redefined how to build successful startups; his Lean LaunchPad class at Stanford, Berkeley and Columbia has redefined how entrepreneurship is taught; and his Innovation Corps class for the National Science Foundation has changed how the U.S. commercializes science.



This event is associated with the NSF I-Corps Site Program at MIT Venture Mentoring Service.

