

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

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EIX is featuring interviews that explore the principles outlined in Steve Blank and Bob Dorf's book, "[The Startup Owners Manual: The Step-by-Step Guide for Building a Great Company.](https://www.amazon.com/Startup-Owners-Manual-Step-Step/dp/1119690684)" (<https://www.amazon.com/Startup-Owners-Manual-Step-Step/dp/1119690684>) This interview with serial entrepreneur Brian Wiegand focuses on Chapter 4, State Your Business Model Hypothesis.

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 bottoms-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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