

## ***How validate your idea and business model as quickly as possible.***

This book is for aspiring entrepreneurs who are at the brink of launching a business around an innovative idea and are about to sink their life savings, corporate careers and most importantly, their valuable time.

Thanks to the Lean Startup movement there are so many methods, canvases, books and other tools that you'll need to develop a skill to filter and select them. These are tools to design your business model, work out your idea in more detail, look for strong signals and gather enough evidence to execute on the idea and build a business.

I've collated and curated many available tools, blog posts and other resources in this book, which contains our selection of it and our view on when certain books, canvases and tools might come in handy. The book serves as a curated guide to other resources and helps you understand why you'd want to work in this way when you have an idea and you want to turn it into a business.

There's no need to read this book cover-to-cover in order to make use of it. Feel free to pick out of this what you need. Each chapter comes with examples, tips and actions, which can put you on the right track and help you understand which tools, methods and canvasses you can use to get the answers you should be after.