Building a Company Step By Step, Ch. 4: Your Customer Hypothesis

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Wiegand has co-founded five companies -- one of which he sold to Microsoft -- and is now a co-founder of Spin, a social media app that brings the Tik Tok experience to shopping. In this discussion he talks about whether a founder should be a visionary or a manager of uncertainty, whether to tie product development to the total market or addressable market, whether a bottom-up or top-down approach to defining the market works best, and how a minimum viable product helps new companies focus resources and marketing.

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