****

**Reading List Recommendations**

**Books:**

* **Business Model Generation -** *Alexander Osterwalder and Yves Pigneur*

This book will teach you how to systematically understand, design, and implement a game-changing business model. It is a useful tool to understand at a deeper level your customers, distribution channels, partners, revenue streams, costs, and core values.

* **The Entrepreneur’s Guide to Customer Development** - *Brant Cooper*

This easy guide provides a four-step framework for helping startups discover and validate their customers, product, and go-to-market strategy. It guides entrepreneurs through finding early adopters, building a minimum viable product, finding product-market fit, and establishing a sales and marketing roadmap.

* **Lean B2B** – *Etienne Garbugil*

This is a great layout for selling on businesses; although it is rooted in selling software, the principles can apply to most all businesses. It gives a great mix of formulating a sell, information gathering, introducing a solution, thinking through your team needs, knowing the jury you are trying to convince, money mapping, creating offers, and so much more.

* **Do More Faster**- *Brad Feld and David Cohen*

This quick, easy read is a collection of advice that provides practical insights into early stage entrepreneurship. It contains sections, each focusing on a major theme within the TechStars program, including idea and vision, fundraising, legal and structure, and work/life balance. This is an excellent resource to begin thinking innovatively and avoid some of the common pitfalls faced by entrepreneurs.

* **Mastering the Rockefeller Habits** - *Verne Harnish*

This book goes into depth on practical habits that you can implement to enhance the performance of your company. Topics include determining priorities, gathering necessary data, and establishing a company rythm and culture.

* **The Power of Social Innovation** – *Stephen Goldsmith*

This book is great for any in the civic space or those trying to target the civic space such as governments, foundations, nonprofits. It does a great job of outlining the complex civic environments in which so many businesses are trying to navigate.

If You Are In Tech Also Consider or click here- http://neverstop.co/startco-toolkit/

* **Venture Deals** - *Brad Feld, Jason Mendelseon, and Dick Costolo*

This resource outlines the essential elements of the venture capital term sheet – from terms related to economics to terms related to control. It strives to give a balanced view of the particular terms along with the strategies to getting a fair deal. It is also a good introduction to the various participants in the process of fundraising.

* **The Four Steps to the Epiphany**- *Steven Gary Blank*

This book offers the practical and proven four-step customer discovery process and provides insight into what makes some startups successful. The Four Steps helps uncover flaws in product and business plans and corrects them before they become costly. Rapid iteration, customer feedback, and testing your assumptions are all explained in this book.

* **The Lean Startup** - *Eric Ries*

The lean startup approach fosters companies that are both more capital efficient and that leverage human creativity more effectively. It teaches methods to shift directions with agility, shortening product development cycles, measuring actual progress without resorting to vanity metrics, and learning what customers really want.