Recommended Resources

FRAMEWORKS & TOOLS

- Business Model Canvas from Strategyzer
- Value Proposition Canvas from Strategyzer
- Videos & Slides from Steve Blank

BOOKS

- Leadership and Self-Deception, Arbinger Institute
- Four Steps to the Epiphany, Steve Blank
- Talking to Humans, Giff Constable
- The 7 Habits of Highly Effective People, Stephen R. Covey
- Principles, Ray Dalio
- The Startup Owner’s Manual, Bob Dorf & Steve Blank
- Mindset, Carol S. Dweck
- Why Startups Fail, David Feinleib
- The Hard Thing About Hard Things, Ben Horowitz
- The Art of the Start, Guy Kawasaki
- The Code of the Extraordinary Mind, Vishen Lakhiani
- Entrepreneurial Finance, J. Chris Leach & Ronald W. Melicher
- Slicing Pie, Mike Moyer
- Business Model Generation, Alexander Osterwalder & Yves Pigneur
- Testing Business Ideas, Alexander Osterwalder & David Bland
- The Lean Startup, Eric Ries
- Start With Why, Simon Sinek
- The Art of Profitability, Adrian Slywotzky
- Biodesign, Stefanos Zenios, et al.